Helping you sell more

Editing your gift shop, setting up campaigns & revenue enhancing tips

Optimising your gift sales

What we'll cover today:

1. Gift shop edits

2. Setting up a campaign

3. Promoting a campaign

4. A summary of revenue enhancing features

Demo Site

For inhouse training

here

URL – hotel.skchase.com
Username - salesteam@skchase.com
Password – SKChasedemo123!

SK

All about gifts

To optimise sales, be sure to respond to key gifting dates, events and seasons, running gift campaigns and editing your gift shop accordingly.

Whilst the festive period is the busiest season in terms of gift voucher sales, there are *many* opportunities throughout the year to maximise your revenue!

Your goal should be to communicate with your customers about gift experiences on a regular basis (did you know that 'birthday gift' is the most popular reason for purchase?) to raise awareness of gift vouchers as lovely gifts for any occasion.

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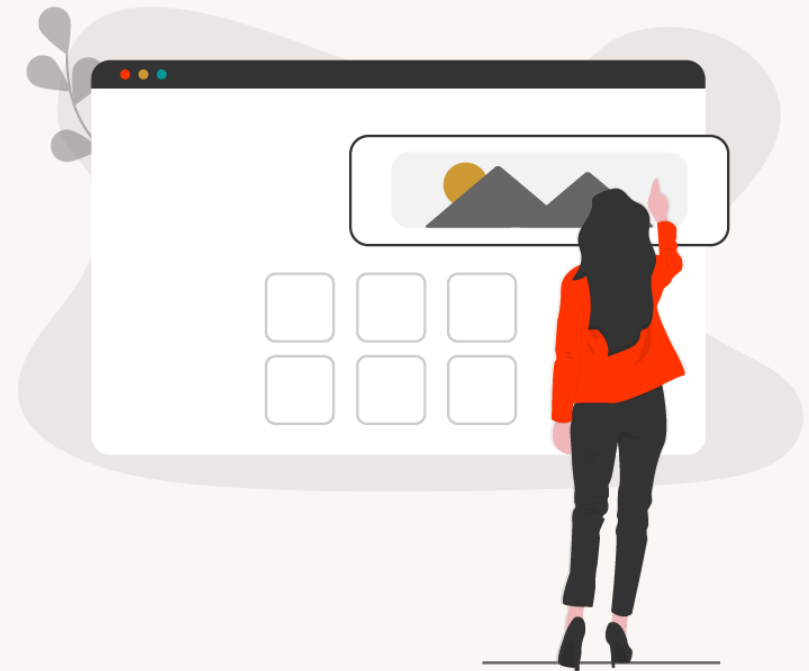
1. Gift shop edits

Customise your gift shop to reflect key gifting events, dates and season, ensuring your images and copy evoke the occasion, reassuring buyers that they've reached the right place.

