

Salon Gift Card Marketing Checklist

In [episode 58](#) of Marketing 100 on [The Salon Business Show](#) we dive deep into gift card promotion strategies that drive revenue and attract new clients. This comprehensive checklist helps you implement the proven gift card marketing tactics discussed in the episode, from financial setup to client relationship management.

1. Financial Framework

Setting up proper financial systems prevents cash flow disruption and helps track your gift card program's success.

- Establish a separate liability account for gift card revenue
- Set up an interest-earning account to hold gift card funds
- Schedule weekly transfers of redeemed amounts to your operating account
- Evaluate promotion types (discount vs. value-add) for your market
- Set price points that maintain healthy profit margins
- Document financial procedures for consistent implementation

2. Legal Requirements

Protect your business by ensuring your gift card program complies with all regulations.

- Research federal and state/provincial gift card laws
- Understand minimum expiration requirements (typically 5+ years)
- Develop clear terms and conditions for gift cards
- Create "No cash value" language for promotional vouchers
- Add "Valid toward services only" statement on vouchers
- Include clear expiration dates on vouchers (where legally permitted)
- Train staff on legal differences between gift cards and vouchers

3. Marketing Materials

Effective visual promotion reminds clients that gift cards are available and desirable.

- Design eye-catching reception desk displays
- Create "shelf talkers" for treatment rooms
- Produce window/wall signage highlighting gift card options
- Develop social media graphics for each platform
- Design email templates for gift card announcements
- Create seasonal design variations (holiday, Mother's Day, etc.)
- Source premium packaging (jewelry boxes, ribbons, gift bags)

4. Staff Empowerment

Your team is your best gift card sales force when properly trained and motivated.

- Role-play gift card conversations with team members
- Develop scripts for naturally introducing gift cards
- Create FAQ document addressing common customer questions
- Implement staff incentives for gift card sales
- Schedule regular reminders at team meetings
- Designate a "gift card champion" to oversee the program

5. Tracking & Analytics

What gets measured gets managed. Track your program for continuous improvement.

- Implement a voucher numbering system
- Develop tracking spreadsheet or software solution
- Record purchaser information for follow-up
- Monitor redemption rates by promotion type
- Track conversion of gift recipients to regular clients
- Analyze which promotions deliver highest ROI
- Schedule weekly financial reconciliation

6. Strategic Promotion

Thoughtful promotional planning maximizes gift card sales throughout the year.

- Identify primary gift buyers (often partners/spouses)
- Craft messages specifically for gift purchasers
- Create urgency with limited-time offers
- Schedule promotions around key gift-giving periods
- Launch "Buy 100, Give 100" or similar high-value promotion
- Photograph packaged gift cards professionally
- Ensure easy online purchase process

7. Client Relationship Management

Follow-up strategies turn one-time gift card purchases into ongoing client relationships.

- Send thank-you messages to gift card purchasers
- Create special welcome experience for gift card recipients
- Develop special offers for first-time gift card redeemers
- Recognize clients who generate referrals through vouchers
- Send reminders for unredeemed gift cards
- Analyze redemption patterns to inform future promotions

8. "Buy 100, Give 100" Implementation

This proven promotion drives significant revenue while creating new client opportunities.

- Design attractive \$20 vouchers with clear terms
- Source premium packaging (jewelry boxes recommended)
- Create organized numbering system for tracking
- Train staff thoroughly on explaining the promotion's value
- Develop tracking system for voucher distribution and redemption
- Create clear instructions for voucher recipients
- Launch targeted social media campaign highlighting value proposition

Created with insights from TheSalonBusiness.com and [Spa Marketing Made Easy](#).

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