



MAKE
THE MOST OF

HyperGift®

The essential guide to
follow once live with
HyperGift®.



Promoting Your Gifts

Generate strong, recurring sales by promoting your gifts. From your own website to emails, social media and in house promotions, here's our tips on how encourage visits to your gift shop.



✓ **WEBSITE**

The main source of visits to your gift shop are likely to be from your own venue's website/microsite.



✓ **EMAILS**

Engage with people who already know and love your brand via their inbox.



✓ **SOCIAL MEDIA**

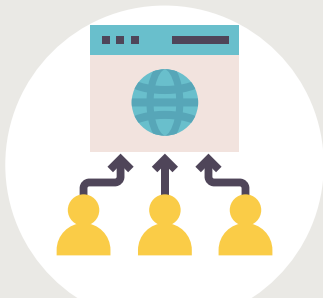
Be sociable about your gift vouchers reaching current & new customers via social channels.



✓ **IN-HOUSE PROMOTION**

Promote and sell gifts in your venue – we have lots of ideas to help!

Website



MAIN TRAFFIC SOURCE

More than half of the traffic to your gift shop will be from your own website, so ensure that the links are easy to see and click on. Visitors from your website are also more likely to buy a gift, than any other visitor source.



RAISE AWARENESS

Each and every person visiting your website is a potential buyer, even if today they came to book a room for a business trip, they just might be looking for a birthday gift for their partner too.

