

# Mother's Day Special

## 4 Ways to Sell More Gift Cards

A guide for beauty and wellness businesses

Looking to make gift cards the go-to treat this season? Here are some ideas to boost your sales while helping families shower moms with love.

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### Highlight the ease of last-minute gifting

**Special bonuses:** Offer promotions like “Spend \$100 on a gift card – get a \$10 card to enjoy for yourself.” It’s a sweet deal for everyone!

**Online convenience:** Make it effortless for customers to shop by sharing handy purchase links on your website and social media pages.

### Create displays that are hard to resist

**A feast for the eyes:** Place beautifully packaged gift cards front and center in your space. Add some charm with pretty bags, ribbons, and bows.

**Perfect pairings:** Bundle gift cards with small treasures like scented candles or mini beauty products to make gifting even more special.

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### Market smarter

**Social media:** Share fun, engaging posts about gift cards being the perfect way to spoil Mom. For example: “Still shopping for Mother’s Day? Treat Mom to self-care so she can relax and recharge – buy a gift card in-store or online.”

**Last-minute reminders:** Send email and text campaigns to your customers, and make sure you include links so they can buy instantly.

### Tap into your customer base

**Personal referrals:** Remind loyal clients to spread the love by giving gift cards to friends and family who haven’t yet visited your business.

**Bounceback offers:** Give new guests redeeming gift cards \$20 off their next visit – and encourage them to rebook before they leave.

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### Why Zenoti?

Our gift card solutions help you boost revenue with less effort.

- Online and in-store options
- Customizable readymade templates
- Seamless redemption across locations

Explore Zenoti for your gift card program.