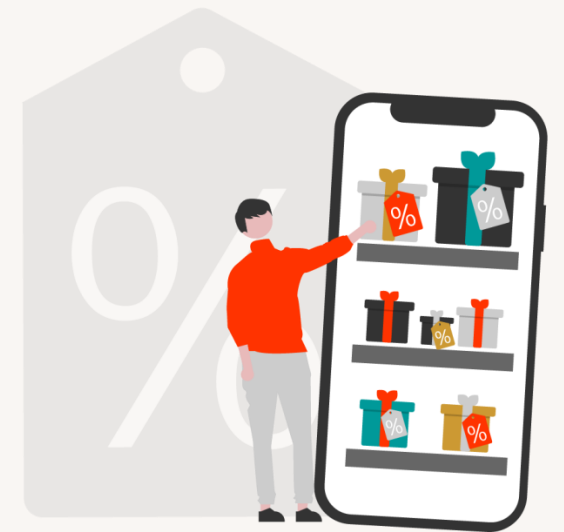


Black Friday gift voucher marketing masterclass

Best practices and winning tactics for 2026



Welcome..

What we'll cover today.

1. The opportunity of BFCM week / weekend
2. Planning your offer
3. Creating your offer in the Gift App
4. Promoting your offer
5. Monitoring sales – on the day and beyond
6. Our support



1. Sales opportunity

Black Friday has the potential to represent a **HUGE** source of income, helping you reach and connect to many customers through your gift vouchers.



X10

On average sales are ten times greater than a regular Nov Friday



4 secs

A voucher is sold every 4 seconds in peak hour

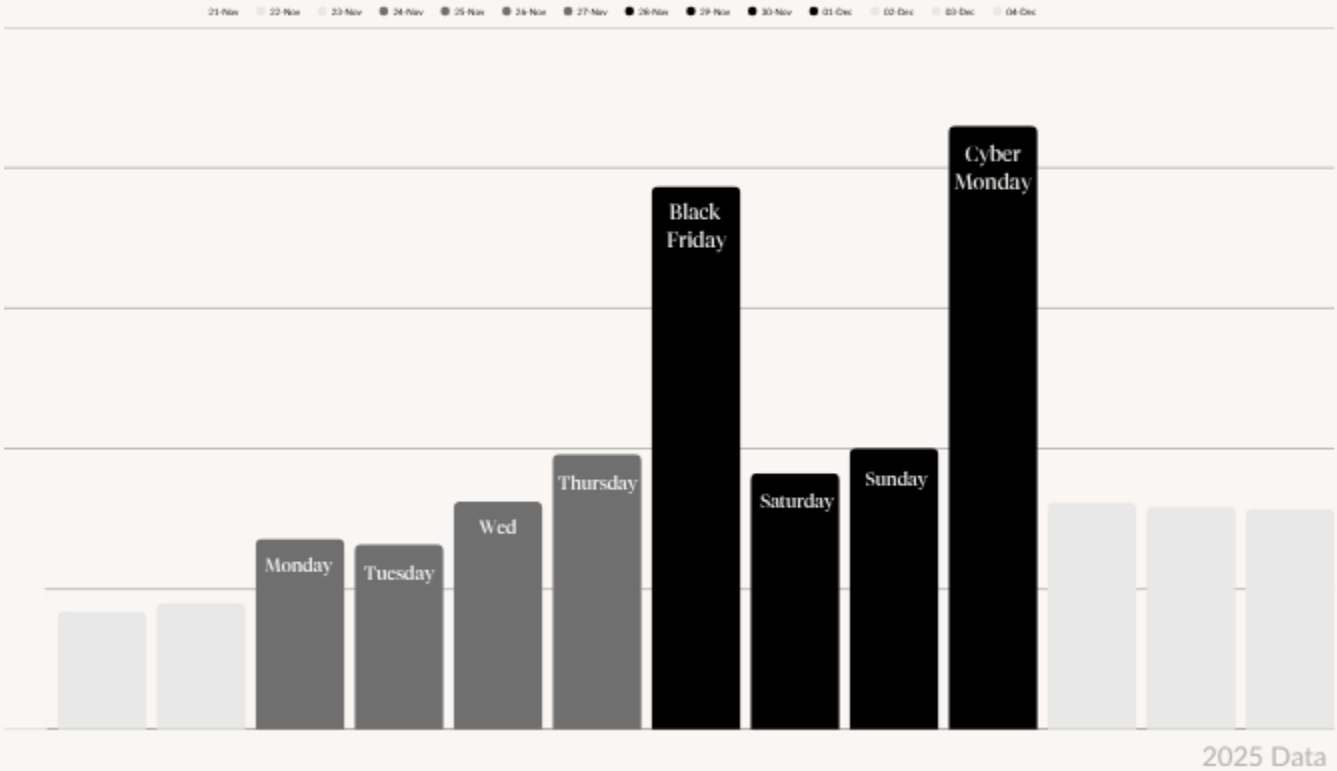


£150K+

Best-selling venues can sell over £150K over the weekend

Black Friday weekend sales 2025

50% of our clients started their offer before Black Friday, with many running an offer for 7-8 days i.e. Monday - Monday.



