



ONE TREE  
VOUCHER SOFTWARE



# Customer Profiling & Targeting

**WHO BUYS GIFT VOUCHERS?**

LOUISE CALLAN - MARKETING DIRECTOR

# Customers



The most important person is the customer. So we need to build up a picture of the typical person will buy your gift vouchers.

These people exhibit common characteristics and have similar requirements.

Once identified, we can tailor our promotions towards fulfilling those needs.





# Create buying personas



This is a portrait of your ideal customers to help make decisions about services offered.

We can establish one or more personas for the people who buy gift vouchers.

Then we can work out what will most appeal to them in terms of buying gifts.

# What are the typical characteristics of your prospects?



Download the customer persona sheet and create a picture of your typical target.

**ONE TREE**  
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**Customer Persona**

Typical gift voucher buyer for \_\_\_\_\_

Age range: \_\_\_\_\_

Preferred marketing channels: \_\_\_\_\_

Favourite TV show: \_\_\_\_\_

Hobbies & interests: \_\_\_\_\_

Favourite supermarket: \_\_\_\_\_

Favourite clothes shop: \_\_\_\_\_

What car do they drive? \_\_\_\_\_

Where do they live? \_\_\_\_\_

What type of job do they do? \_\_\_\_\_

Motivation for buying gift vouchers as presents: \_\_\_\_\_

Name to represent your target group: \_\_\_\_\_

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# Typical potential customers



- ▶ Leisure guests
- ▶ Wedding parties
- ▶ Business customers
- ▶ Spa visitors
- ▶ Local diners
- ▶ Attendees at hotel events



# Do they buy gifts?

They certainly do! They all:

- ▶ Give and receive birthday, anniversary, Christmas and potentially Mother's or Father's Day gifts.
- ▶ Some may buy corporate gifts.
- ▶ Some may have gift lists, some may give themselves 'me time' presents.

But, they may not think of buying gifts from you ... unless they know that you sell vouchers.



# Gift voucher buyers

To make promotions more effective, consider:

- ▶ What is the target audience?
- ▶ What are their motivations for buying your vouchers?
- ▶ Where do they live?
- ▶ What messages will appeal to them?
- ▶ When do they buy Christmas gifts?
- ▶ How do you communicate with them?





# What do we already know?

- ▶ Gift voucher buyers are likely to know your brand and are looking for special and different gifts.  
*People love to share their experiences with friends and family.*
- ▶ Local market – prospects within easy travelling distance of your venue.
- ▶ 75% of gift voucher buyers are women (busy women!).
- ▶ Recipients of gift vouchers are split fairly evenly between men and women.

