

How to Dramatically Increase Gift Certificate Sales

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This month I will show you one of the best promotions our center ever ran. It involves giving away HUNDREDS of gift certificates. I know this sounds a bit insane, but read on...

People in our society are extremely busy. Most households have two incomes and the workweek has jumped to between 60 & 70 hours. This is just to maintain our personal overhead and keep our job. Sad but true. Most people just don't have the capacity to keep up with every occasion that Hallmark™ and the American Greeting Card Company™ can come up with. This is an excellent situation for massage therapists. If you make it easy for them, they will beat a path to your door. We designed a marketing piece that does just that.

Below, you will find a sample of this marketing piece. The first section provides a "reason" for sending this piece. It can be that you have a new service, you have a new location, or it just happens to address one of the aforementioned occasions. (i.e., Valentines Day, Mother's Day, etc.). The second section provides an appeal to their logic with a paragraph that states an obvious situation and will get them shaking their head in a "yes" motion and includes a solution for them via this marketing piece. Third is a list of your services. Finally, there is a blank gift certificate that is about the size of a #10 envelope. This is the solution.

The gift certificate looks very typical with the exception of the lower left corner. It contains an area for an "Activation Code". Here are the steps you take to utilize this promotion:

1. Customize the marketing piece to your business
2. Print about 500 of these on letter size, 60lb. Cover stock paper. This paper runs about \$8.00 per 250 sheet ream but looks much nicer.
3. Mail and give out this piece anywhere you can.
4. Prepare a code sheet with sequential numbers. (Sample Below)

The people that receive this will keep it in their desk, stick it to the fridge, put it in the glove box of the car. It doesn't matter where they keep it. Sooner or later they will have a situation where they need a last minute gift. "Oh no, it's 5 o'clock on Valentines Day, I haven't picked up a gift yet and there's not a rose or piece of chocolate left in town!". "But wait, I have that gift certificate for a massage in my desk!". They call you and tell you which services they wish to purchase. You give them a total and get their credit card number. (You should be accepting credit cards. If you don't, you should start) you run the charge and give them a code # from the code sheet. They fill in the gift certificate including the code #. The gift certificate is now "activated". They simply detach the certificate from the bottom of the piece and stick it in an envelope. Total time- 5 minutes. They didn't have to drive, shop, stand in line, etc. They have a great gift and you have the money.

I guarantee that you will sell lots of these. The more you print and give out, the more likely the odds are that someone will use it. You will get calls from people that received one of these 6 months ago and just now needs to use it. Keep in mind that only 65% of all gift certificates are redeemed. 35% of the money you collect on these is like finding money lying on the sidewalk. Those people that receive and don't use it will still remember you so it makes a great advertising piece. This will cost you about \$20.00 per 500 plus any postage for the ones you mail. A very low cost marketing piece that has a fantastic return. And, you can do it all on your PC!

The first time we used this piece was just before the holidays. You know, Christmahanakwansaca. We mailed out 25, as a test, about 2 weeks before Christmas. By 2 days before Christmas, we had sold 18. It has worked almost that well every time we have used it. I hope that you have the same results. I have included a sample of the marketing piece and the code sheet. These templates are also included in Massage Office (Island Software's practice management suite). Good luck and I'll see you next month!

Sample Code Sheet

Code #	Date	Purchased By	Redeemed	Date
1001	01-15-07	John Smith	✓	03-22-07
1002	01-21-07	Mary Jones		
1003	01-23-07	Bob Roberts	✓	02-14-07
1004				
1005				
1006				
1007				
1008				
1009				
1010				
1011				
1012				
1013				
1014				
1015				
1016				
1017				
1018				
1019				
1020				
1021				
1022				
1023				
1024				
etc				

Place your personal message here

We have so many commitments and so many demands on our time that finding the time to shop for that perfect gift for our loved ones, friends and business associates can be difficult.

Here is a solution for those "last minute" gifts that we all need from time to time.....

- Office Birthday Party
- Valentine's Day
- Thank You Gift
- It's 5:00 and I forgot.....
(fill in the blank)!
- Baby Shower
- Boss's Day
- It's 5:00 and I forgot my Wife's /
Husband's birthday!
- Secret Pal gift
- Mother's Day / Father's Day
- Secretary's Day
- It's 5:00 and I forgot our
anniversary!
- Employee Bonus or Incentive

I've attached a gift certificate and a list of available services. Complete the gift certificate and call with your credit card to receive your authorization code and activate the gift certificate.

Certificates without valid authorization codes will require payment prior to service!

Services

½ Hour Massage	\$40.00
1 Hour Massage	\$65.00
1 ½ Hour Massage	\$90.00
AromaTherapy Steam, Exfoliating Body Scrub and Massage	\$125.00
Steam, Scrub, Massage and Mudd Wrap	\$190.00

Cash, personal checks & all major credit cards are accepted



A Gift of Health

To: _____

From: _____

Description of
Services: _____

Code#: _____ Date: _____

(certificates without valid code # require payment prior to service)

(certificate expires 6 months from date of issue)

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