1. Update carousels

2. Add a broadcast message

3. Change the listing heading / subheading

4. Scheduling

5. Amend the gift display order

6. Edit the gift type menu (filter)
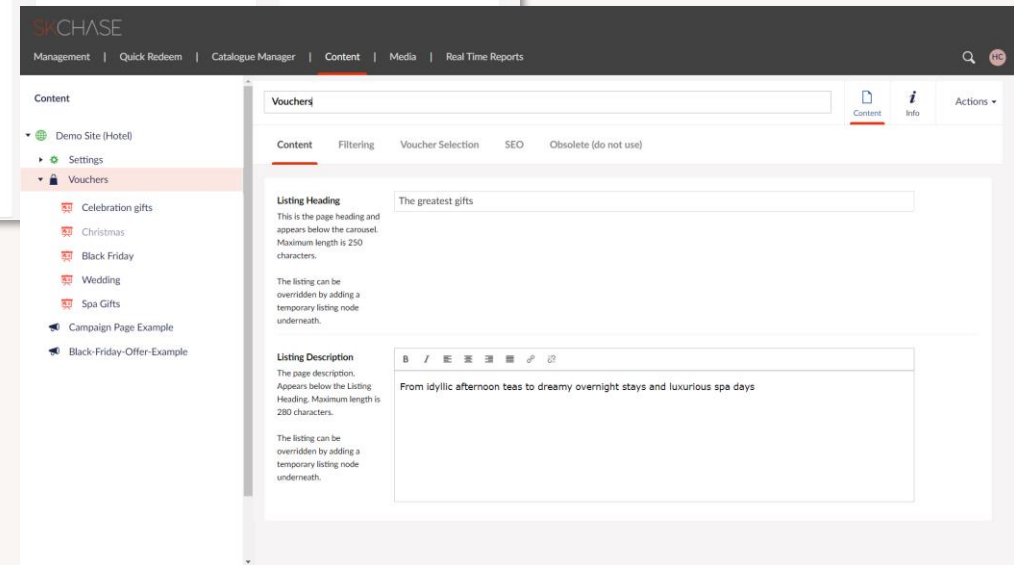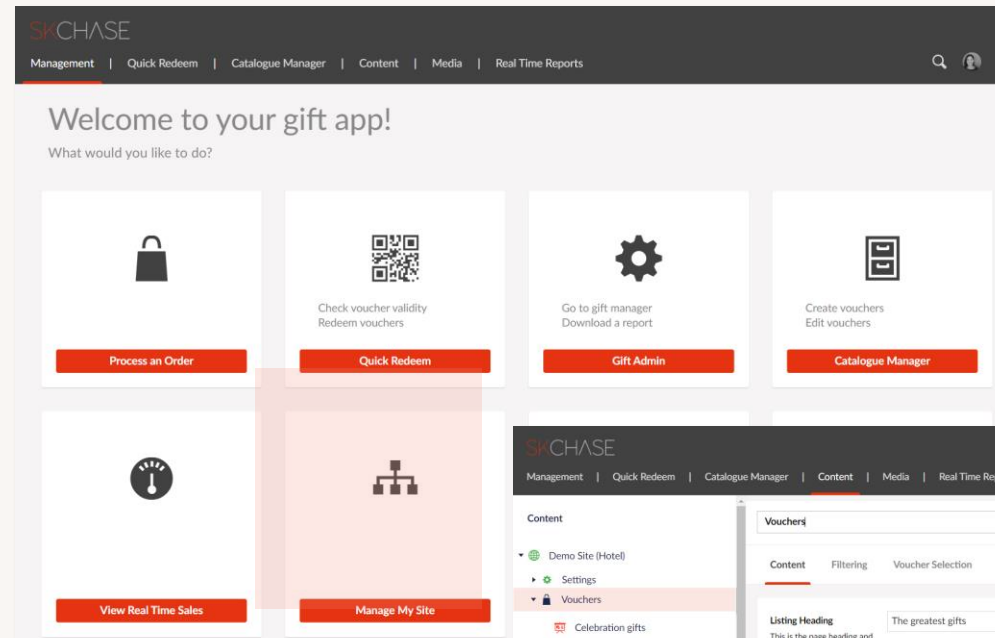
Gift App > Manage my Site

Image carousels & copy

Inspire your buyers to explore a gift selection with sliding image headers – known as 'carousels'.

