



HOW RESTAURANTS CAN SELL
MORE GIFT VOUCHERS ONLINE

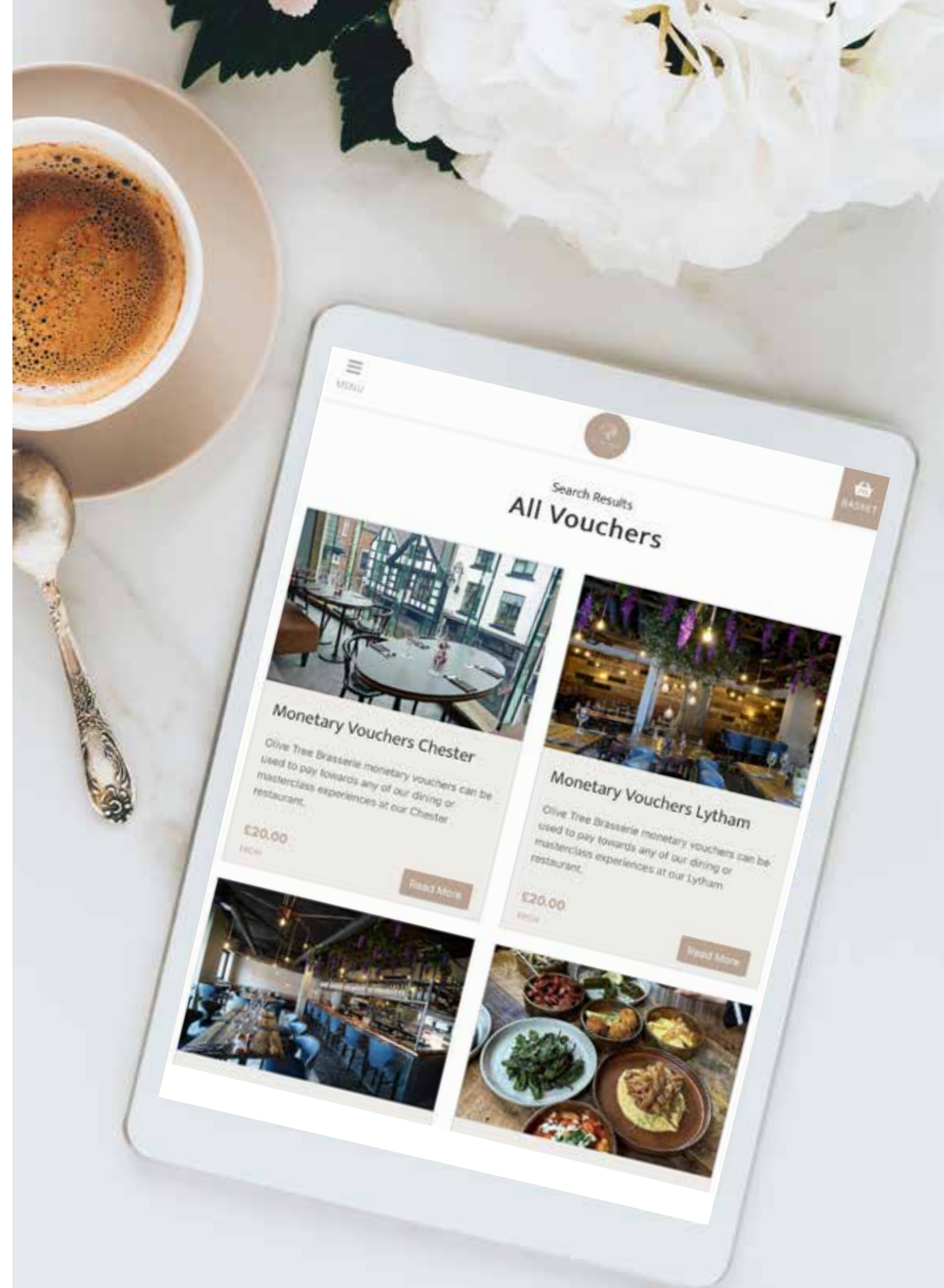
GiftVoucher⁺Brilliance

DRIVE GIFT VOUCHER SALES WITH GIFT VOUCHER BRILLIANCE

Selling gift vouchers online is a simple and effective way for restaurants to generate more revenue year-round. But how can you push your sales even further to really get the most out of key seasonal sales period and maximise your potential?