2. Planning your offer

It's all in the planning..

It's said that a strong offer has three things:

- a clear dream customer
- proven demand
- a simple path to yes



Things you may want to take into account

Think about looking at these things when planning your offer.

- Data from previous years
- Feedback – from your internal team AND your customers
- Buyer profiles
- Your options in the Gift App: Promo code, discounted / added value or specially created gifts
- Black Friday & revenue management
- What works for your venue?
- Best seller
- Booking direct vs gift vouchers

Data from previous years

What story does your data tell you? Look at your data from past years – find out what worked and what didn't and adjust this year's offering accordingly.

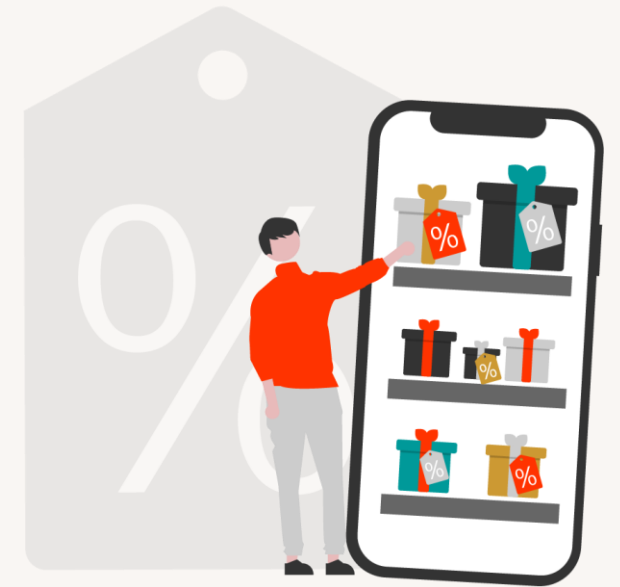
- What sold well / did not sell well (revenue, number of vouchers sold)
- Which discount levels or value-added offers were most successful
- Analyse who is buying the vouchers
- Which channels drove the most traffic and sales
- Peak buying days and times



Feedback from your team and customers

What are they telling you and asking for?

- Discuss with your revenue manager / head of departments to get their input on quiet seasons and what products have the highest margins
- Look for input from your customers so you can be sure that you're offering the deals they actually want. Find your customer segments 'north star' and tailor your offers to that
- Be sure that it's an offer that works for you and your customers



Black Friday buyer profiles

When you know why people are buying your Black Friday gifts, you can tailor your offering and marketing campaigns accordingly.



52%

of the purchases on Black Friday
are Christmas gifts.



34%

gifts are purchased for the
buyer's partner or for
themselves.



70%

Of buyers are women

Options in the Gift App

There's three options when you create an offer.

Promo Code

Entice buyers with a promo code, where a percentage or amount off can be applied to a selection or all of your gift vouchers.

Ideal if you'd like to run a blanket promotion that applies to all gift vouchers, or to a selected range of vouchers.

Discount or Added Value

Make your offer standout by discounting or adding value to a small selection – which is clearly displayed on each gift card.

Best used if you'd prefer to hand-pick specific vouchers and offers, with the saving or added value displayed directly on the voucher on your gift site.

Specially Created Gifts

Wow your buyers by creating one or more new gift vouchers you know they'll love and that showcase your hero offering.

Black Friday & revenue management

Black Friday can be an opportunity to generate a good base of business during off peak/quieter periods at your venue.

Use Black Friday as a revenue management tool. Make the vouchers only valid on months/days/time slots when you are quiet, so it won't displace business and help fill empty rooms/seats.

Restrict validity:

- Shorten the redemption window, i.e. can only be redeemed January – March
- Dining - exclude Saturday evenings for dining offers
- Spa - have spa offers available Mon – Thursday

Limit availability:

- Create excitement & urgency by selling a limited number over Black Friday Offer 200 at X price and generate some urgency "once they're gone, they're gone!"

What works for you?

An offer that works & reflects your brand..

Whilst it may be synonymous with discounts and deals, remember - you can create a campaign/offer on your terms, that reflects the unique value only your brand offers.

You can 'add value add' rather than 'discount' (some of the bestsellers are spa treatments with access to the spa). Add something with perceived high value to the customer, but low cost / easy to facilitate from your perspective.

But that said – the best-selling gift vouchers are the ones with the highest discounts.



Bestselling categories

Alongside monetary gifts, the best-selling Black Friday gift categories are..

Spa Experiences



Overnight Stay Experiences



Spa Breaks Experiences



Combine two or more spa or beauty treatments, offering use of your other spa facilities too, i.e. 'Hot Stone Body Massage, Mini Facial and access to our luxury spa with pool and fitness studio.'



Maximise sales, whilst ensuring you're not displacing higher tariff business, such as 'Midweek Mini Break with Dinner', '30% off Suite Experiences' & 'Overnight Stay with Dinner & Wine Pairings' offers.



Combine both spa & overnight stay experiences – apply the promotional code to gift vouchers only over a certain value, therefore encouraging higher spend.

Bestselling gift vouchers

Top ten gift vouchers sold on Black Friday week 2025 (all clients data).