Broadcast message

A great tool to provide instant awareness of promotions.
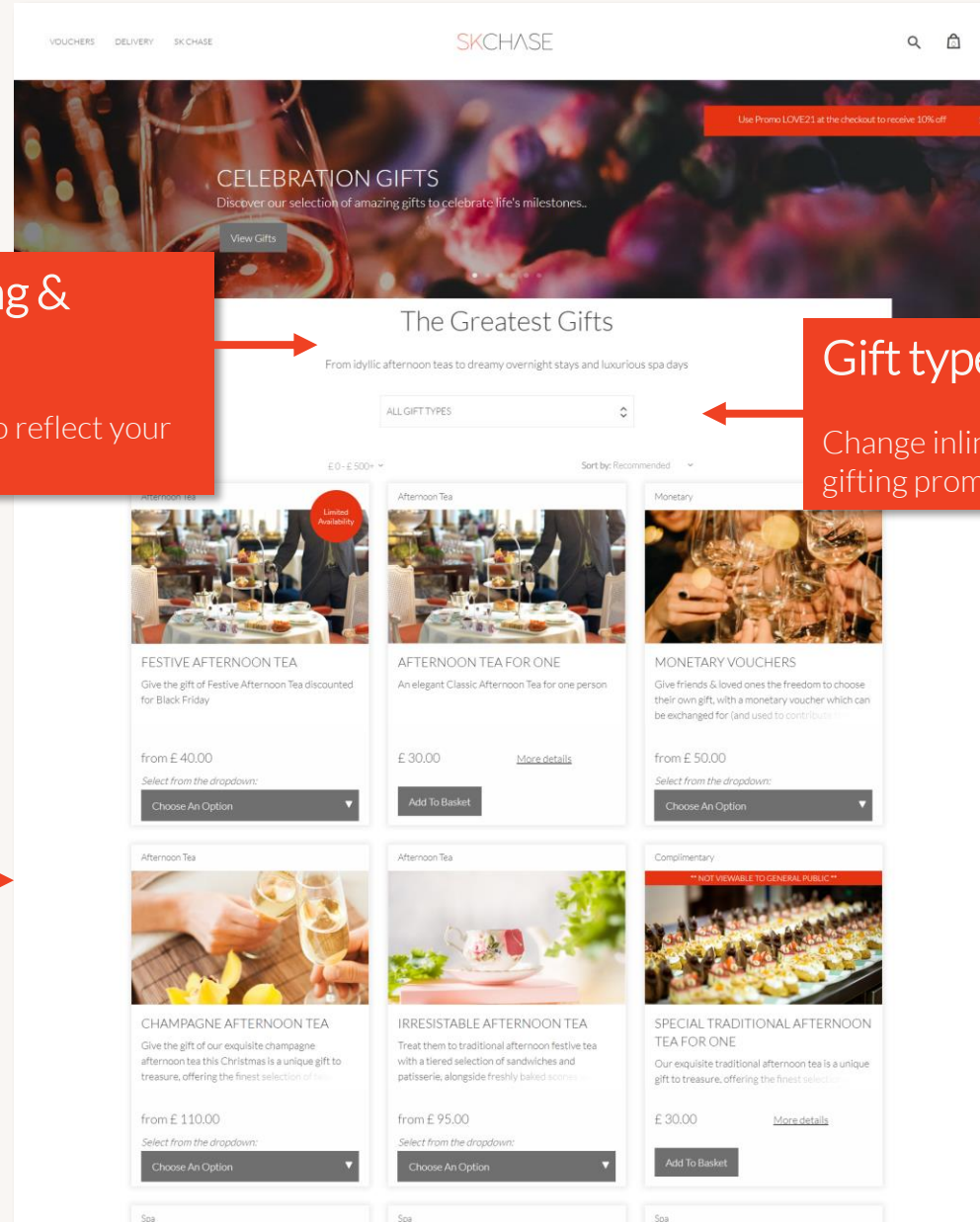
Listing Heading & subheading

Amend as required to reflect your brand and its voice.

Gift type menu

Change inline with your gifting promotions.

Gift display order

'Promote' certain vouchers, like best-sellers, so that they appear first on a listing page, helping customers find what they want straight away.

VOUCHERS   DELIVERY   SK CHASE

SK CHASE

CELEBRATION GIFTS
Discover our selection of amazing gifts to celebrate life's milestones..

