

GOLF INDUSTRY GIFT CARD HELPFUL TIPS

Are you maximizing your gift card program?

There are many ways that you can use your loyalty and gift card program for your golf course, clubhouse, and pro-shop. You can use your loyalty and gift card program to build brand awareness and separate your business from the competition.

Promote gift cards in multiple locations at your course like the pro shop, restaurant, snack shop, etc. Making your loyalty and gift card program noticeable and easy to redeem helps to make your club events, course tournaments, and advertising campaigns more profitable.

Here are a few tips to help you get started.

- Having your customers use their loyalty number which can be tied to their membership number for purchases each time is a way to track and later promote relevant offers based on their purchase behavior.
- Have your pros offer their services on a gift card for your customers to purchase. It makes a great gift and generates revenue for both you and the pro.
- Extend a rewards program to customers to increase their loyalty to your course.
- Your customers and members can now purchase gift cards that are branded for your golf course and club that can only be spent at your business. Create multiple looks and styles of your gift card to offer more options. Now cards purchased for birthdays, holidays and school events will see gift cards with your branding. Refresh the look of your cards every year.
- You can use gift cards for requested charitable donations.

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.