1. £150 Monetary for £100
50% more



2. £100 Monetary for £60
40% more



3. Signature Spa Experience for 2 (Mon-Thurs)
£90



4. Stay & 2 rounds of golf for 2 (valid Feb)
£169



5. Afternoon Tea for 2
Various offers



6. Spa treatment, use of spa facilities & lunch
£170



7. Signature Spa Experience for 2 (Fri-Sun)
£110



8. £200 Monetary gift for
£90



9. Stay, spa access, dinner & fizz (Sun-Thurs)
20% discount



10. 2 Night stay with a la carte dining
Various offers

Gift vouchers vs booking direct

Running a Black Friday sale via your gift vouchers (rather than the buyer booking directly to secure the offer) has several benefits:

- More flexibility – guests can use the voucher at their convenience and don't need to commit to a date when they buy
- Gift appeal – direct booking deals do not have the same gift appeal as gift vouchers. And remember, due to Black Friday falling later this year, we expect to see more gift vouchers purchased as Christmas gifts
- Gift voucher breakage (around 13-18%, which is just a bit less than the average)
- Easy to set up and manage all your offers in one place: spa, restaurant and stay
- You can add in 'black out' dates on the voucher T&Cs
- If you offer both types of offer, they can dilute each other and cause confusion to your buyers

Top tips

When brainstorming about your Black Friday offer, remember the following:

Keep it simple

One type of offer on all/selected vouchers OR on a one or a small selection of vouchers and focus your communications on these.

If your offer is hard to explain, your audience will feel unsure about buying it, so keep things simple.

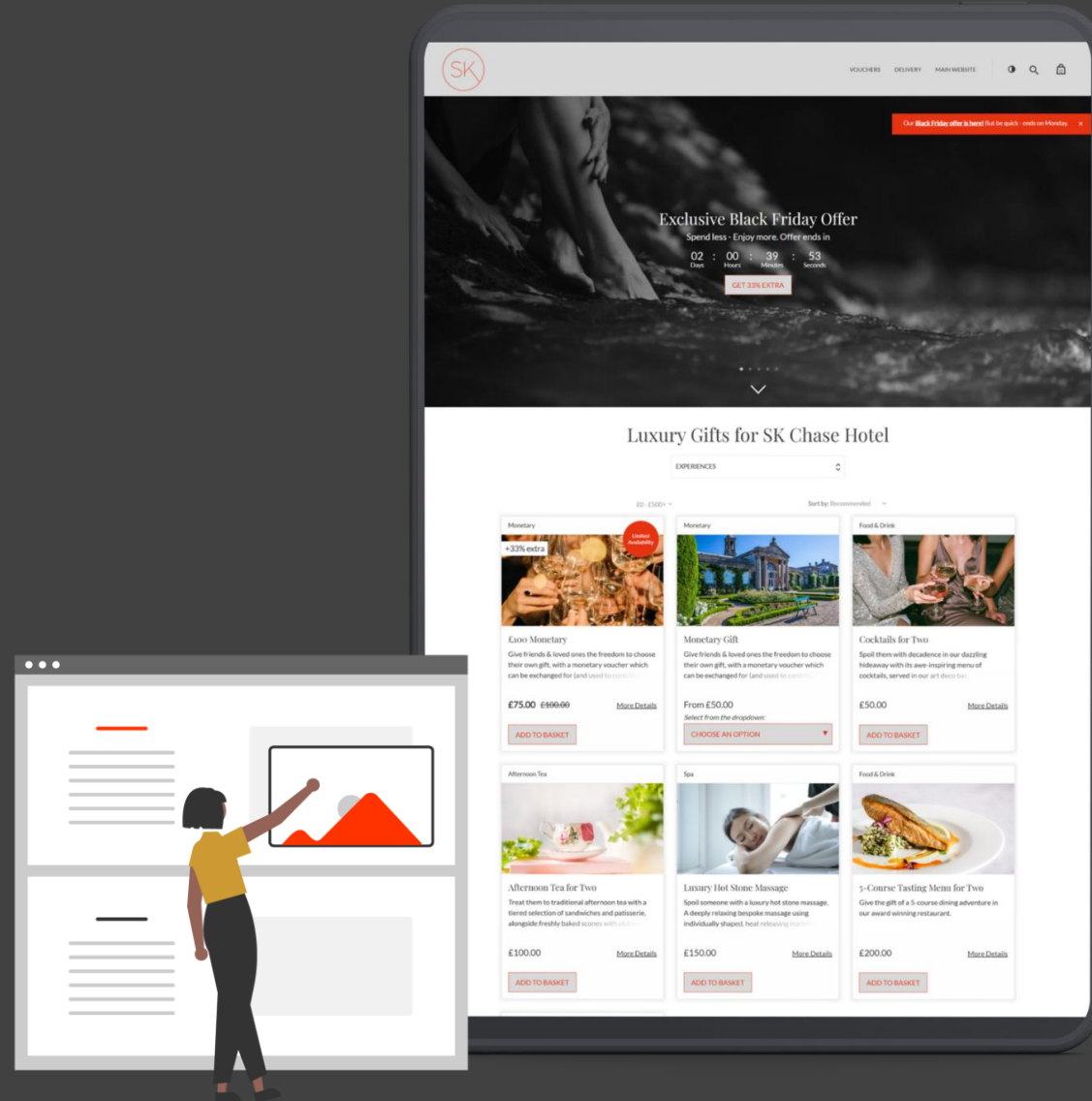
Strong offer

Make sure the offer is strong enough to see your efforts rewarded.