With an expert hospitality platform like Gift Voucher Brilliance, you have access to all the features to help you sell more vouchers:

- No limit on the number of experiences and vouchers to sell
 - Useful calendar for what is trending to sell and when
 - Shared insights and blogs
 - Discount codes
 - Secret sales
 - Customer data capture for marketing
 - E-commerce tracking with Google Analytics
 - Highlight special occasions linking or highlighting a specific category
 - Cap experience type to manage sales





HOW TO SUCCEED WITH GIFT VOUCHERS

1. YOUR GIFT VOUCHERS

When you set up an online gift voucher shop, you will want to have a selection of vouchers with a range of price points to appeal to the widest audience. Ensure that your photography is good quality and representative of your offering, and that descriptions are clear and appealing.

Adding a new category each time a special occasion is around the corner, for example, Mother's Day, is an easy but very effective tool. If you're strapped for time, you can simply populate with a selection of existing gift vouchers. Or you can create limited edition voucher experiences, such as a Mother's Day Afternoon Tea, or Ladies Lunch.



HOW TO SUCCEED WITH GIFT VOUCHERS

2. STAND OUT FROM THE CROWD

With most hospitality businesses now selling gift vouchers, it helps to be unique with your offering to stand out from your competitors. If you sell afternoon teas then why not set up a calendar of impressive, themed teas available throughout the year, or a tea based on local ingredients and flavours.

Think about exclusive dining experiences you could offer too – such as a dinner and wine pairing experience, a tasting menu or a meet the chef experience. Or consider teaming up with another local business, such as a yoga instructor, to offer a recurring yoga and brunch event on specific dates. You can set the redemption dates and use the stock control feature to limit numbers.





HOW TO SUCCEED WITH GIFT VOUCHERS

3. MAKE USE OF THE MARKETING FEATURES

A tool with a discount feature will allow you to run promotions throughout the year – for example, a Black Friday sale or an early bird Christmas offer. Set restricted sale dates and share these with your customers to create a fear of missing out.

With Gift Voucher Brilliance, you can create discounts that allow you to set a minimum spend, a limited number of code uses, and apply to all or selected vouchers. You can even set restrictions on redemption dates on sale vouchers to fill quieter times – for example, you may want to set your Black Friday vouchers to be redeemable on Monday – Thursdays, or in January and February only.

There's a hidden voucher category too, so you can run a secret sale for your email subscribers or top customers – or give them a 24-hour sale preview before going live to everyone.



