

# Card Market



## The Last Gift Card Marketing Guide You'll Ever Need

In this interactive guide, we'll show you how to skyrocket your gift card sales and boost your revenue all year long.

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You're about to unlock  
the door to higher  
monthly, quarterly,  
and annual revenue.

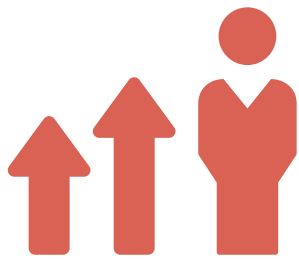
# How?

By implementing the tactics in  
this gift card marketing guide.

Over the next 12 pages, we'll  
tell you exactly how you can  
put the pieces together to build  
a comprehensive marketing  
program that's proven to sell  
gift cards.



# But first, why should you care?



**93%**

of Americans will either give or receive a gift card in a given year.



**90%**

of gift cards are spent within two months of purchase.



**72%**

of customers will spend more than the amount on their gift cards.

Now that you're on board, let's take a look at how you and your team can implement the elements of your gift card marketing strategy. Brainstorm, take notes, and make this strategy your own. This guide is built as a foundation. Use it to the fullest and get creative!

# Let's Build Your Marketing Plan

01

## Set Your Goals

How many gift cards do you want to sell per day, week, year?

What is your overall goal(s)?

*(E.g., increase revenue, raise brand awareness, attract new customers)*

How will you know when you've reached your goal?

02

## Identify Your Target Audience

Who are you targeting for gift card sales?



*Rather than "my customers," take this a step further and describe the specific type of customer you're targeting.*

How can your company's gift cards solve an issue for this customer?

Where do they spend their time (in-person and online)?

What might attract the customer to buy multiple gift cards or larger amounts?



*For ideas, refer to the promotions section on page 9.*

03

### Focus on What Makes Your Business Stand Out

What do your customers love about your product or service?

What traits, products, or services make you stand out from your competitors?

What positive feedback do you hear most from your customers?

04

### Create a Gift Card that Aligns with Your Branding

How do you want your gift card to look?

Do you have a design in place or [do you need help?](#)

What [gift card carrier](#) might you design that would encourage your customers to give your card as a gift?

# 05

## Choose Your Marketing Channels: In-Person, Email, Social Media, Website

### In-Store

What displays in your store would encourage customers to purchase a gift card?

Where should the displays be located in your store? (I.e. Your high-traffic areas)

### Email Marketing

How many emails will you send to your email list, reminding them of your gift card sales and promotions (per month, quarter, or year)?

What details must you include in the email so that the customer has all the information they need?


### Social Media

How many posts (per week, month, quarter, or year) do you want to make about your gift card sales and promotions?

How might you get creative with these posts?

*(E.g. Video content, graphics, gifs, customer testimonials, etc.)*

Which social media platform(s) is your audience most engaged?


 *View your social media insights to decide which platforms are most worth your time. That's where most of your effort should be!*

### Website

Where will your website visitors be most likely to see your gift card promotion?

*(E.g., a pop-up banner, a headline, or a new section)*

Is your website enabled to sell gift cards? If not, how can you make this happen?

 *Card Market provides you with a secure shopping cart that can be added to your current website. [Click here to learn more.](#)*

# Leverage these Email, Social, Website, and In-Person Marketing Tips for a High-Impact Plan



## Email Marketing

- Use a trusted email marketing tool that allows you to view your campaign's results. An example of this might be MailChimp.
- Create eye-catching subject lines. To boost your email open rate, try adding emojis 😊 and mentioning special offers. Keep these short and intriguing!
- Review your campaign's results one to two days after it launches. See what worked and what didn't, and adjust accordingly.
- Make sure that your emails are highly visual with clear calls to action (e.g., "Buy your gift card here!")



## Social Media Marketing

- Choose the social media platform that works best for you (based on where your audience is). Don't be afraid to explore new platforms, too, such as TikTok or Pinterest.
- Research the latest trends to keep your content timely and fresh.
- Create social media posts that spark interest for your followers. A great way to do this is to create visual content, such as graphics, videos, and gifs.
- Set aside a budget for social media ads. Even a small amount can go a long way. Be sure to set your parameters to match your target audience.
- Try to stay away from being too formal. Be upbeat and fun in your responses.
- Assign a person on your team to interact with social media content to boost your engagement.
- Ask your team to help you by sharing, liking, and commenting on your posts.