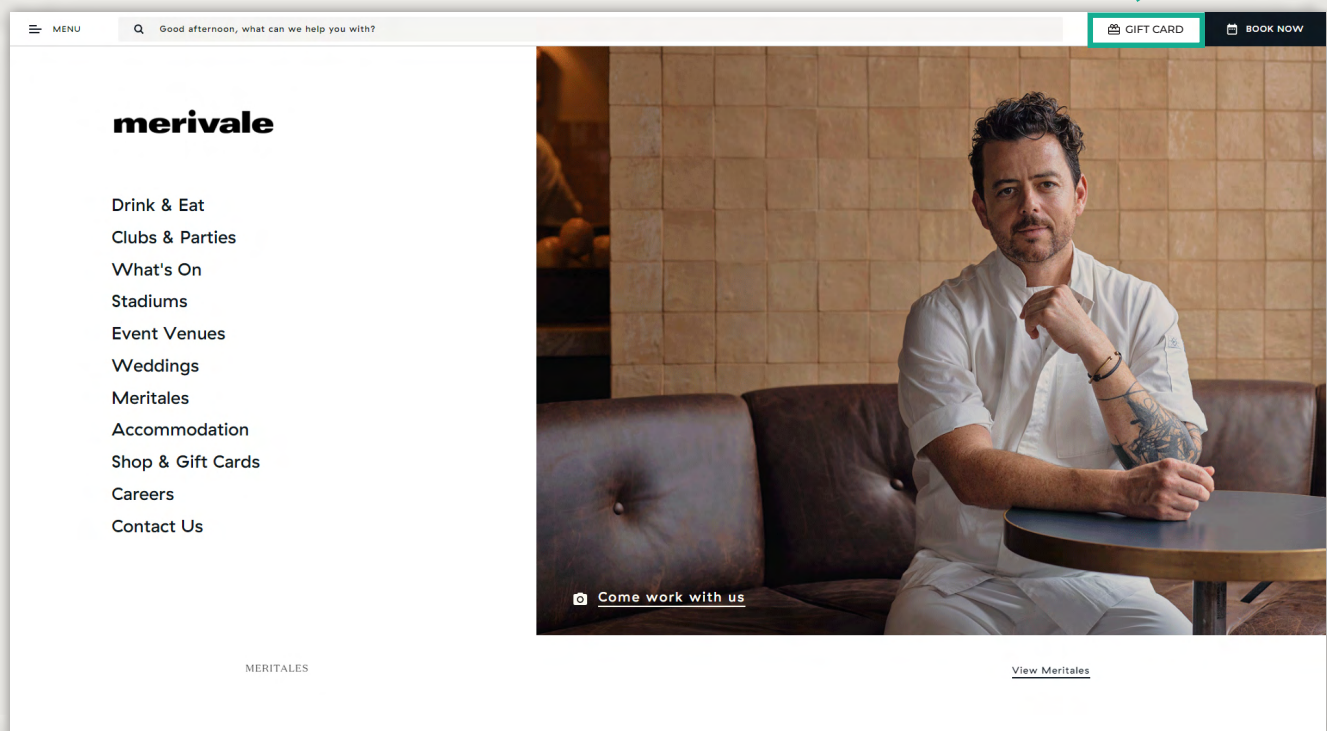


GENERATE REVENUE

Links and buttons to your gift shop are just as important as 'Book a Stay' or 'Book a Table' buttons, as they are revenue generating links.

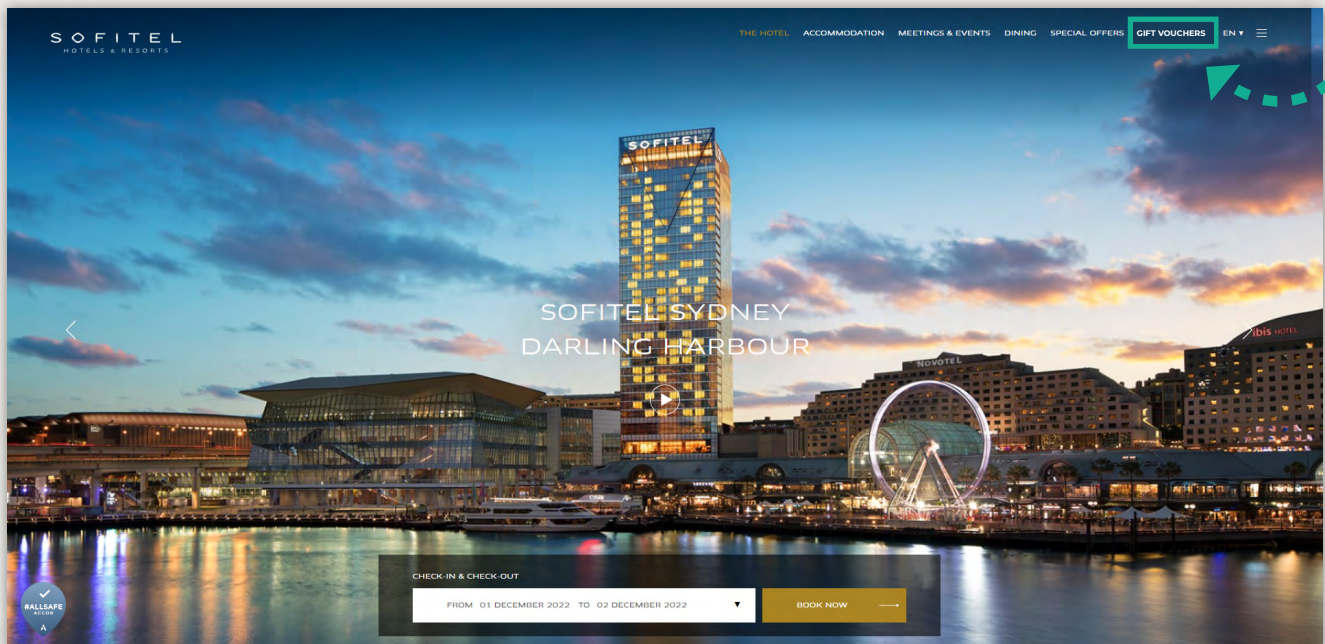
PRIMARY CALL TO ACTION

Top performers feature gifts/gift vouchers with their primary call to action.



