

Getting started

Understanding the basics



A complete voucher solution

We provide the software and service that will help you grow your gift voucher revenue, whilst setting you free from the grind of gift vouchers!



Unlocking your potential

What was your gift revenue last year? Here is a snapshot of 2023.



£127

was the average item price
which is £5 up on last year



35%

of our clients sold at least
£100K per year

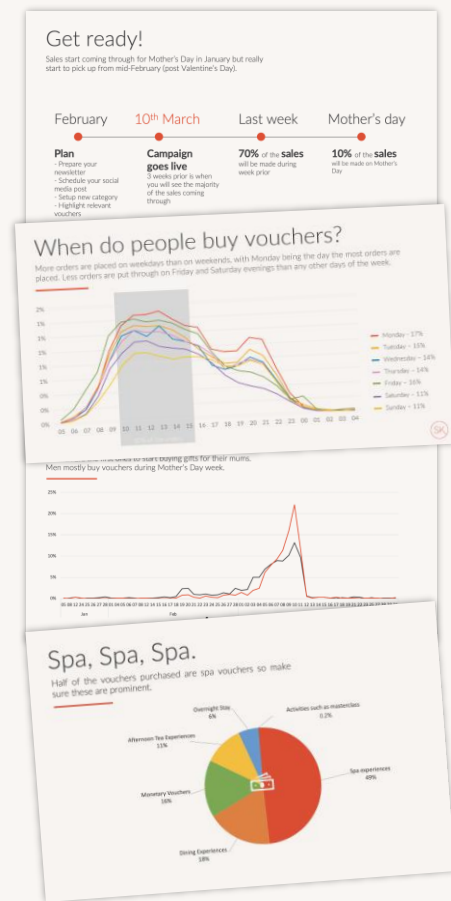


£3million

Best selling venues exceeded
£3M in gift sales in 2023

Marketing insights examples

Ensure you receive our marketing tips to help your sales grow.



Promoting your gifts

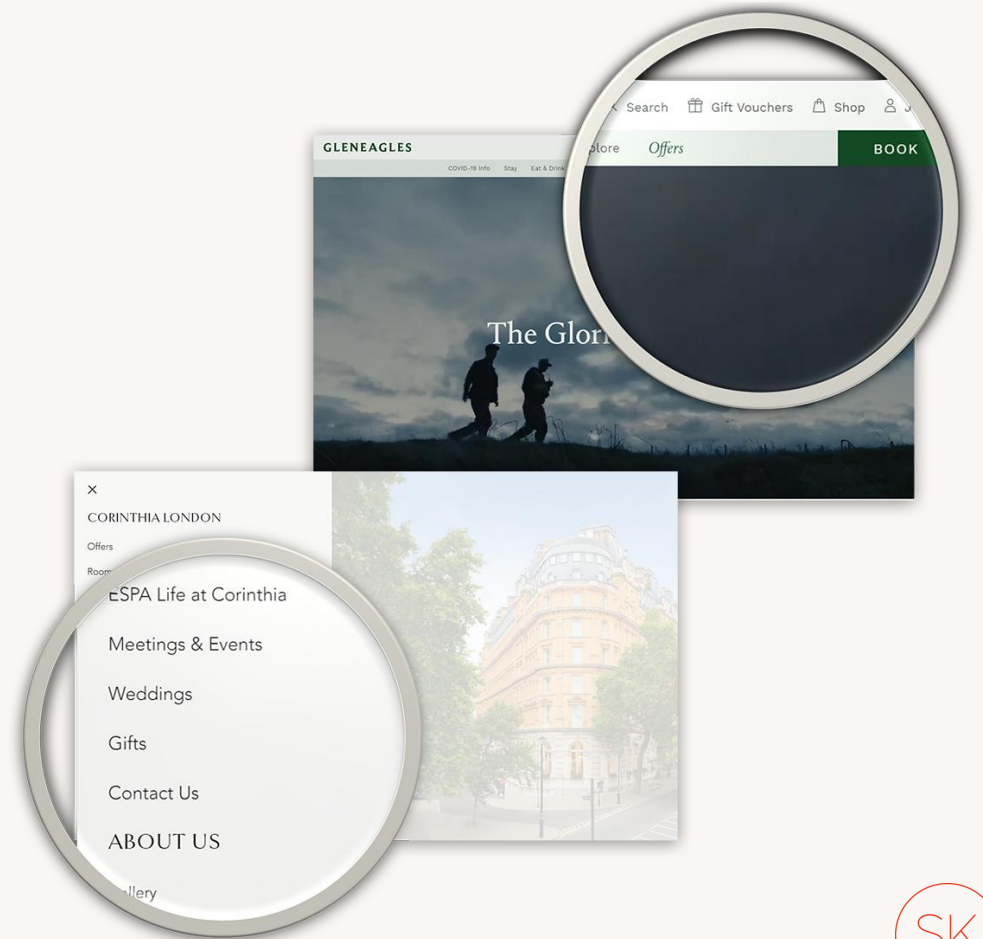
Whilst there are *many* ways of generating interest, there are two 'cornerstone' elements: including 'gift vouchers' in your overall marketing plan & well-placed gift links on your venue's website.