View Gifts

Use Promo LOVE21 at the checkout to receive 10% off   x

The Greatest Gifts

From idyllic afternoon teas to dreamy overnight stays and luxurious spa days

ALL GIFT TYPES

£ 0 - £ 500+   Sort by: Recommended

Afternoon Tea   Limited Availability

Afternoon Tea

Monetary

FESTIVE AFTERNOON TEA

Give the gift of Festive Afternoon Tea discounted for Black Friday

from £ 40.00

Select from the dropdown:
Choose An Option

AFTERNOON TEA FOR ONE

An elegant Classic Afternoon Tea for one person

£ 30.00   More details

Add To Basket

MONETARY VOUCHERS

Give friends & loved ones the freedom to choose their own gift, with a monetary voucher which can be exchanged for (and used to contribute...)

from £ 50.00

Select from the dropdown:
Choose An Option

Afternoon Tea

Afternoon Tea

Complimentary   ** NOT VIEWABLE TO GENERAL PUBLIC **

CHAMPAGNE AFTERNOON TEA

Give the gift of our exquisite champagne afternoon tea this Christmas is a unique gift to treasure, offering the finest selection of tea

from £ 110.00

Select from the dropdown:
Choose An Option

IRRESISTABLE AFTERNOON TEA

Treat them to traditional afternoon festive tea with a tiered selection of sandwiches and patisserie, alongside freshly baked scones

from £ 95.00

Select from the dropdown:
Choose An Option

SPECIAL TRADITIONAL AFTERNOON TEA FOR ONE

Our exquisite traditional afternoon tea is a unique gift to treasure, offering the finest selection...

£ 30.00   More details

Add To Basket

Spa   Spa   Spa

▶ Video Guides

- [How to create and edit carousels](#)
- [How to create and edit a broadcast message](#)
- [How to add a listing heading and description](#)
- [How to amend the gift order display](#)
- [How to map a voucher to a Tag Site](#)
- [How to map a voucher to a Category Site](#)
- [How to map a voucher to a Filter Site](#)

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2. Setting up a campaign

There are different options to set up a gift voucher campaign / offer, depending on what it is and who it's available to.
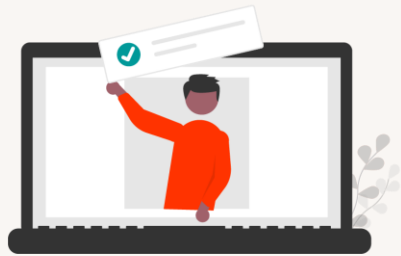
Promo codes

New gift vouchers

Customise your shop

Private campaign

Promo codes

Create promo codes to attract new customers, enhance customer loyalty, encourage action and increase gift voucher spend!

- SK Chase will set up the promo code for you

- % or £ value off

- Information SK Chase requires:
    - Validity dates
    - Vouchers the promo code is to apply to
    - What the promo code should be e.g. BLACKFRI (3 – 8 characters long)
    - Does a minimum spend apply?

- Pre-populate a promo code

- Promote your promo code in the broadcast message or listing heading

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New gift vouchers

Create new gift vouchers for the gifting occasion to wow your buyers!

Catalogues

- Naming

- Bulk copy tool

- Consider terms & conditions

- Consider reservations details

Vouchers

- Names and full descriptions

- Tags / Categories

- Validity

- Limited availability feature, with macaron

- Scheduling

▶ Video Guides

- How to bulk edit and copy vouchers
- How to schedule gifts
- How to view a limited availability report

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Customise your gift shop

Edit your gift shop with seasonal photos and inspiring copy to help inspire buyers.

Promo code or new gift vouchers campaign

- Broadcast Message

- Listing Heading & Subheading

- Carousel (without filter link)