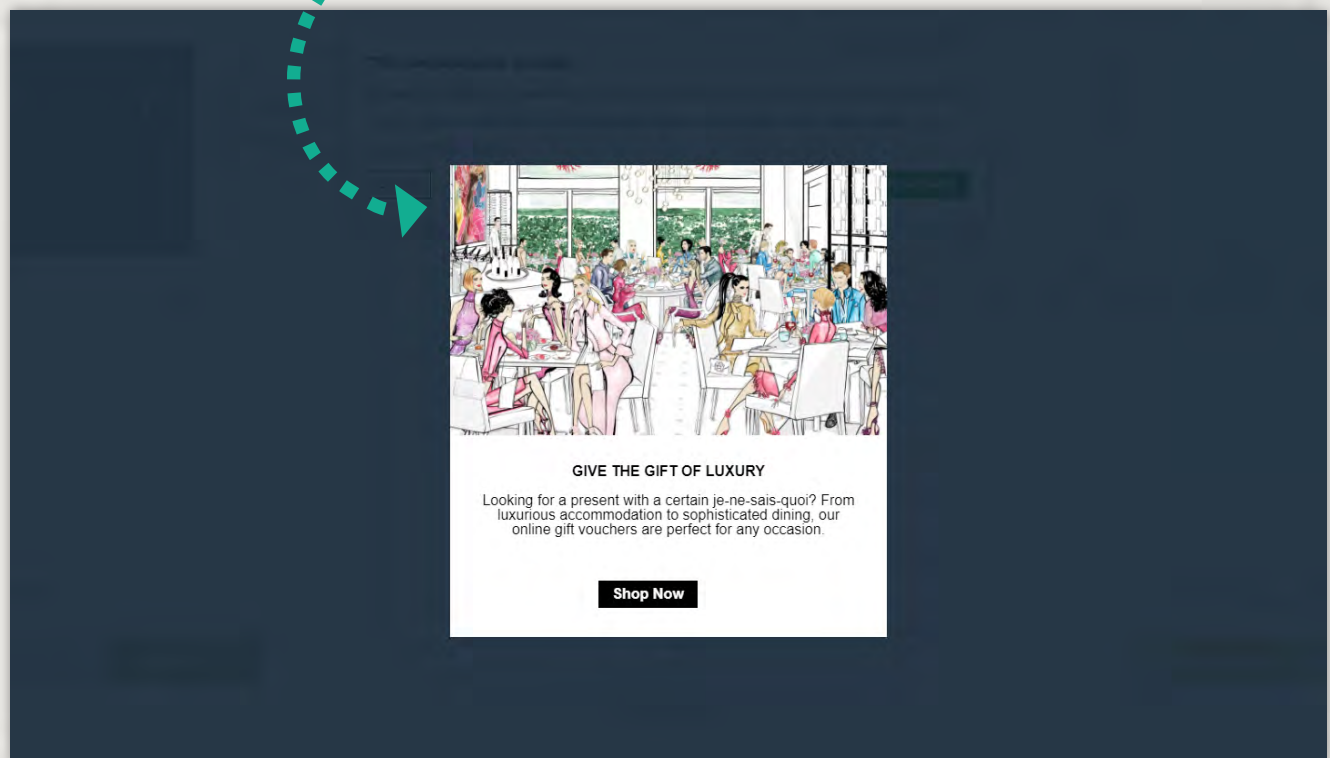
EVERY PAGE – PRIMARY NAVIGATION

It's essential that there is a menu item for gifts/gift vouchers in the main navigation menu/bar.