3. Creating your offer

Key elements to take into account.

- Creating your offer
- Customising your gift site
- Revenue enhancing tools available



Create your offer and customise gift site

This year, your team will be able to set everything up yourselves using our new, intuitive platform. Our Help Desk team will be on hand every step of the way if you have any questions.

Save a date! Webinar dates & times:

1st October

11am - How to create a campaign

12pm - How to customise your gift site

29th October

11am - How to create a campaign

12pm - How to customise your gift site



Deadline date for SK Chase help submission - 6 November 2026

Revenue enhancing tools

Our system is packed full of features to help maximise sales.

- Promotional codes, with pre-populated URL
- Discount feature: £300 voucher for £210 - **Save 30%**
- Added value feature: £100 voucher for £80 - **25% Extra**
- Countdown feature in image carousel
- Limited availability feature, with macaron
- Reorder items

Spa

Save 30%



Hotel B Spa

midweek spa escape for two

Christmas Special Offer!

Treat a loved one with a cosy spa
two at our luxury boutique hotel

£210.00 ~~£300.00~~

ADD TO BASKET

Black Friday

Limited Availability

+25% extra



Outlet K

£100 Monetary Voucher

BLACK FRIDAY EXCLUSIVE OFFER - Give the gift of SK Chase Hotel. Treat family, friends or colleagues to a luxury hotel

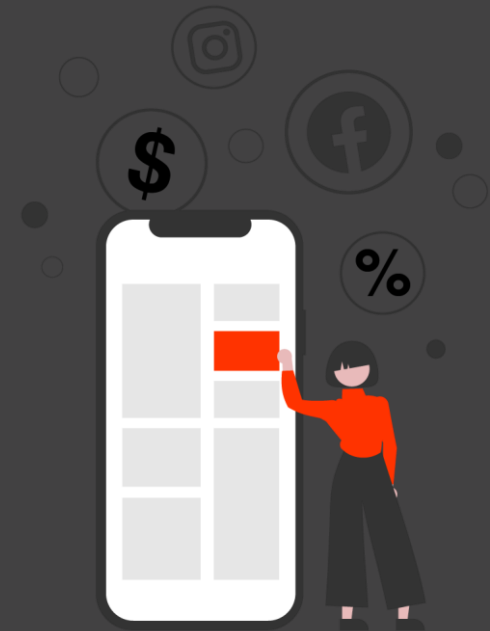
£80.00 ~~£100.00~~ [More Details](#)

ADD TO BASKET

4. Promoting your offer

You've created your offer. Now what? Create a campaign that gets the word out.

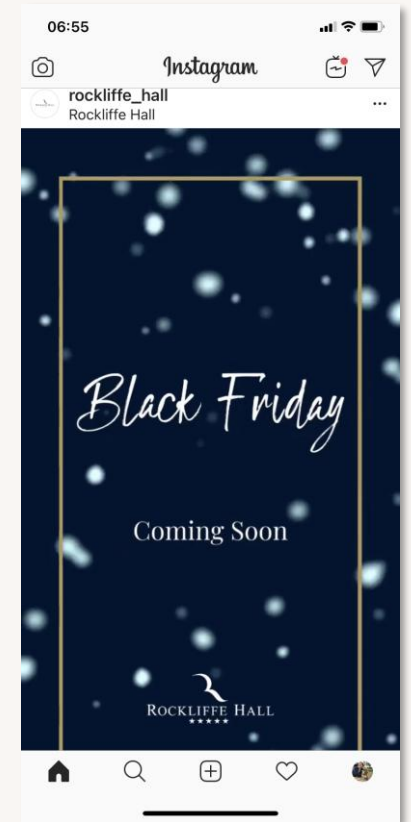
- Let people know it's coming
- Collect email addresses
- Key things to include in your marketing
- Black Friday weekend



Let people know it's coming..

Build anticipation via all the channels you have available.

