



Valutec[®]

SPA AND SALON GIFT CARD HELPFUL TIPS

Are you maximizing your gift card program?

There are many ways that you can use your loyalty and gift card program in your salon, barber shop, day spa, or nail boutique to drive sales, streamline operations, and maximize profits.

Compete with the “big chain” salons and barber shops in your area. Drive client foot traffic and increase their satisfaction while encouraging them to purchase your more profitable products. Reward repeat clients’ business and drive bounce back shopping.

Here are some tips to help you get started.

- Use gift cards as a promotional card and business card for individual stylists.
- Offer a free gift card for a certain service to promote return customers. (Example: Purchase a 60 minute massage and get a free manicure gift card.)
- Create a Loyalty Rewards program around number of visits to boost loyalty with key chain cards.
- Reward repeat clients with a gift card for their next visit or for products.
- Pass out gift cards at special events to drive new clients to your spa or salon.

Use gift cards to help grow your sales and encourage client loyalty. Helping your clients become familiar with your salon demonstrates the value you bring to them while driving repeat visits back to you. And gift cards are easy, allowing you to focus your time on your business.

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.