

GIFT CARD PROMOTION

ONLINE GIFT CARDS ARE INCOME DRIVERS.

210%

jump in December gift card sales over an average month

~Half

of a year's gift card sales happen in November and December

72%

of guests spend past the card's value, about 20% more

64%

have found a new restaurant or retailer through a gift card

43%

of Americans are holding at least one unused gift card

SELL MORE THIS HOLIDAY SEASON.

The numbers are compelling: it's crazy to not sell gift cards given the return for your business. Whether your business is currently selling them only in store, just online or not at all Hugo Greene's goal is to get you more sales this holiday season!

PILOT PROGRAM: \$250 COVERS

- ✓ **Fixing your gift card gap.** Not on your website, not selling online, or not set up yet: we get customers buying.
- ✓ **Buy links** on your Google profile, pinned posts on Instagram and Facebook.
- ✓ **A branded QR code flier** for your counter, so customers can buy on the spot.

ADD-ONS, PRICED SEPARATELY

- ✓ **Branded holiday social posts** from our templates.
- ✓ **Custom gift card design** for your online or physical cards.
- ✓ **In-store kit:** table tents, counter cards, check presenter inserts.

WEEK 1

Review your current gift card page & offering

WEEK 2

Live in store, online and on Google

WEEK 3

Your QR flier, plus any add-ons

WEEK 4

Black Friday and Small Business Saturday push

REPORTING

Total sales results report

\$500

\$250

PILOT PRICE

Pilot pricing for 20 local businesses we know. Scan the code to claim a spot, or call or email Nick. → **Claim by Friday, Oct 24, or until all 20 spots are gone.**



LET'S TALK!

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