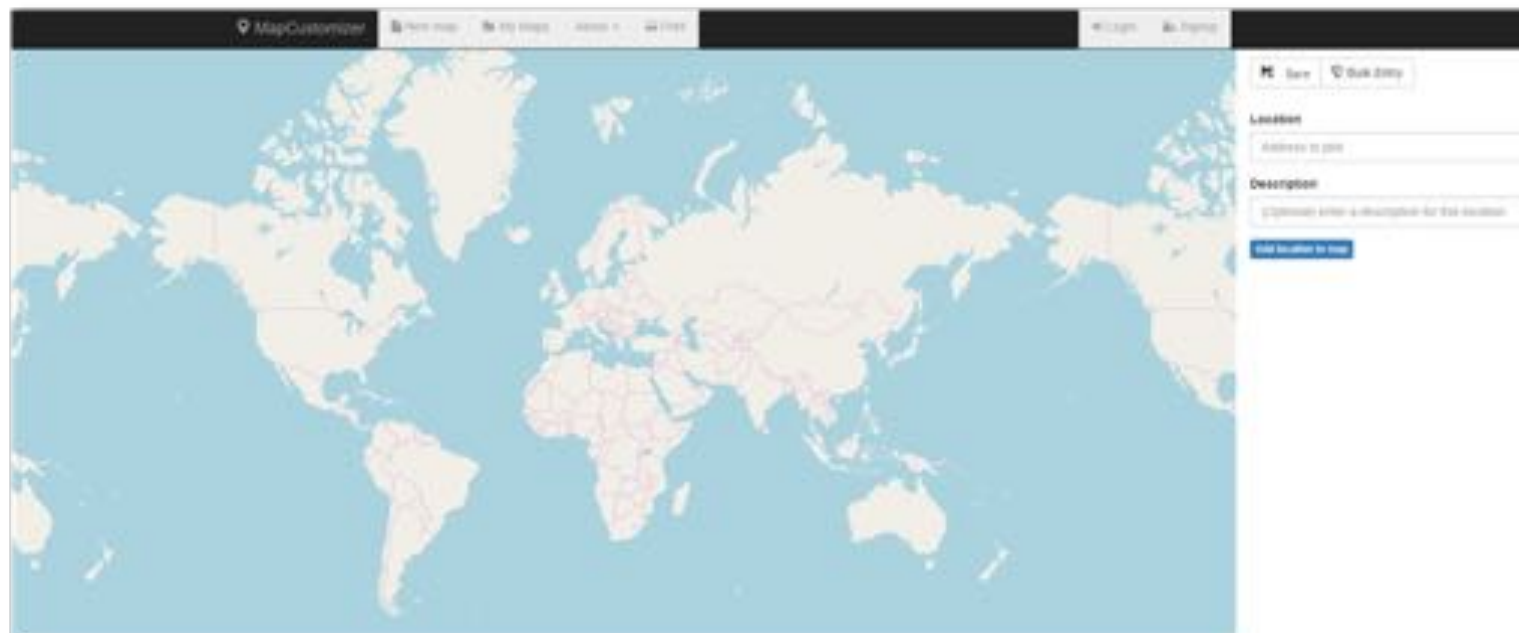






# Where do your buyers live?

- ▶ Use a free online tool such as Mapcustomizer.
- ▶ Extract post codes of existing buyers from One Tree. Sample of 200, or buyers from 12 months.
- ▶ Bulk upload to the Mapcustomizer website.
- ▶ View a map of where your previous customers live.
- ▶ Target these geographic areas for new buyers. E.g. with social media advertising.





# Extracting Data from One Tree

- ▶ Click on Sales
- ▶ Select date range
- ▶ Export data
- ▶ Copy delivery post codes to Mapping software
- ▶ View your target area on a map.



From  To



AA
Delivery Postcode



# Message

Establish a common graphic theme that will appeal to your target group and vary the words and content throughout the promotion. For example ...

- ▶ Christmas gift vouchers
- ▶ Give the gift of luxury
- ▶ For mums who love to spa
- ▶ Give a gift of 'me time'
- ▶ Presents for those who love fine dining
- ▶ Ultimate gourmet gifts
- ▶ Get ahead with our gift guide
- ▶ Christmas gifting sorted
- ▶ Brilliant gift ideas for you
- ▶ Our favourite gifts this Christmas e.g.
  - ▶ Chef recommends a tasting menu because ...
  - ▶ Jane, our spa manager recommends a half day spa treatment because ...



# Where to promote?

- ▶ Website
- ▶ Newsletters
- ▶ E-mail shots
- ▶ Social Media
- ▶ In-house – posters, digital displays





# When to promote?

We have seen that the key selling period is December, so October and early November provide a time to prepare.

Download our handy checklist and plan to add your activities.

Decide what can be achieved with resources available.

**Christmas Gift Voucher Campaign 2019**

	October			November			December						
	30th	7th	14th	21st	28th	4th	11th	18th	25th	2nd	9th	16th	23rd
<b>Action</b>													
Week beginning													
<b>Key Dates</b>													
Black Friday													
Key gift voucher sales weeks													
Last day of posting													
Christmas Eve - final day of sales													
<b>Target Audiences</b>													
Update mailing list													
Analyse social media followers													
Profile walk-in visitors													
<b>Graphics/Words</b>													
Create visual theme													
Write headlines/copy													
<b>Email</b>													
Send out Christmas newsletters													
Create and use email signatures													
Send out targeted email-shots													
<b>Website</b>													
Create website pop-ups/banners													
Upload online brochures													
Add voucher refs to web pages													

support@stone-tree.net • 01716 472911

# More Information



Start simply and build up as time goes on. The more people know about your gift vouchers, the more sales will increase.

Please refer back to the [Promotional Resources Library](#) for a selection of social media graphics, email banners, posters and other helpful materials.

Contact us on 01761 472911 or email [support@one-tree](mailto:support@one-tree) if you have any questions or comments.