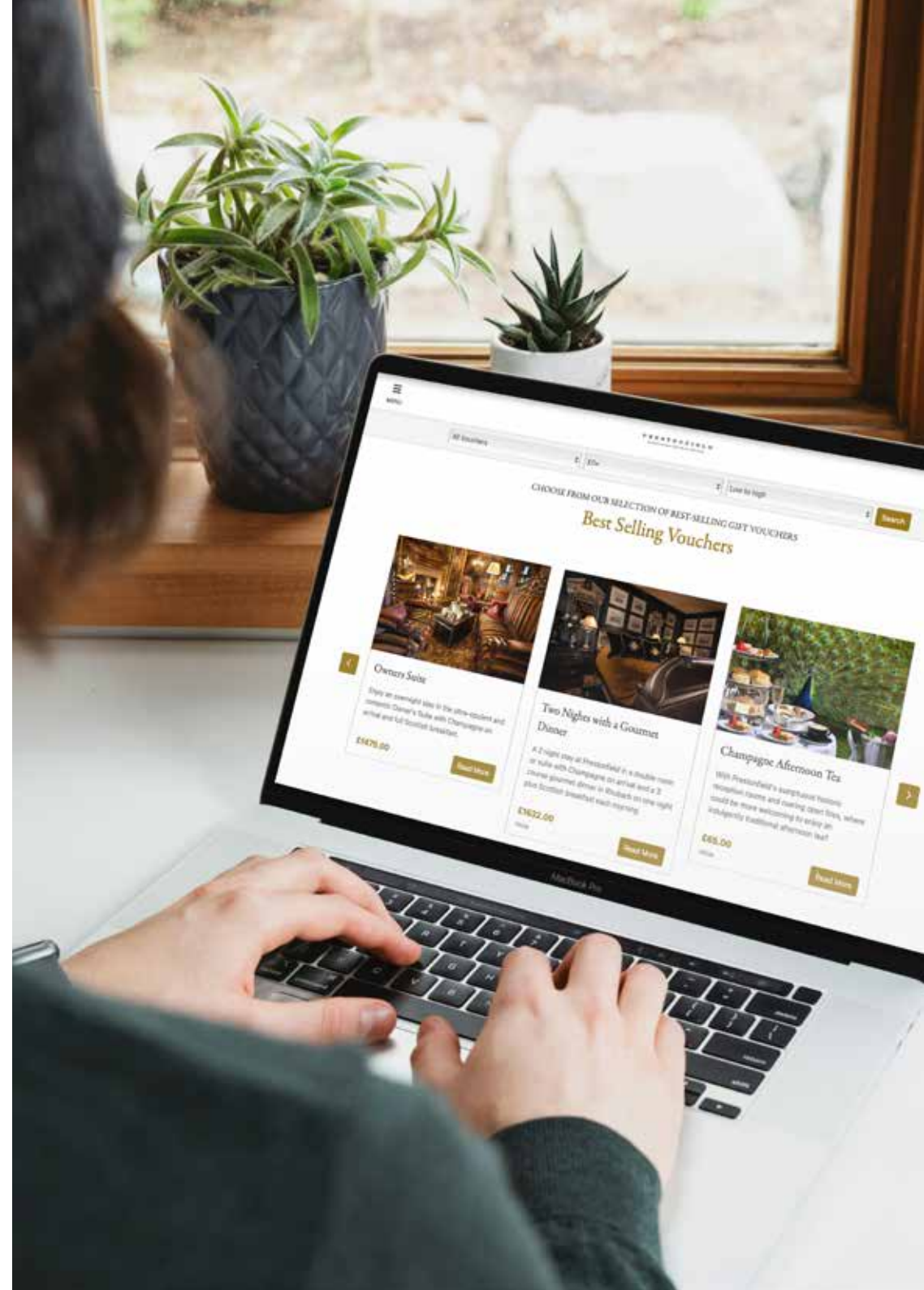
HOW TO SUCCEED WITH GIFT VOUCHERS

4. VOUCHER VISIBILITY

It may seem obvious, but in our experience a surprising amount of restaurants set up an online gift voucher shop and then forget to share it on their website. It's essential that you have a link to buy vouchers in a prominent and logical position on your restaurant site. The difference in sales between those who do and those who don't is vast.

It's not just about online visibility though. The most successful businesses have table talkers or posters up in their restaurants highlighting their gift voucher offering.

You could create a bill card that promotes your gift voucher shop with a QR code that customers take away, and staff can wear badges saying 'we sell gift vouchers' for extra visibility.