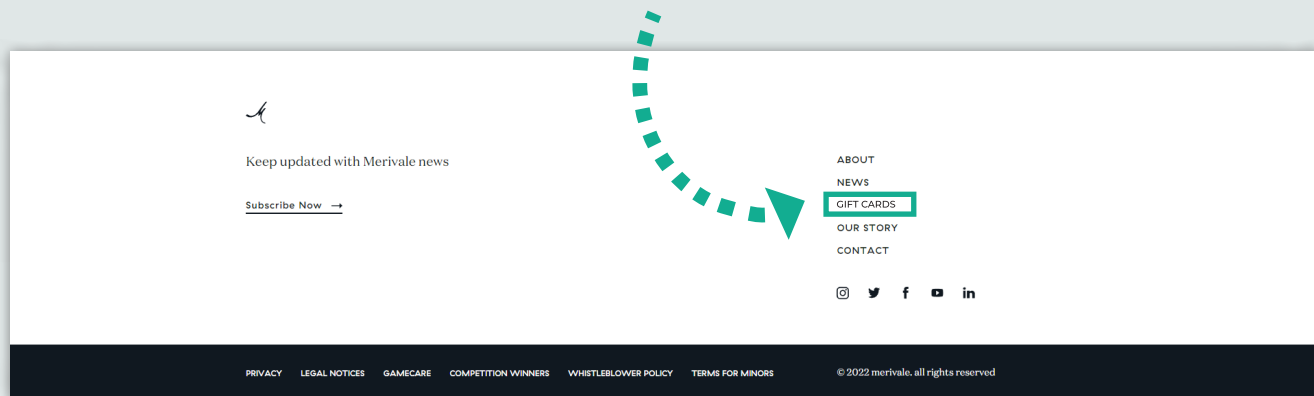
HOME PAGE POP-UP

Use this feature on your property's main website/microsite for gift vouchers in the lead up (and on) key gifting events, such as Valentine's Day, Mother's Day, Black Friday and Christmas.



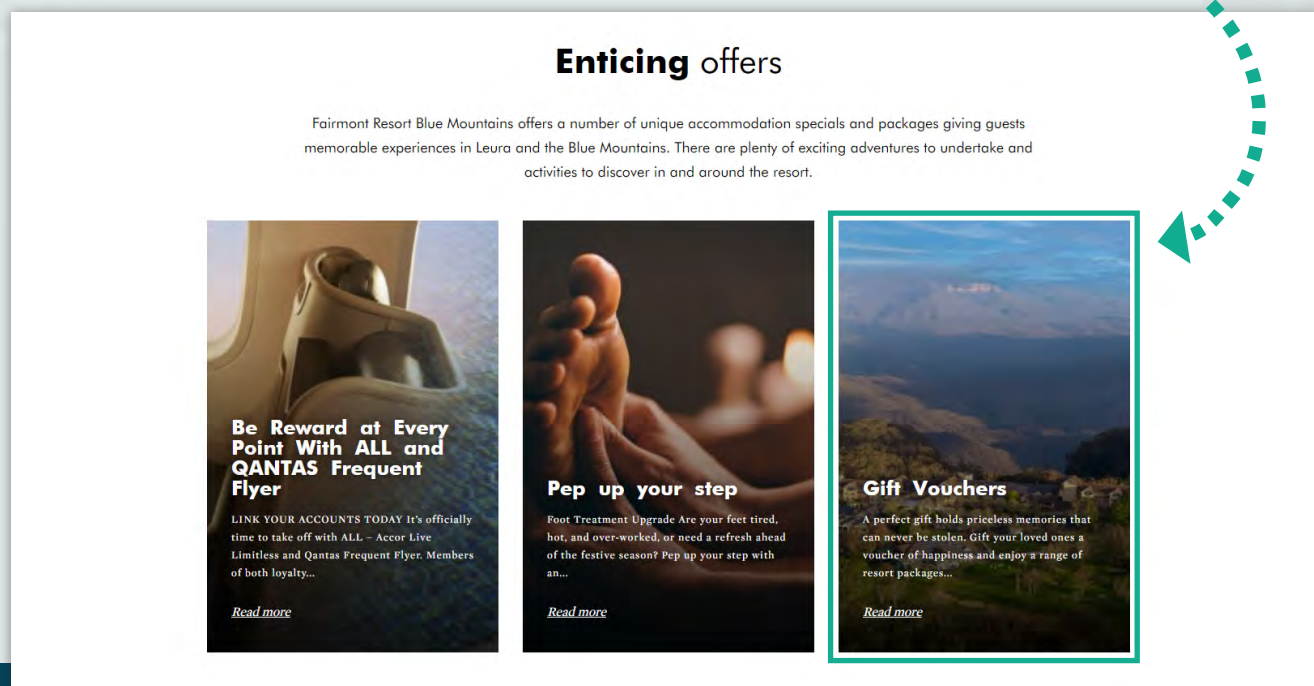
FOOTER

Your website footer helps visitors find information and navigate your site (from any page), so it's helpful to include a link to your gift vouchers here.