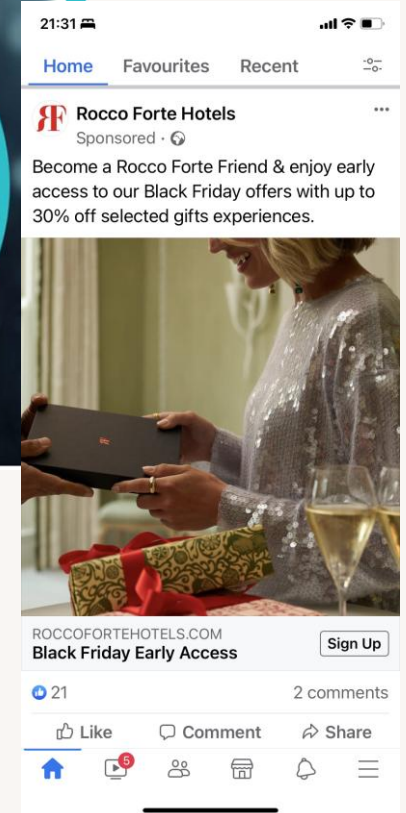
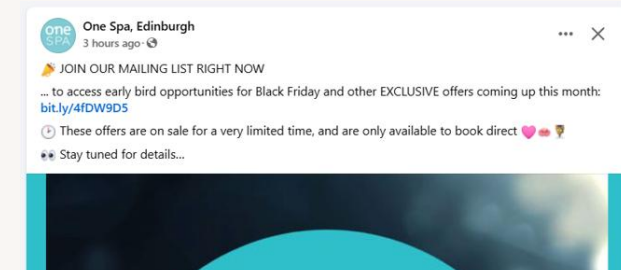
- Create a 'Black Friday' block on your website letting visitors know that your offer is coming and to sign up to your emails. And then keep this on your website when it's time to promote your offer - on BF week last year, referral as a source was 39% - still high!
- Let people know it's coming via your social & email channels



Collect email addresses

It's your most direct line to people interested in your venue.

- People join mailing lists because they want to see your promotions and the ways in which they can turn their liking of your brand into a reason to buy something from you
- It is of course a hugely competitive time in email 'in' boxes, so you need to stand out in your own unique way



What to include in your marketing..

Go early and use every channel you have to your advantage! People buy because of incentive and deadline. Promote in-house too ..

- Eye catching copy, with strong simple messaging
- Clearly outline the incentive to buy your offer, including the discount or added value. Emphasize exclusivity
- Deadline to buy, creating a sense of urgency. If you have limited availability let people know when a gift is nearly sold out, creating an extra incentive to commit to a purchase
- Stunning visuals
- Clear call to action that takes the buyer to your gift site
- Gift appeal messaging tailored to your audience and their buying intent (i.e. focus on potential gift-buyers and those who are likely to treat themselves)

Eye catching copy

with strong messaging.



Clearly outline the incentive to buy

including the discount or added value. Emphasise exclusivity.

06:51 85%

The Vineyard Hotel and Spa
Sponsored ·

This Black Friday, enjoy up to 20% off monetary vouchers at our five-star hotel in Berkshire. The perfect excuse to treat yourself or someone special, but be quick, the offer ends at midnight on 1st December.

Black Friday Sale

20% OFF MONETARY VOUCHERS



Black Friday Sale

20% OFF MONETARY VOUCHERS

the-vineyard.skchase.com
Shop the sale now

Shop now

Lainston House
Sponsored ·

Our exclusive savings have arrived at Lainston House, with up to 25% off elegant stays, delectable dining and experiences made for gifting at our Hampshire country hous... [See more](#)



Limited edition.
Exclusively yours.

EXCLUSIVE GIFTING

LAINSTONHOUSE.SKCHASE.COM
Save up to 25%
Lainston House hotel gift voucher experiences - a charming 17th century country ho...

Shop now

Kimpton Blythwood Square Hote...
Hote... is at Kimpton Blythsw....
12h ·

It's here! 🎁

For one extended weekend only, save 20% on almost all of our non-monetary vouchers – including relaxing spa days, delicious dining experiences, and unforgettable luxury stays. And don't forget The Square Deal, adding even more value to an already unbeatable offer.

Head here: <https://blythwoodsquare.skchase.com/vouchers?categories=black%2520friday>
purchase, but be quick – these discounts aren't around for long.

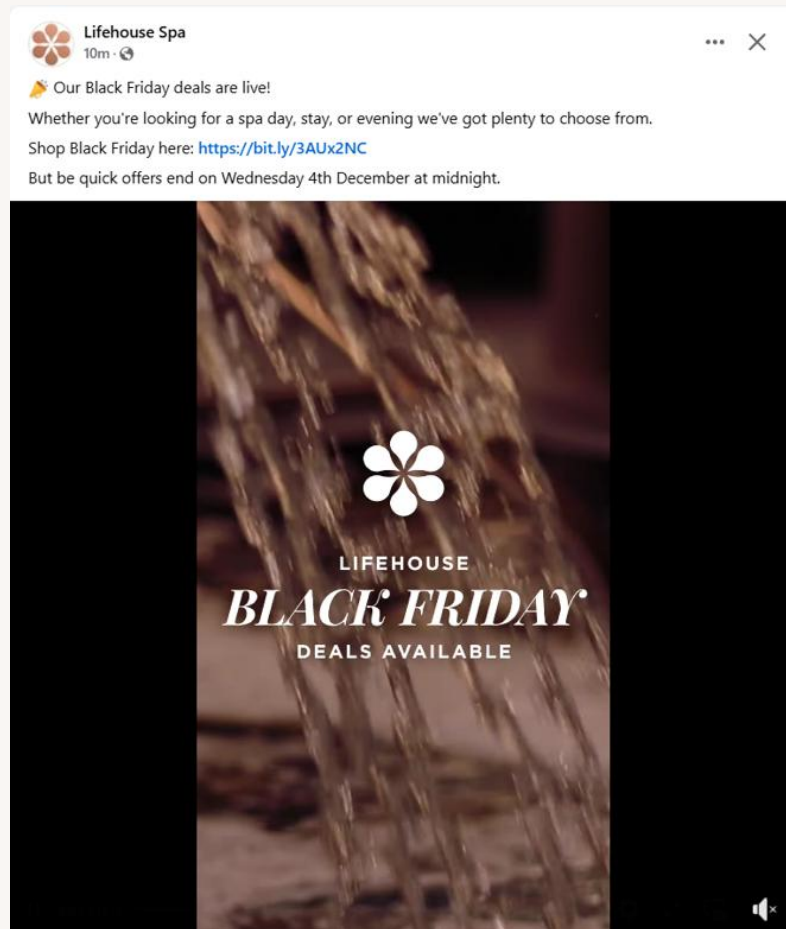
[#KimptonBlythwoodSquare](#)



