



Valutec

RESTAURANT GIFT CARD HELPFUL TIPS

Are you maximizing your gift card program?

There are many ways that you can use your gift card program in your restaurant to drive sales. By beginning to build brand awareness and a great community reputation, you will help increase customer satisfaction and raise foot traffic.

Be creative with displaying your gift cards. Create visibility in your restaurant in as many locations as possible: front door decals, outside signage, inside table tents and signs, employee buttons, and on your receipts. Also consider using gift cards to resolve customer complaints or dissatisfaction.

Use gift cards to drive customer loyalty by acknowledging that your customers are important. Rewarding repeat diners will help to encourage bounce back dining which in turn, helps to grow your business.

Here are some additional tips to get you started.

- Identify your loyal customers by capturing their contact and demographic information. Use this information to run targeted marketing campaigns for top customers including custom greetings and promotions for birthdays, anniversaries and more.
- Reward customers with an emphasis on the spending that has the most profitable results for your restaurant.
- Advise customers to use their gift card as a pre-paid card each time they make a purchase by saving it to their digital wallet.
- Use the data captured to offer flexible operational reports to show adoption rate, loyalty penetration, and success of campaigns.
- Create multiple looks and styles of your gift card to offer more options. Think about holidays and school events where your cards may be featured. Refresh the look of your cards every year.
- Having your customers use their loyalty card each time is a way to track and later promote relevant offers based on purchase behavior.

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.