FEATURE ON SITE PAGES

Include a promotional 'block' on your homepage and/or on other key pages, illustrating your gifts, linking to your gift shop.



TOP TIP!

REPEAT ON ALL WEBSITES

Remember, if you are a venue that has multiple websites (e.g. one for hotel, one for restaurant, one for spa), implement these recommendations on every website.

Having links and calls to action in the right place is vital to successfully sell gifts.

Emails

Wondering when and how to email your subscribers about gift experiences? Here are a few ideas...

EMAIL SIGNATURE – ALL OUTGOING EMAILS

Links to your gift shop generate revenue, in the same way call to action buttons such as 'Book Now' or 'Reserve a Table' do and it's best practice to ensure that a gift link is visible at all times, in every email, including transaction emails.

Thank you & Kind Regards,



Mark Mewburn

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S O F I T E L





Sofitel Brisbane Central acknowledges the Traditional Custodians of the lands on which we walk, work and live. We pay our respects to Elders both past, present & future; and extend that respect to all Aboriginal and Torres Strait Islander Peoples.



'FLASH' SALE/OFFER EMAILS, WITH EXCLUSIVE CODES

Make people aware of any sales or offers via email, sharing any exclusive codes with them.



BUY NOW / PLAY LATER

**BLACK FRIDAY
SALE!**

conditions apply.




Mövenpick's BLACK FRIDAY gift voucher sale is on now until Monday, 28 November!





Use coupon code **BLKFRI**

TO ENJOY 20% OFF
at checkout on array of holiday packages for couples and families, all with a 3-year validity. Buy now and play later, or find the perfect Christmas gift for someone special.

SHOP NOW

T&Cs apply - see website for details.

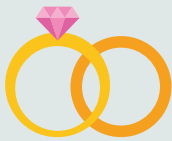
www.movenpick.com



DEDICATED KEY DATES EMAILS

We'd recommend building awareness six weeks prior to a gifting event*, (such as Mother's Day) with a series of emails dedicated to a key date, with at least one email exclusively promoting gift vouchers, followed by regular reminders and a 'last minute' email 1-2 days before and on the day itself, promoting instant e-voucher gifts.

*With the exception of Christmas, where we recommend beginning to promote in September.



Gifting 'events' emails, such as weddings

Include gift vouchers in any 'event' emails, such as weddings – they make such perfect gifts!




Include in other targeted campaigns

Be sure to include a gift voucher message in your emails when promoting / sharing news about your spa, afternoon tea, dining, overnight stays, golf and other activity emails, inspiring your customers, helping you reach a wider audience.

SOY AUCKLAND

MOTHER'S DAY GIFT IDEAS!

If you want to send your mum the perfect gift, then we have just what you need.




LOVE YOU, MUM!

Treat them to a luxurious 2-night stay in a harbour view room with breakfast for 2 included on both days.

Also includes custom spa or F&B voucher.

From \$800

BUY NOW




THANKS, MUM!

The time to relax spa day includes any 90-minute treatment. Spa day guests also get full use of the leisure facilities, including the infinity pool and sauna.

\$185

BUY NOW





THE BEST MUM!

Delight them with a signature High Tea. Be taken on a culinary journey of savoury and sweets featuring the finest local produce with a French twist.

\$138

BUY NOW

SHOP ALL MOTHERS DAY GIFT IDEAS

SOY AUCKLAND

Take a moment to review your email templates and include gift campaigns in your email calendar.

Social Media

Inspire your followers and make it easy for them to find the perfect gift.


Mövenpick Hotel Hobart
25 November at 14:00 · 🌐

Mövenpick's BLACK FRIDAY gift voucher sale is on now until Monday, 28 November!

