

# How to use Gift Cards to Market.

At SelbySoft we recognize that our FREE, built-in gift card system is one of the most powerful features we have.

The following slides offer suggestions on how to use and market gift cards in your store. Most of these suggestions came from our customers.



# Pay \$20 and get \$25



- This is a very common method of selling gift cards. Set a value that you will sell the card for and then include an extra 5-15% of value on the card.
- This promotion goes over especially well during the holiday season.
- It is easy for your customers to understand.

# Pay \$25 get a \$5 Card

This is very similar to the last suggestion. The difference is that you actually hand the customer two gift cards. One with the \$25 on it and one with \$5 on it. This allows you to have two customers that start seeing the value in using a gift cards.



# Surprise Value

Want to have a little fun with your customers?

Preload a number of cards with \$1-\$5 in value. Let your customers know that when they go to load a card there may be an extra \$1-\$5 value on it.

This is a great and fun way to help get customers excited about your gift card system.



# Employee Discount Card

Break out of the traditional employee discount model!

Instead of giving your employees a 10% or 15% discount, give them a gift card with a pre-determined value on it.

This allows your employees to purchase a drink for friend, sibling or themselves. Eliminate that peer pressure that your employees feel.



# VIP Card

Go for the big bucks and offer a special when they show their VIP Card. Here is how it works:

- Create a limited number of VIP card designs.
- Sell for a large value (\$100 or more).
- Have a special offer weekly for VIP members.

Think – Free extra shot of espresso, upgrade from 12oz to 16oz, ½ off muffin etc.



# Charities

Gift cards are perfect for dealing with charities!

Provide a gift card at a discount or for free to provide to the non-profit that is asking for a donation.





**More  
Information?  
Call us!  
800-454-4434**