The main source of visits to your gift shop are likely to originate from your own website and these visitors are also more likely to buy a gift, than from any other visitor source.

Each and every person visiting your website is a potential buyer and gift links are as important as 'Book a Stay' or 'Book a Table' buttons, as they are revenue generating links.

Remember to include gift vouchers in your online / offline, email, social and in-house marketing plans too.

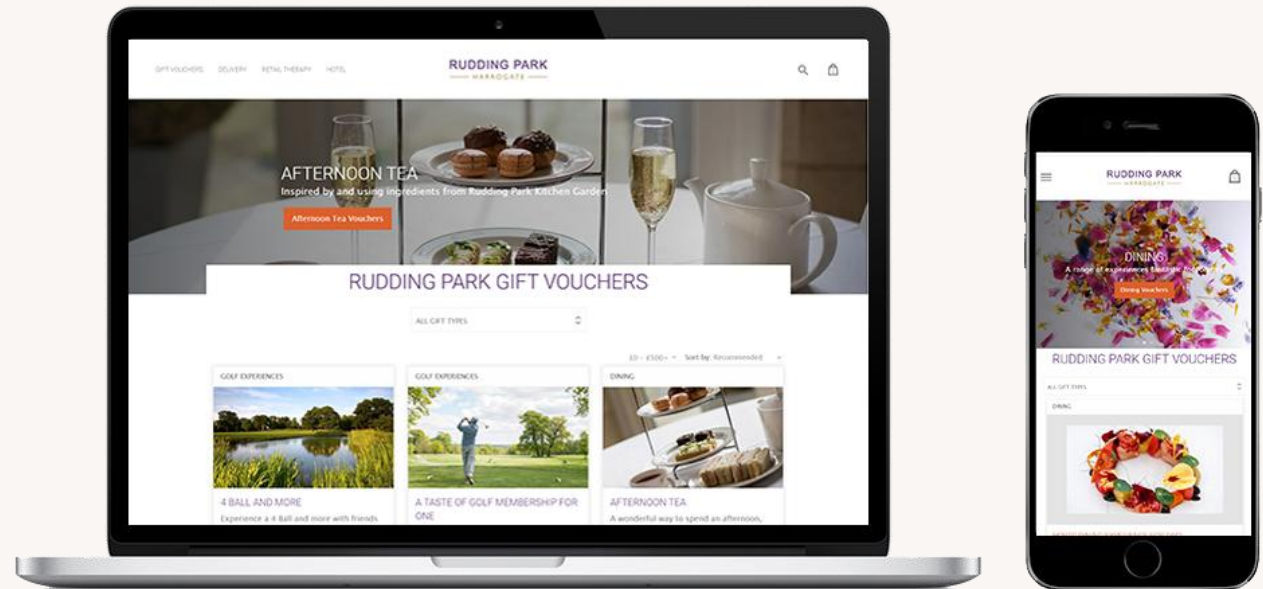
[SK Chase resources](#)



Gift shop

Made for any device, each e-commerce gift voucher 'shop' is built to reflect the hotel or group's identity, delivering a seamless customer experience that drives sales.

- Beautifully designed, uniquely yours
- Display a large variety of vouchers in a clean UI
- Streamlined 3D secure checkout
- Revenue enhancing tools
- Google Analytics integration



Printed gift vouchers

Seamless fulfilment, attention to detail.



