

Kick start a successful gift program

Five things you can do now:



Train your employees to be StoreCard advocates

Customer participation rates increase when employees consistently promote your gift cards at each transaction.



Run promos or holiday campaigns

Include gift card promotions in your email, social media, and direct mail marketing pieces, especially during holiday seasons.



Use gift cards as rewards

Reward loyal customers with an unexpected gift card (most will spend more than the card's value), or incentivize your staff who meet a monthly quota.



Use them as customer and revenue retention tools

Use gift cards for returns to keep the revenue in your store. Use gift cards as comp cards to get an unhappy customer back for a better experience.



Successfully sell cards in-store and online

Get affordable displays including card carriers and card display stands from Worldpay, as well as an eCommerce website with your own brand that enables round-the-clock gift card sales.

[Click here to learn more.](#)



**If you have any questions, please let us know.
Call 800.729.4815, or email giftsales@vantiv.com**