



INFORMATION PROVIDED BY:



## BETTER UTILIZING YOUR GIFT CARD PROGRAM

There are many ways that you can use your Valutec Gift Card program in your salon, barber shop, day spa, nail boutique, or store to drive sales, streamline operations, and maximize profits:

### CUSTOMER SUPPORT

*Valutec is here to help if you*

*need any assistance*

*leveraging your gift card*

*program to your customers.*

*Call us with any*

*questions at :*

**1-800-509-0625**

- Compete with the “Big Chain” salons, barber shops in your area - distinguish your business from the clutter and competition.
- Increase customer foot traffic into your stores.
- Increase customer satisfaction and raise market presence and awareness.
- Reward repeat customer business and drive “Bounce Back” shopping.
- Make your private sales, events, and advertising campaigns more profitable and measurable.

.....and many more! Here are some tips to get you started:

- Use the gift cards as a promotional card and business card for individual stylists.
- Offer a gift card free for a certain service to promote return customers .  
*(Purchase a 60 minute massage and get a free manicure gift card)*
- Create a Loyalty Rewards program around number of visits to boost loyalty with key chain cards.
- Reward Repeat Customers with a gift card for their next visit or for product.
- Pass out gift cards at Special Events to drive new customers to your spa or salon.
- PromoMail** - Run Direct Mail Campaigns using promotional cards offering a mystery amount or a set amount good towards any products or services.