BLACK FRIDAY SALE
20% OFF VOUCHERS

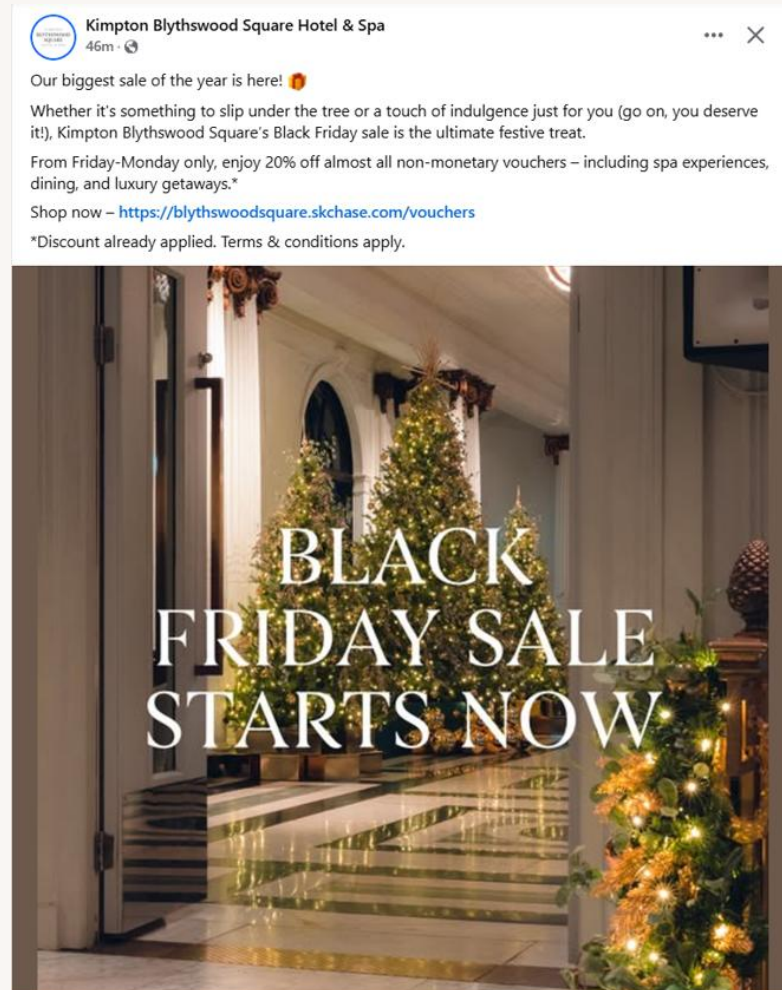
Create a sense of urgency

With a deadline to buy. If you have limited availability let people know when a gift is nearly sold out, creating an extra incentive to commit to a purchase.



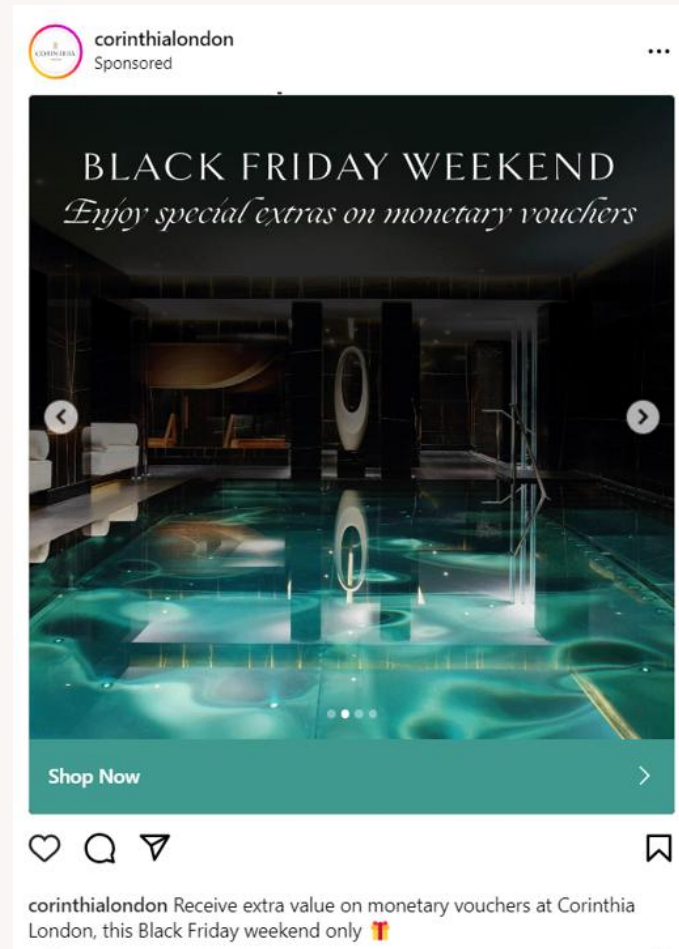
Gift appeal messaging

tailored to your audience and their buying intent (i.e. focus on potential gift-buyers and those who are likely to treat themselves).