Fulfilment Services

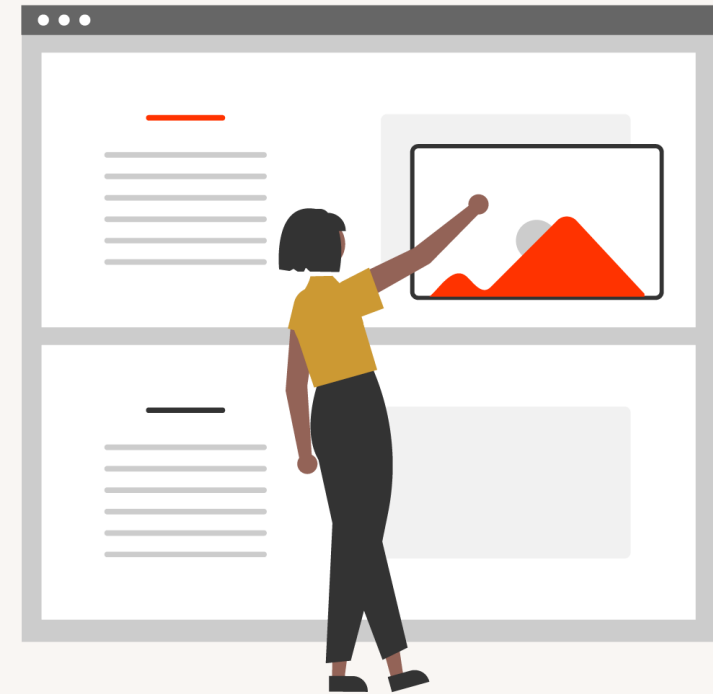
Our UK based fulfilment team can fulfil and dispatch your postal vouchers



Marketing module

In this module we'll cover:

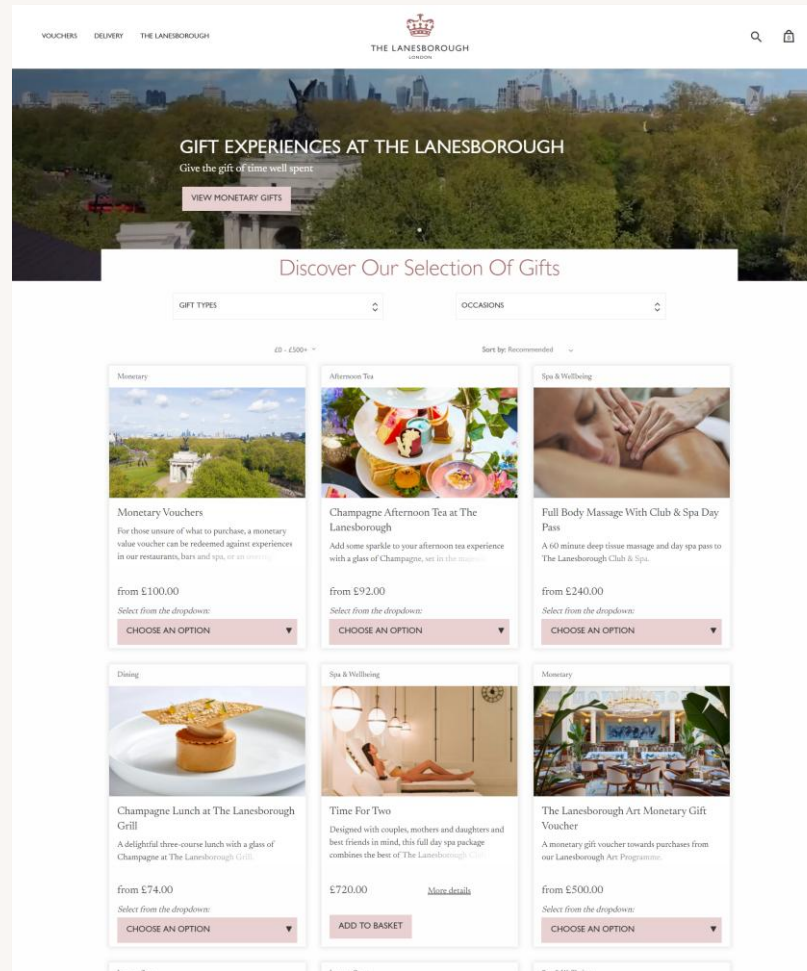
1. Updating & creating gifts incl buying options
2. Complimentary gifts
3. Reporting
4. Analytics



1. Updating & creating gifts

Create unlimited gifts and buying options for the experiences that you offer in your venue.

View our
example gift
experience
templates [here](#)



▶ Video guides

Mapping Gifts

- [How to map a voucher](#)
- [How to map a voucher to a Category Site](#)
- [How to map a voucher to a Filter Site](#)

Creating Gifts

- [Partial Redemption](#)

2. Complimentary gifts

0% Commission to create and manage complimentary gifts.