HOW TO SUCCEED WITH GIFT VOUCHERS

5. ONLINE PROMOTION

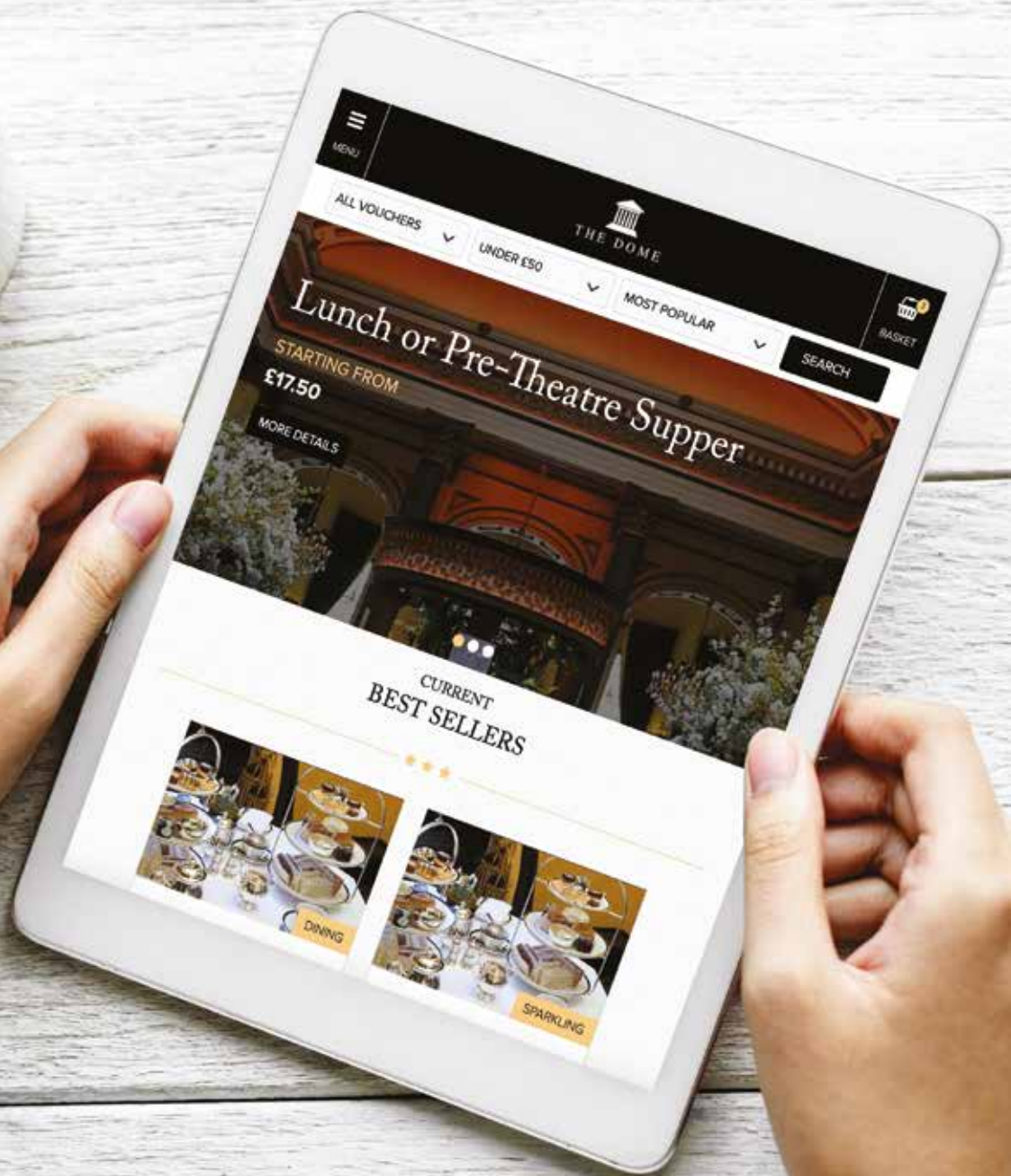
Share your gift voucher selection across your marketing channels regularly, highlighting new vouchers and categories when you set these up, and featuring sales and promotions prominently.

Download a list of email addresses for people who have opted in to hear from you when they have bought a gift voucher in the past and target them with email marketing campaigns.

Social advertising works well for gift voucher promotion too, especially to support Black Friday or Christmas sales. It's cost effective and highly trackable.

Make sure you have ecommerce tracking set up in your GA4 account you'll be able to track how many sales your marketing promotion has generated so you know what has worked well and what hasn't.





CLIENT SUCCESS WITH GIFT VOUCHER BRILLIANCE

Continued growth year on year in gift voucher sales for prominent city centre restaurant.

"Using Gift Voucher Brilliance over the years for various venues as our preferred Gift Voucher partner, we have seen a noticeable difference in revenue; they have helped us transform and manage our sales and redemptions through their feature-rich system and customer support"

Jay Glass, Area Marketing Manager, The Dome Edinburgh

Join other restaurants benefiting from Gift Voucher Brilliance



NEXT STEPS...

If you're sold on gift vouchers, then the next step is to choose your platform. It's important to understand the functionality you want your online shop to have, how easy it is to use, how it will look, and how it integrates with your current website. Make sure you get a demo of possible platforms to fully understand whether it is the right gift voucher tool for you. To find out more about Gift Voucher Brilliance, get in touch to arrange a demo today:

Email support@giftvoucherbrilliance.co.uk
or call 01803 872999

Gift Voucher Brilliance