Use coupon code **BLKFRI** to enjoy 20% off at checkout on array of holiday packages for couples and families, all with a 3-year validity. Buy now and play later, or find the perfect Christmas gift for someone special.

🛒 SHOP NOW > <https://shop.movenpickhotelhobart.com.au>

#MovenpickHobart #BlackFriday #giftvouchers T&Cs apply - see website for details.



conditions apply.

SHOP.MOVENPICKHOTELHOBART.COM.AU


Mövenpick Hotel Hobart Gift Vouchers |
It's the collection of experiences – of moments spent in special places – that ...

Shop now

Sofitel Gold Coast Broadbeach
31 August · 🌐


From luxurious accommodation to sophisticated dining, our online gift vouchers are the perfect gift Dad won't soon forget.

Shop for Father's Day now <https://bit.ly/380ORs> #SofitelGoldCoastBroadbeach #LiveTheFrenchWay



Like Comment Share

Remind your followers you sell gifts by sharing examples of experiences on a regular basis.



Sofitel Adelaide
30 November at 19:38 · 🌐

Stuck for the perfect gift?

With over 30 experiences, Sofitel Adelaide has the perfect gift for you.

Featured gift: Lunch Déjeuner for two at Garçon Bleu

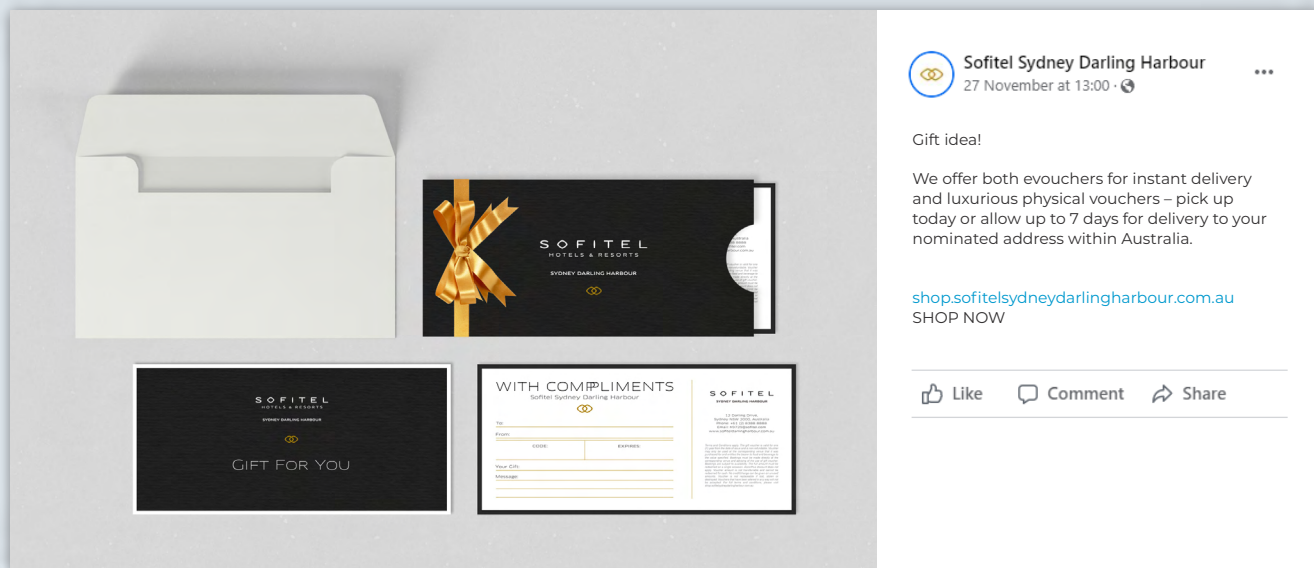
Delight in a two-course lunch with a glass of wine in the contemporary surrounds of Garçon Bleu overlooking the city.