VOUCHERS DELIVERY SK CHASE 10% OFF VALENTINES DAY VOUCHERS



[Back to Shop](#)



Introductory Spa Journey for Two

€ 190.00

Introductory Spa Journey for Two

A gift for two to start with a glass of Champagne, then relax in the Thermal Suite - a series of heat related experiences to soothe, relax and detoxify your body. Enjoy a 60 minute Stress Recovery Massage followed by a delicious two course spa lunch.

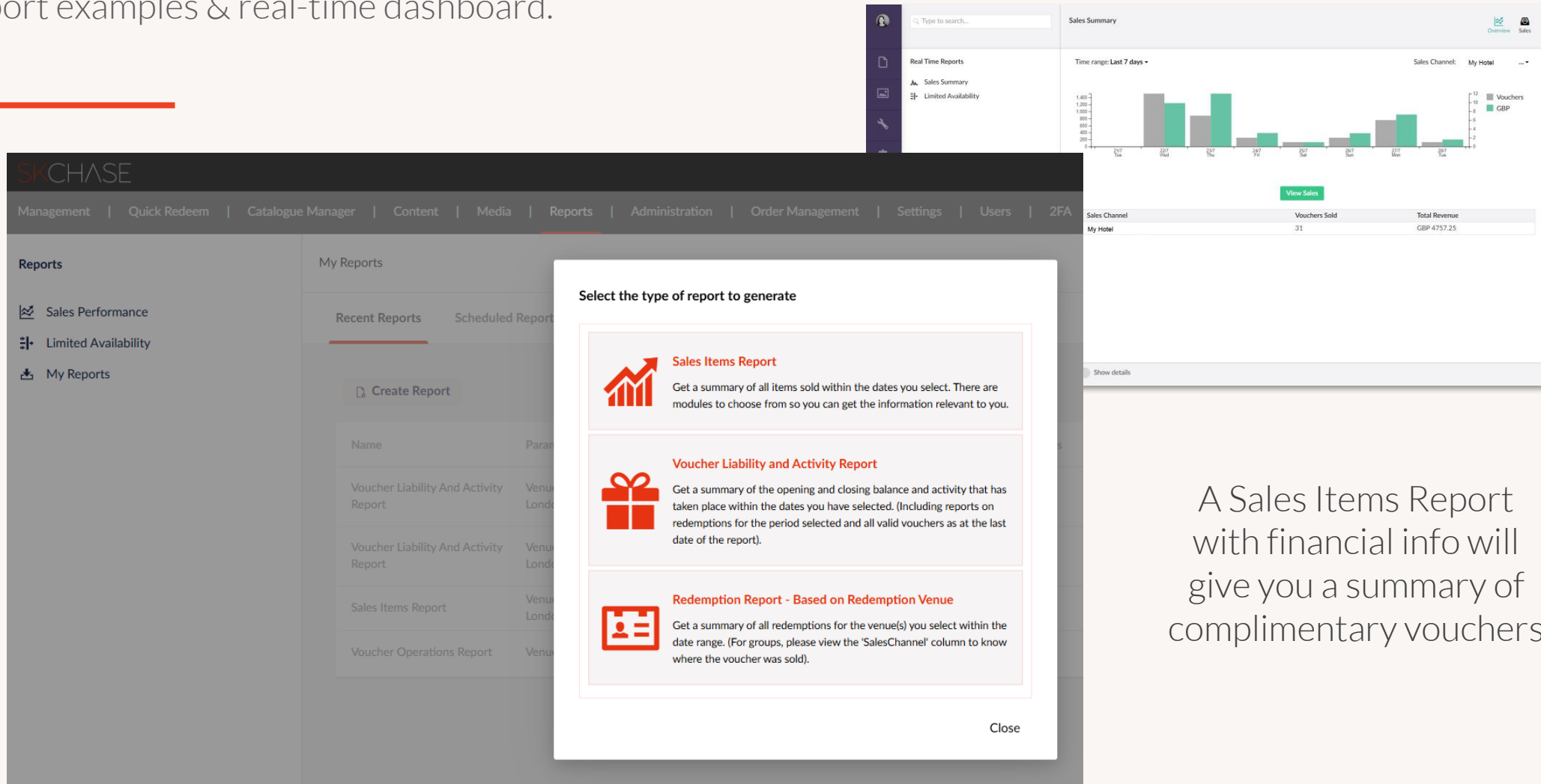
- Valid from 01/06/2019 to 30/06/2019

Your journey begins with a glass of Champagne, then relax in the Thermal Suite - a series of heat related experiences to soothe, relax and detoxify your body. Enjoy a 60 minute Stress Recovery Massage followed by a delicious two course spa lunch.