New gift voucher campaign only
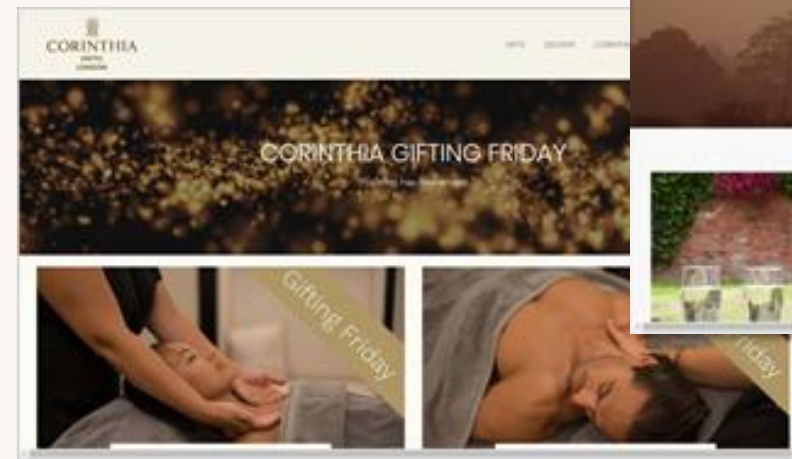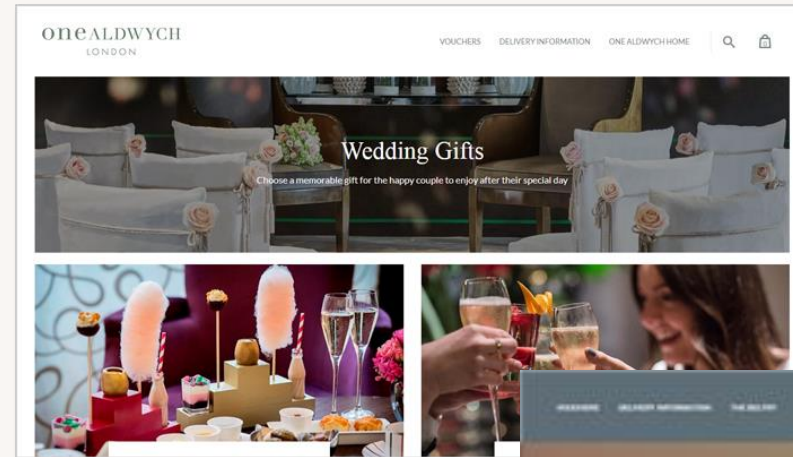
- Update Ordering of Gifts

- Carousel (with filter link)

Make sure you set up consistent **scheduling** for the following:

- Gift vouchers

- Categories for filter (if applicable)

- Carousels

- Marketing banners

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Private campaign

Create a private gift voucher and/or campaign available to selected buyers only.

- Hidden vouchers

- Campaign pages

▶ Video guides

- How to create and view a hidden gift
- How to create a campaign page

Promoting campaigns

For any gift voucher campaign to sell well, it is paramount that you bring buyers to your gift shop.

- Share with your buyers via email

- Social media and influencers

- Promote in-house

- SK Chase resources

Revenue enhancing features & tips

A summary of the tools at your fingertips..

