



## AUTO INDUSTRY GIFT CARD HELPFUL TIPS

### **Are you maximizing your gift card program?**

There are many ways that you can use your gift card program for your auto dealership, carwash, or automotive repair business. You can use gift cards to both build brand awareness and separate your business from the competition.

Raise customer satisfaction and increase sales by rewarding regular customers for maintenance on their vehicles and drive bounce back sales at the same time. Offer monthly specials for washes and products to make your promotional events and advertising campaigns more profitable and measurable.

### **Here are some tips to help you get started.**

Use gift cards to promote your auto dealership, service department or car wash.

#### **Tip 1:**

Offer a gift card with a new car purchase to promote the dealership's service area.

#### **Tip 2:**

Send gift cards to new customers in the area for a free service. Use promotional cards as charitable donations.

#### **Tip 3:**

Use customer receipts to display the amount of their purchase as well as the reward value available to use for future purchases in the service and parts department.

#### **Tip 4:**

Sell pre-loaded cards to local businesses to use as rewards for their customers and employees.

#### **Tip 5:**

Pass out gift cards at special events to drive in new customers.

Use gift cards to help grow your sales and encourage customer loyalty. Helping your customers become familiar with your business demonstrates the value you bring to them while driving repeat sales back to you. And gift cards are easy, allowing you to focus your time on your business.

We're here to help if you need any assistance leveraging your gift card program to your customers. To learn more about gift cards, call us at 800.509.0625 or visit us at [valuteccardsolutions.com](http://valuteccardsolutions.com).