

RESTAURANT CHEAT SHEET

JUST FOR YOU

# How to Leverage the Power of Gift Cards for Your Venue

VALID TILL

EXTRA  
VALUE



- ✓ Convenient option
- ✓ Additional profit
- ✓ Upfront revenue
- ✓ Increased customer loyalty



REDEEMED

# The financial upside of offering gift cards is in the numbers

Customers typically spend up to 30% **more** than the gift card value

Gift cards are not just a convenient option for customers; they also represent a unique opportunity for restaurants to increase revenue. When customers purchase gift cards, they often spend more than the card's value when redeeming it.

But that's not all.

38% of gift cards are **never** redeemed

That's easy extra profits in your books. Moreover, the upfront revenue from gift cards can help you manage cash flow and reinvest into the business, especially during slow periods.

**Tip #1**

# Align your gift card marketing with local holidays & events

Gift cards serve as an excellent marketing tool to attract new customers. When someone receives a gift card, they are likely to visit your restaurant for the first time, bringing along friends or family.



Local events, special occasions and holidays make perfect timing for gift cards, so don't forget to create buzz for the season. Themed gift cards can also be a fun way to increase purchases.

**Father's Day steak stash**

**Mardi Gras money**

**Bachelorette party bucks**



## Tip #2

# Keep em' coming back with a gift card that keeps on giving

Customers who visit your restaurant using a gift card are more likely to return to your restaurant if they have a positive experience. So make sure to provide the same excellent service as you would any other guests.

To encourage repeat visits, pair your gift cards with a loyalty programme! Reward customers for redeeming a gift card with a treat for their next visit so they keep coming back.

10% off the bill

Complimentary dessert

Promo on drinks





## Tip #3

# Go digital to offer extra convenience

In today's digital age, many consumers prefer the ease of purchasing e-gift cards. They might even default to gift cards when it comes to thinking about presents for a far away friend or a long-distance date.

By offering online gift cards, you can cater to this demand and reach a broader audience. Ensure that your website is user-friendly and that the purchasing process is seamless.



**Pro tip:** Using an integrated gift card system that works with your booking platform is a seamless way for you to manage both reservations and gift cards.

Encourage your customers to book a table online and buy a gift card while they're at it.

**Book a table**

**Get a gift card**



# Give diners a reason to gift your restaurant

To fully leverage the benefits of gift cards, it's essential to market them effectively. Highlight the advantages of gift cards, such as their versatility and the joy of giving a dining experience. After all, the expression of love is often synonymous with the thought of a wonderful meal.

You can also create limited-time promotions or exclusive discounts on gift card purchases to offer guests extra value.

**\$10 bonus on \$50 gift card**







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