- Limited availability feature

- Promo codes

- Private vouchers

- Hidden vouchers

- Single day validity

- Campaign pages

- Amend gift order display
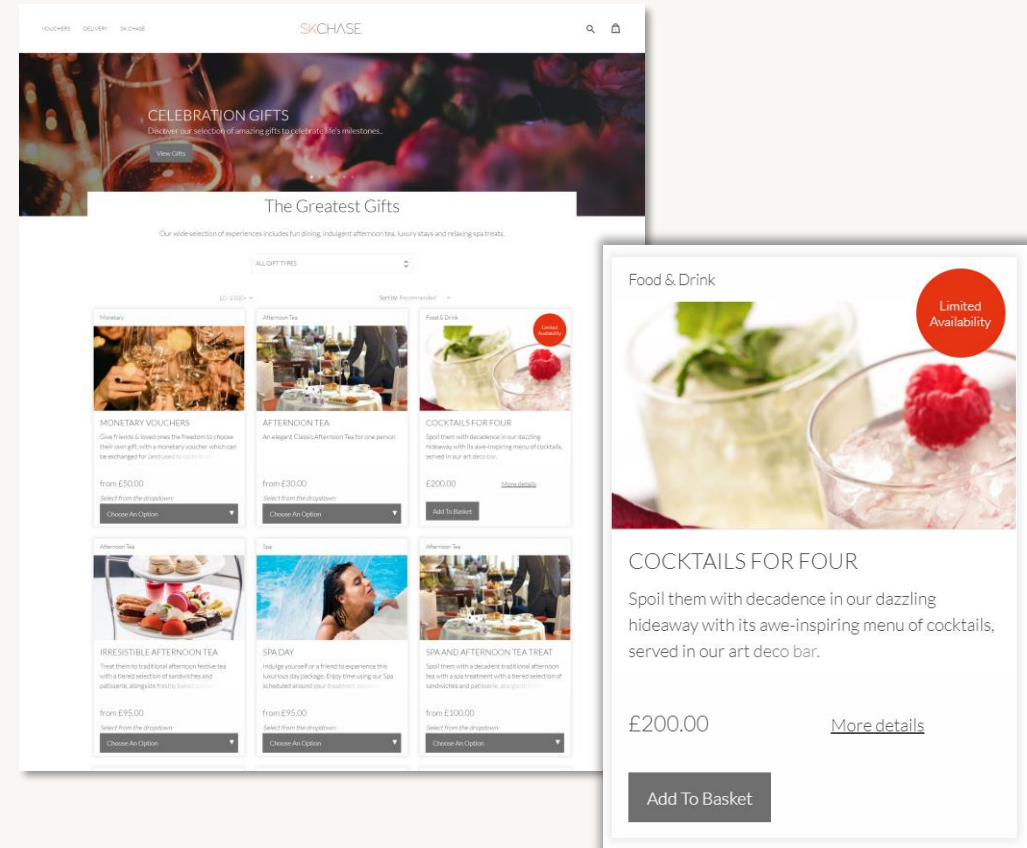
Video training guides

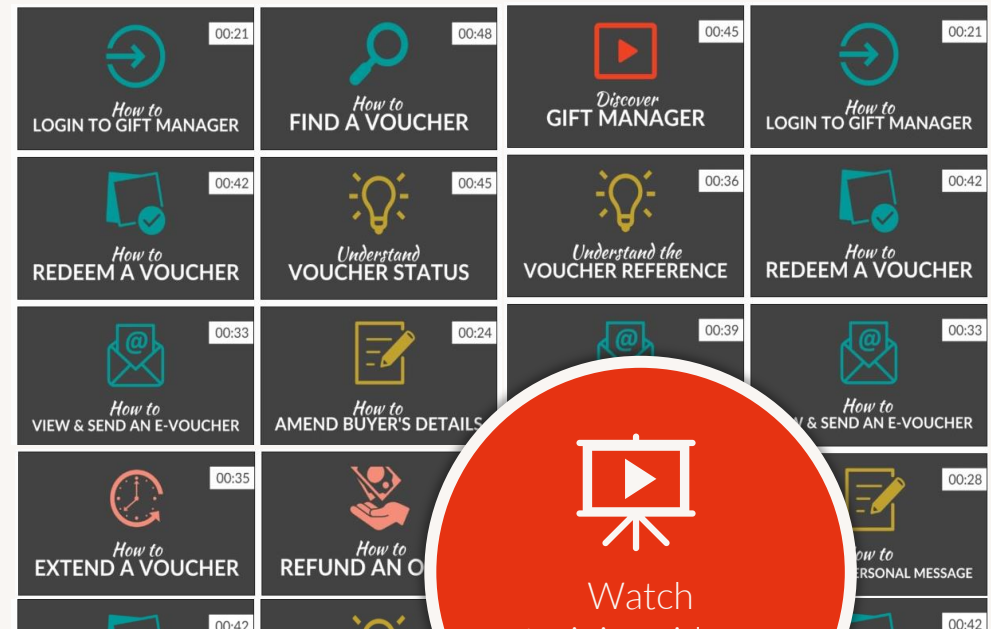Short, easy to follow videos helping your team find what they need with ease:
https://skchase.com/training-video-guides/

40+

online training videos

for front of house, marketing
and finance teams

Watch
training videos
here

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Our friendly team are here to help,
please do get in touch
E: enquiries@skchase.com
T: + 44 (0)344 371 0071

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