Subject to availability. Based on two people. Massage takes place in individual treatment rooms.

3. Reporting

Report examples & real-time dashboard.



A Sales Items Report with financial info will give you a summary of complimentary vouchers

4. Analytics

Track user behaviour with Google Analytics.

Google Analytics (GA) software lets us track users' behaviour on your gift shop, helping understand customers better.

We request your venue's **GA4 Measurement ID** during the onboarding process, so please send this to us if you have not already done so. You'll then be able to see your gift shop web stats in your own analytics account.



We enable integration of marketing platforms such as **Google Ads** and **Meta Pixel**.

Please share your **Meta Pixel ID** with us (enabling you to retarget people on Facebook and Instagram who view your gift shop) and **Google Ad Words Conversion ID** and **Conversion Label**.

Gift Shop Edits

Customise your gift shop

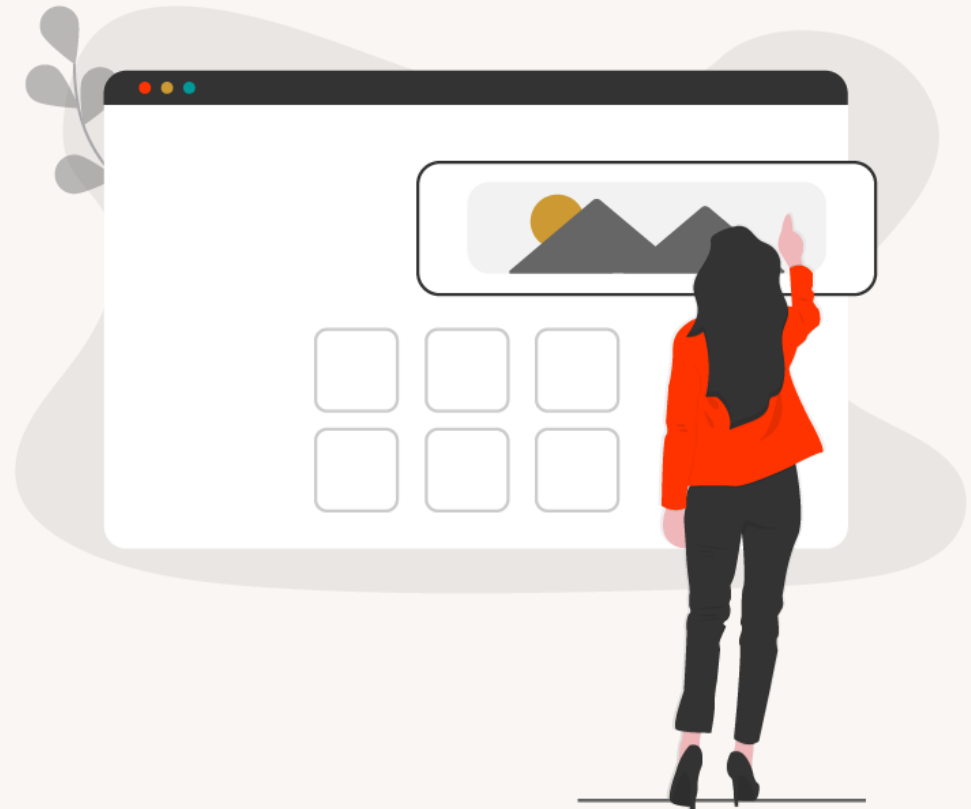
Update carousels

Add a broadcast message

Amend the gift display order

Edit the gift type menu (filter)

[View 'How to' guides](#)



Revenue Enhancing Features

Learn more about our revenue enhancing features.