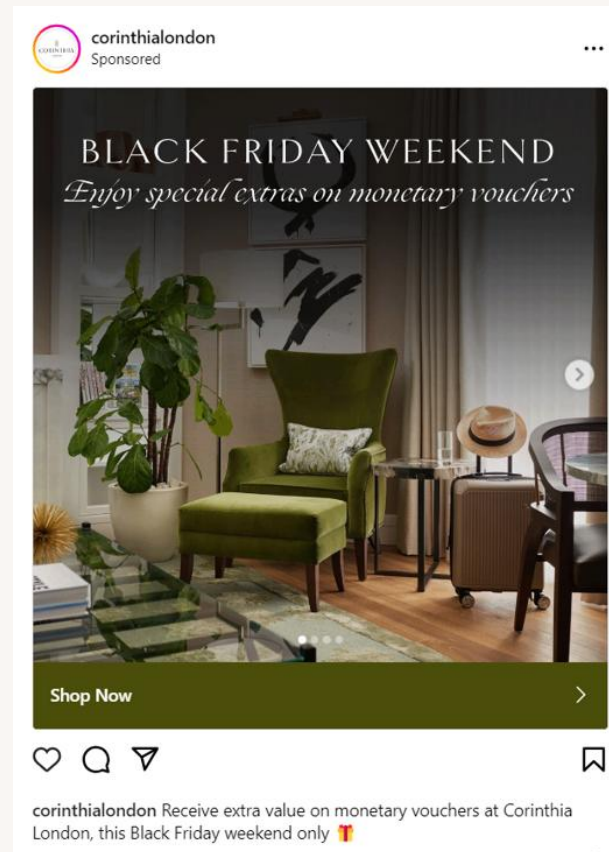
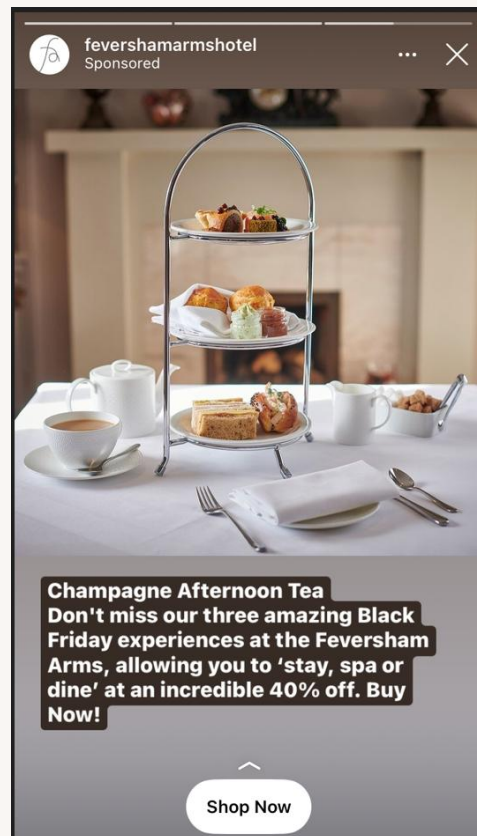
Stunning visuals

Use eye-catching images.



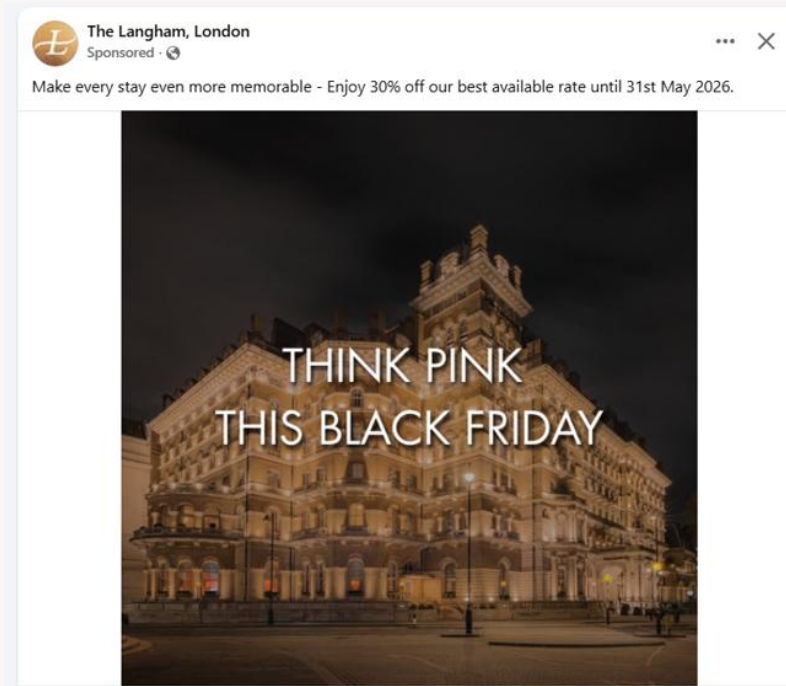
Promoting your offer

Clear call to action. Promotions should directly to your Black Friday listing page / gift voucher, with no friction points.