\$140

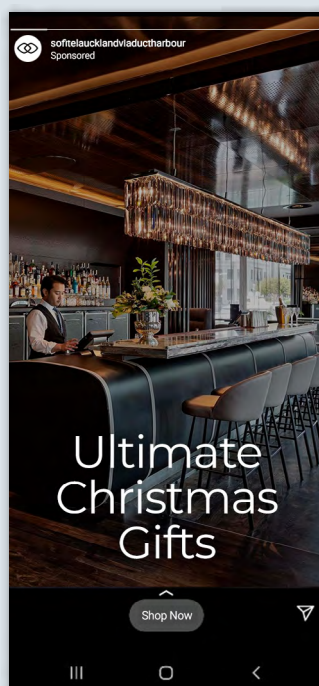
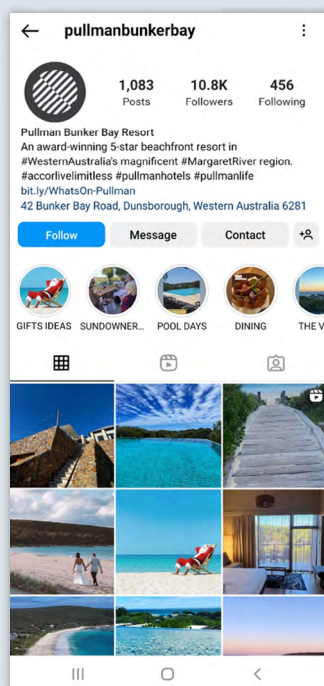
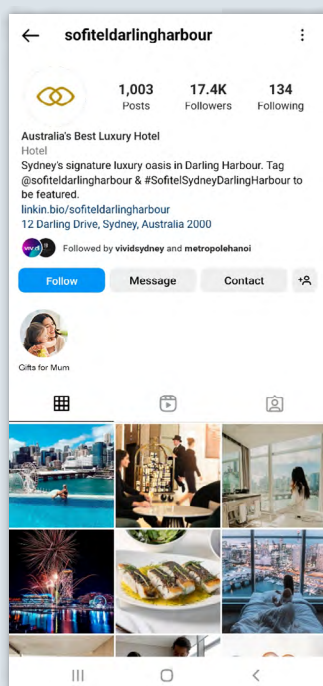
gift.sofiteladelaide.com.au
SHOP NOW

Like Comment Share

Show off your branded stationary.