## Marketing on Your Website

- Place your gift card promotions in highly noticeable areas on your website, such as banners or pop-ups.
- Give your customers the ability to purchase gift cards from your website easily. [Don't have this set up? [Card Market can help!](#) Click here to learn more.]
- Make sure that your website is user-friendly and works well on mobile devices.
- Ensure that you're leading your customers to your website with every email campaign or social media post.



## Marketing to Your Customers In Person

- Train your employees to mention gift cards to each customer they come in contact with.
- Incentivize your employees to sell gift cards by offering them a gift card of their own for every milestone they achieve. Or make it a competition and make it a team challenge!
- Place your gift cards in high-traffic areas of your store with eye-catching displays.
- Make sure that your customers know they can buy your gift cards on your website.
- [Add signage](#) to your front door, register, and other noticeable areas to advertise your gift card sales or promotions.



# Pump Up Your Sales with Gift Card Promotions

Your marketing strategy will help you get the word out about your gift cards. But how do you add fuel to that fire and increase your sales even more? Promotions. You can achieve multiple goals when you create a successful promotion campaign, such as increasing your brand awareness, multiplying your sales, and promoting your business to new customers.

Here's how you can prepare a gift card promotion that will have your audience buzzing:

## 01

### Create an irresistible sale.

Your customers already love your business, so now you can let them share that love with their friends and family. The key to this is to make it worth their while. You might offer your customer a \$20 gift card for every \$100 gift card they buy. Your customer gets a treat for themselves and they can also give a gift to a loved one.

## 02

### Spread the word about your promotion.

Tell everyone you know about this promotion. Word-of-mouth is still one of the most effective marketing tools, especially as your customers already trust your business. On every platform available, tell your customers and prospects what you're offering. This can be via email, social media, signs at your location, or any other area where you can get the word out. Don't forget to train your employees to share the promotion with every customer they come in contact with. Their help can go a long way!

## 03

### Analyze the promotion's performance & adjust for next time.

Once your promotion comes to an end, analyze the results. How much did your gift card revenue increase? What seemed to be the most effective sales tactic during this promotion? How might you improve it the next time?

You can also analyze how your future sales have been affected by this. For example, if you run this campaign over the holiday season, you might see an uptick in January sales (compared to the prior year) as customers spend their gift cards. They most often spend more than their gift card amount, increasing your revenue even more!

# The Astronomical Effects of Promotions (with Real Examples)

Aren't sure if this will make much difference?  
Here are a few of our customers' results.



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**\$52k<sup>+</sup>** from  
1 month's sales

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**\$7k<sup>+</sup>** from  
2-week's sales

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**\$56k<sup>+</sup>** from  
1 month's sales

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# Implementing Your Gift Card Campaign

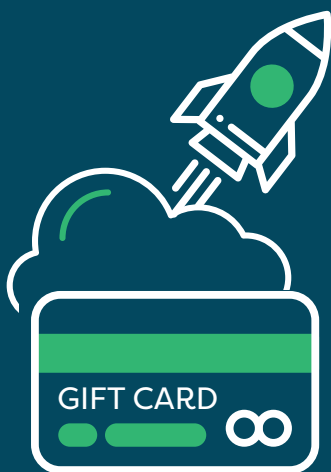
Now that you've analyzed your marketing efforts and considered possible promotions, let's put all of that hard work to use. Use the following chart to map out your gift card marketing campaign.

Marketing Channel	Email	Social Media	Website	In-Person
Your Ideas for Each Channel				
How these Ideas Work Toward Your Goals				
What You'll Need to Implement				
Who Will be Responsible				
When it Will Launch				
How You Will Track and Measure Performance				

# Seeing Real Results

As you put these marketing tactics into motion, begin tracking your revenue. This will allow you to see what is working, what isn't, and how close you are to reaching your goals.

Gift Card Revenue Tracker	Q1	Q2	Q3	Q4
Month 1	\$	\$	\$	\$
Month 2	\$	\$	\$	\$
Month 3	\$	\$	\$	\$
Total	\$	\$	\$	\$



## Your Gift Card Sales?

We offer Card Market Express and Pro to help our customers sell physical and virtual gift cards, increasing their revenue and boosting their brand awareness. If you want to be on a clear path to higher sales, we can help. [Visit our website today](#) to get started. [Click here to start your order now.](#)