Promoting your offer

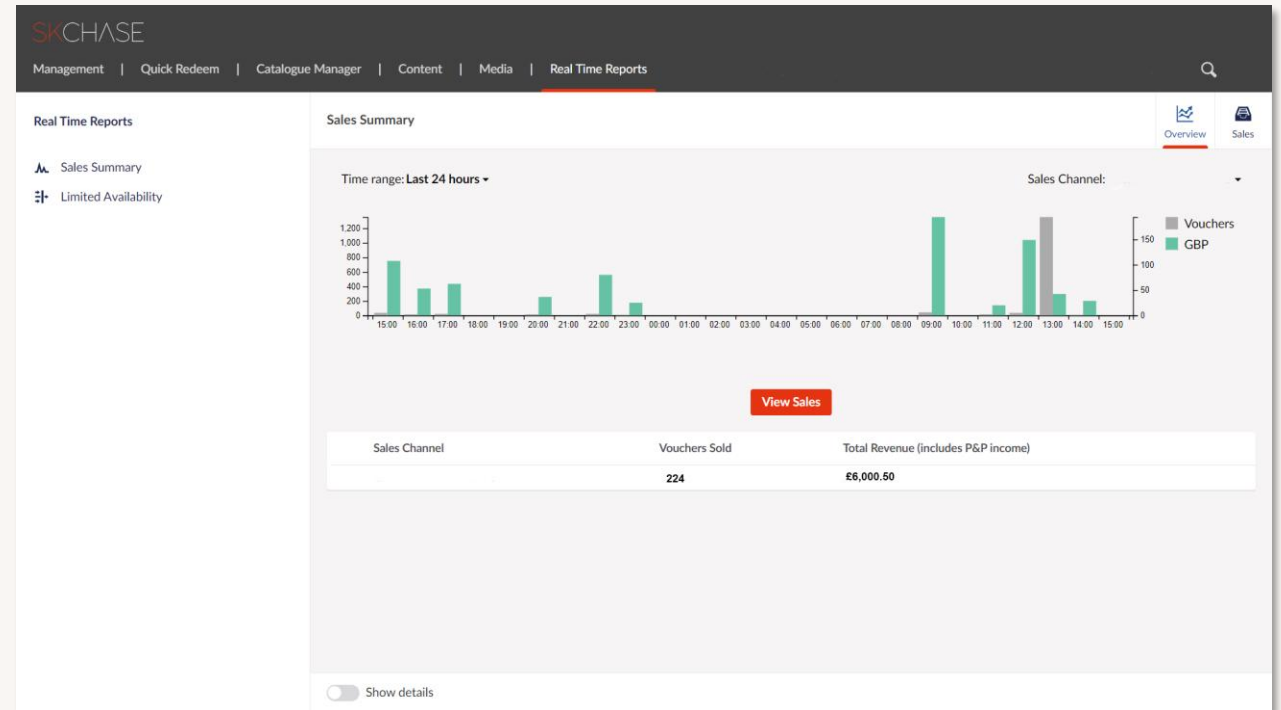
Be you! Help your unique brand stand out from the crowd.



7. Monitoring engagement & sales

On the day and beyond.

- Track open rates, likes, comments, shares, and click-through rates to gauge how well your messaging and creatives are resonating with the audience
- Use the 'Real Time' Reports section of Gift App to check in on sales by the hour



Not running an offer?

Your gift site can still reap the rewards of the increased traffic..

- Ensure you have spa & overnight stay 'packages' clearly visible (i.e. promote to the top of your listing page)

For example: 'Sunday Retreat' – an overnight stay with the added value of full breakfast, use of the spa facilities and a dinner allocation included in the price. Or a 'Celebration' package, which appeals to couples, best friends and Mothers & daughters, that includes elements of added value to it

- Promote the idea of scarcity & exclusivity by mentioning limited-edition experiences with limited availability, which creates a sense of urgency *without* using discounts



Wrapping up Black Friday

Be prepared. Making sure you're ready for Black Friday well in advance will help you execute your marketing strategy effectively. No plan is perfect, but what we've outlined today will help you get everything covered.

Keep it simple

One type of offer on all vouchers OR a strong offer on a spa, overnight stay, dining voucher and focus your marketing on these

Make it a strong offer

You're investing your time and effort in creating your Black Friday campaign, so make sure the offer is strong enough to see your efforts rewarded

Get the word out early

The sooner people know about your offer, the better positioned they are to buy. People buy because of incentive and deadline. Use every marketing channel you have to your advantage





As always, our friendly
team are here to help.
Please do get in touch with
us.

E: enquiries@skchase.com
T: 0344 371 0071

