

5 WAYS TO HELP GROW YOUR BUSINESS WITH GIFT CARDS

Start growing your business today

Gift card programs can improve cash flow, especially versus other marketing approaches. Traditional marketing strategies with strong demonstrated return on investment take time to result in sales. Selling gift cards allows you to generate revenue in advance of providing products or services.

Here are 5 tips to help you get started.

1 Rewards

Offering cash back rewards helps create customer loyalty and encourages additional spending at your business. You determine the reward amount, and every time customers use their gift card at your business, they receive cash back directly loaded onto their gift card. This encourages repeat business, and your customers will never have a zero balance!

2 Online Digital Gift

Offer a digital experience with a branded website to purchase digital gift cards and you won't miss out on another gift card sale. This enables your customers to purchase and send physical or digital cards to their friends and family.

3 Mobile

Mobile payments are here, and consumers are ready. Your customers have the option to convert their physical gift card into a mobile gift card so they can pay with their smartphone. In today's environment it's important that your customers pay the way they want, using their preferred methods which includes no contact.

4 Social

Promote your gift cards on Facebook. Customer recommendations go a long way in attracting new business. Encourage cardholders to share a virtual gift on Facebook with our social gifting feature. You decide the offer amount and we take care of the rest. When you let your customers help spread the word about your business, you reward their friends with a digital coupon and save money on advertising.

5 Payments

Cardholders have the option to reload their gift card automatically or manually at any time, making the checkout experience more convenient and efficient. When cardholders reload their gift card, they simply link their card to a credit card. When customers pay for purchases with their gift card, they never miss out on receiving cash back rewards.

We're here to help if you need any assistance leveraging your gift card program to your customers. To learn more about gift cards, call us at 800.509.0625 or visit us at valuteccardsolutions.com.