Promo codes

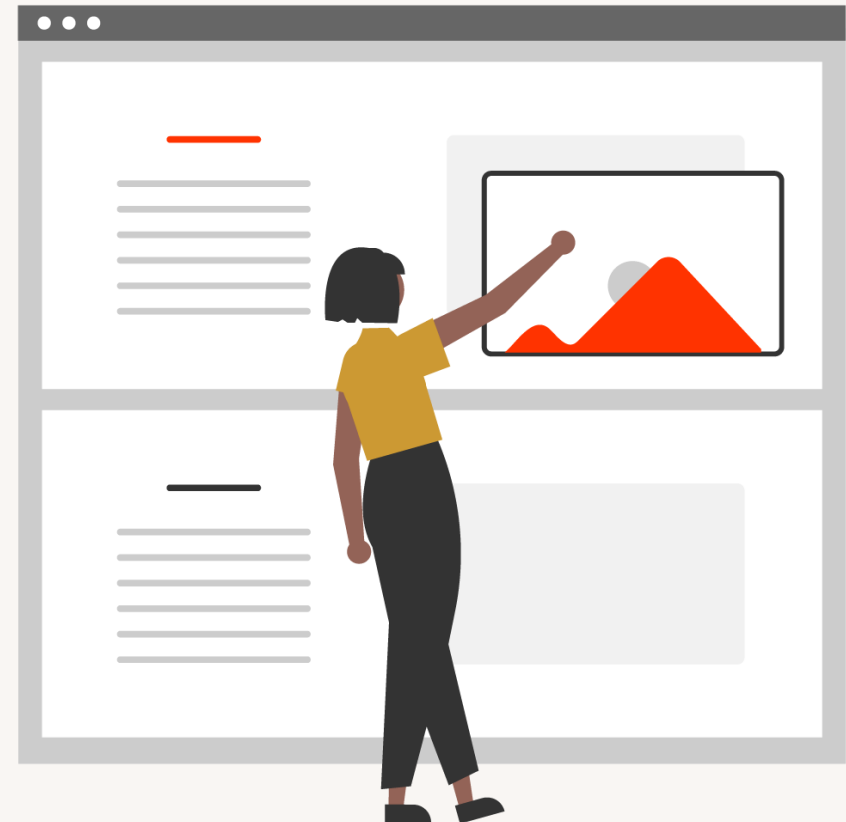
Discount gifts

Hidden gifts

Campaign pages

▶ Video guides

- [Promo Codes](#)
- [Discount gifts](#)
- [How to create a hidden gift](#)
- [How to create a campaign page](#)



'How to' guides

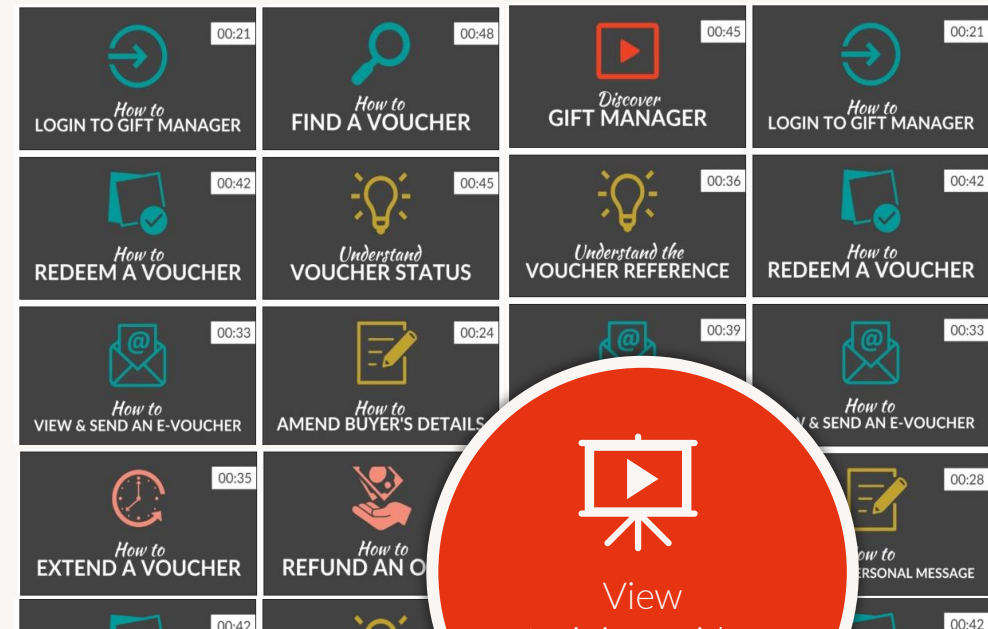
Short, easy to follow videos helping your team find what they need with ease:

<https://skchase.com/training-video-guides-p5/>



online training guides

for front of house, marketing
and finance teams



View
training guides
here



Our friendly team are here to help

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