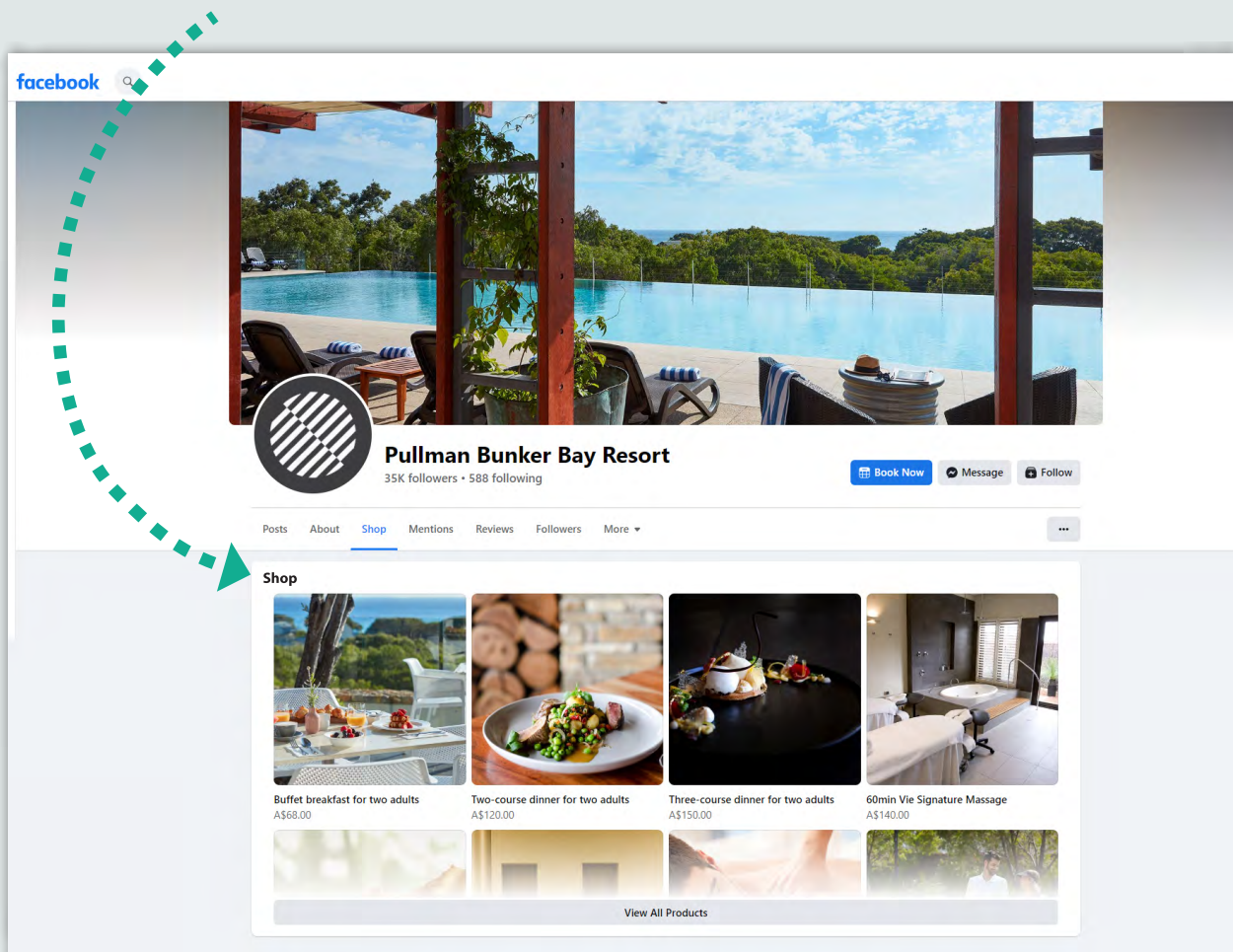


In your highlights compile your best sellers. In your seasonal highlights, such as Christmas or Mother's Day, add some stories about your gift offering.



Create '[guides](#)' with a selection of gifts for occasions or recipients – i.e. 'Wedding gifts guide'.

Setup a [Facebook shop](#) to make it even easier to buy your experiences.



TOP TIP!

PEOPLE BUY GIFTS ALL YEAR ROUND

Share ideas with them – It could be just what they are looking for.

In-house

Inspire your followers and make it easy for them to find the perfect gift.

Mention your gifts on your collateral

Reach people, creating awareness around the idea of your lovely gift experiences as perfect gifts. Think about all the places you can add a gifting message.

Incentivise front of house and sales teams to promote and sell gifts

Remind your guest facing teams to mention your gift experiences in their conversions with guests: passionate staff, genuine customer care and suggested selling goes a long way in helping to generate sales.

Setup a pop-up shop in the lobby in December

Have an eye-catching designated gift voucher 'area' at your venue over the festive period, with a team member on hand to help with sales. It could be a pop-up 'shop' or iPads / laptops available for potential buyers in key areas, giving gift inspiration, ready to capture sales.

Display your gift stationery

Ensure your Gift voucher 'visuals' are on display, helping to create awareness and demonstrate that your vouchers will have the 'wow' factor when received, as well as the recipient being able to look forward to the special experience.

Ensure your front of house teams are comfortable to process orders in-house.



VIDEO TUTORIALS

All you need to know about HyperGift, from creating a new gift to uploading new images or processing a complimentary order.

LEARN MORE



FREE HELP & SESSION!

Schedule a free, 30-minute one-on-one session with one of our experts now.

SCHEDULE SESSION NOW



***HERE'S TO YOUR SUCCESS WITH
GIFT VOUCHERS!***

HYPERGIFT.OMNIHYPER.COM

 HYPERGIFT®

