

Client Gift Card Promotion Email Templates

In [episode 58](#) of Marketing 100 on [The Salon Business Show](#) we explored successful gift card strategies. These email templates are designed to help salons effectively promote and sell more gift cards. Each template is crafted using proven marketing psychology and real-world examples from successful salons. Simply copy, personalize, and send to your client list.

How to Use These Templates

1. Choose the template that fits your current promotion
 2. Replace [BRACKETED TEXT] with your salon's information
 3. Add your salon's branding and images
 4. Personalize where indicated to create connection
 5. Send to your client list, ideally segmented by purchase history
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Template 1: Standard Gift Card Announcement

Subject Line Options:

- Give the Gift of Self-Care: [SALON NAME] Gift Cards Now Available
- The Perfect Gift for Everyone on Your List: [SALON NAME] Gift Cards
- Need a Foolproof Gift Idea? We've Got You Covered

Body:

Dear [CLIENT NAME],

Finding the perfect gift can be challenging, but we've made it simple with [SALON NAME] gift cards—the gift that always fits!

Our beautifully packaged gift cards are available in any amount and can be used toward any service or product in our salon. Whether it's for a birthday, anniversary, or just because, you're giving the gift of self-care and confidence.

Current Promotion: [DESCRIBE YOUR CURRENT OFFER, e.g., "Purchase a \$100 gift card this week and receive a complimentary \$20 voucher for yourself!"]

Ready to make someone's day? Gift cards can be purchased:

- In-salon at our front desk
- By phone at [PHONE NUMBER]
- Online at [WEBSITE LINK]

Questions? Just reply to this email or call us at [PHONE NUMBER].

Warm regards,

[YOUR NAME] [SALON NAME]

Template 2: Holiday Gift Card Promotion

Subject Line Options:

- Stress-Free Holiday Shopping: [SALON NAME] Gift Cards
- The Gift of Relaxation: Holiday Gift Card Special
- Solve Your Holiday Shopping in One Step

Body:

Dear [CLIENT NAME],

The holiday countdown is on! Skip the crowded malls and endless scrolling online—give the gift of beauty and relaxation with a [SALON NAME] gift card.

Our Holiday Special: [DESCRIBE HOLIDAY PROMOTION, e.g., "For a limited time, when you purchase a \$100 gift card, you'll receive a \$25 bonus voucher—that's \$125 in value for just \$100!"]

Why our gift cards make perfect presents:

- Beautifully packaged in elegant gift boxes with ribbon
- Available in any denomination
- Can be used for any service or product
- Valid for [TIMEFRAME, e.g., "one full year"]
- Guaranteed to delight any recipient

Don't wait—this special offer ends on [END DATE].

Order online: [WEBSITE LINK] Call us: [PHONE NUMBER] Visit us: [ADDRESS]

Wishing you a stress-free holiday season,

[YOUR NAME] [SALON NAME]

P.S. Need your gift card shipped? Order by [DATE] to ensure delivery before [HOLIDAY]!

Template 3: "Buy 100, Give 100" Promotion

Subject Line Options:

- Double Your Gifting Power with Our Exclusive Offer
- Buy a Gift Card, Get 5 Free Mini-Gifts
- The Smart Way to Handle Your Gift List This Year

Body:

Dear [CLIENT NAME],

We've created the perfect solution for your gifting needs AND a treat for yourself!

Introducing our "Buy 100, Give 100" promotion:

Purchase a \$100 gift card for yourself and receive FIVE \$20 vouchers to gift to others (or keep—we won't tell!).

These beautifully packaged vouchers are perfect for:

- Teacher appreciation gifts
- Stocking stuffers
- Thank-you presents
- Unexpected gift exchanges
- Last-minute gifting emergencies

Keep them in your purse or desk drawer, and you'll always have the perfect gift ready when you need it!

This special offer is available [TIMEFRAME, e.g., "until December 20th"] and quantities are limited. Purchase in-salon or online at [WEBSITE LINK].

Here's to simple, stress-free gifting!

[YOUR NAME] [SALON NAME]

Template 4: Last-Minute Gift Solution

Subject Line Options:

- Forgot a Gift? We've Got You Covered
- Last-Minute Gift? No Problem!
- The Perfect Gift That's Never Too Late

Body:

Dear [CLIENT NAME],

We've all been there—suddenly realizing you need a gift... yesterday.

Good news! [SALON NAME] has your back with our instant digital gift cards.

In just 60 seconds, you can:

1. Select your amount
2. Personalize with a message
3. Schedule delivery (even same-day!)
4. Look like you planned weeks ago

Your recipient will receive a beautifully designed digital gift card redeemable for any service or product at [SALON NAME].

Special Offer: [DESCRIBE ANY CURRENT PROMOTION, e.g., "Purchase a digital gift card of \$75+ and we'll add a \$10 bonus to your own account!"]

Send a gift card now: [WEBSITE LINK]

Need assistance? Call us at [PHONE NUMBER] and we'll help you create the perfect gift.

Happy gifting!

[YOUR NAME] [SALON NAME]

Template 5: Gift Card Follow-Up for Recipients

Subject Line Options:

- Welcome to [SALON NAME]!
- Your Gift Card Is Waiting for You
- Ready to Use Your Gift Card? Here's What to Do

Body:

Dear [RECIPIENT NAME],

Lucky you! Someone who cares about you has gifted you a [SALON NAME] experience.

Your gift card for [AMOUNT] can be used toward any of our services, including:

- [SERVICE CATEGORY, e.g., "Haircuts & Styling"]
- [SERVICE CATEGORY, e.g., "Color Services"]
- [SERVICE CATEGORY, e.g., "Spa Treatments"]
- [SERVICE CATEGORY, e.g., "Professional Products"]

First-time visitor bonus: [DESCRIBE ANY SPECIAL OFFER FOR NEW CLIENTS, e.g., "Mention this email when booking your first appointment and receive a complimentary [PRODUCT/SERVICE]!"]

Ready to book your experience? It's easy:

- Call: [PHONE NUMBER]
- Book online: [BOOKING LINK]
- Visit us: [ADDRESS]

We can't wait to welcome you to [SALON NAME]. If you have any questions about our services, please don't hesitate to reach out.

Looking forward to seeing you soon,

[YOUR NAME] [SALON NAME]

Email Marketing Best Practices

- **Timing:** Send gift card promotions 2-3 weeks before major holidays or events
 - **Frequency:** Send a reminder email 3-5 days before promotion ends
 - **Images:** Include beautiful photos of your physical gift cards and packaging
 - **Mobile:** Ensure your emails display correctly on mobile devices
 - **Call-to-Action:** Make the purchase button/link prominent and clear
 - **Subject Lines:** Keep under 50 characters for best open rates
 - **Personalization:** Always use client names when available
 - **Testimonials:** Consider adding a brief quote from a happy gift card recipient
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Created with insights from TheSalonBusiness.com and Spa Marketing Made Easy.

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Looking for more strategies and resources? Check out [Marketing 100](#).