



ONE TREE
VOUCHER SOFTWARE



Marketing your gift vouchers on social media

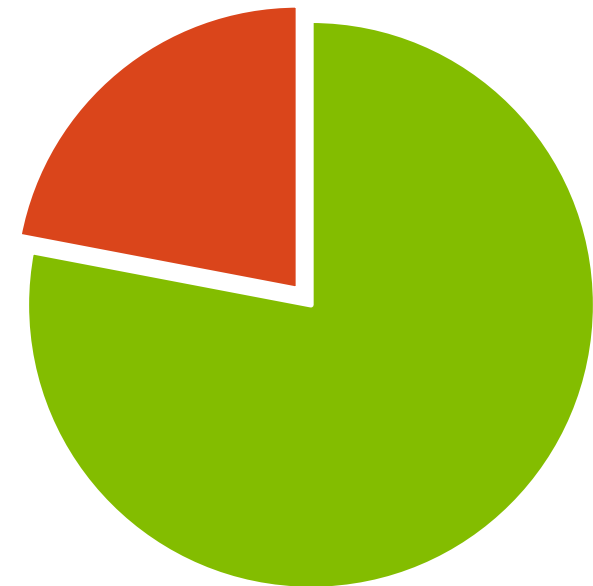
PREPARE FOR PEAK SALES SEASON
WITH THESE HINTS AND TIPS



Facebook

- 💡 Facebook is the UK's dominant social platform by membership.
- 💡 78% of UK internet users are on Facebook.
- 💡 The highest traffic occurs between 1pm and 3pm and on Fridays.
- 💡 The average visit length is 20 minutes.

UK internet users



■ Use Facebook ■ Don't use Facebook



Optimise your cover photo

- 💡 Add a call to action.
- 💡 Create a few different cover photos for different seasons/occasions.
- 💡 Make sure to link back to the specific gift vouchers page on your website to keep the customer journey smooth.



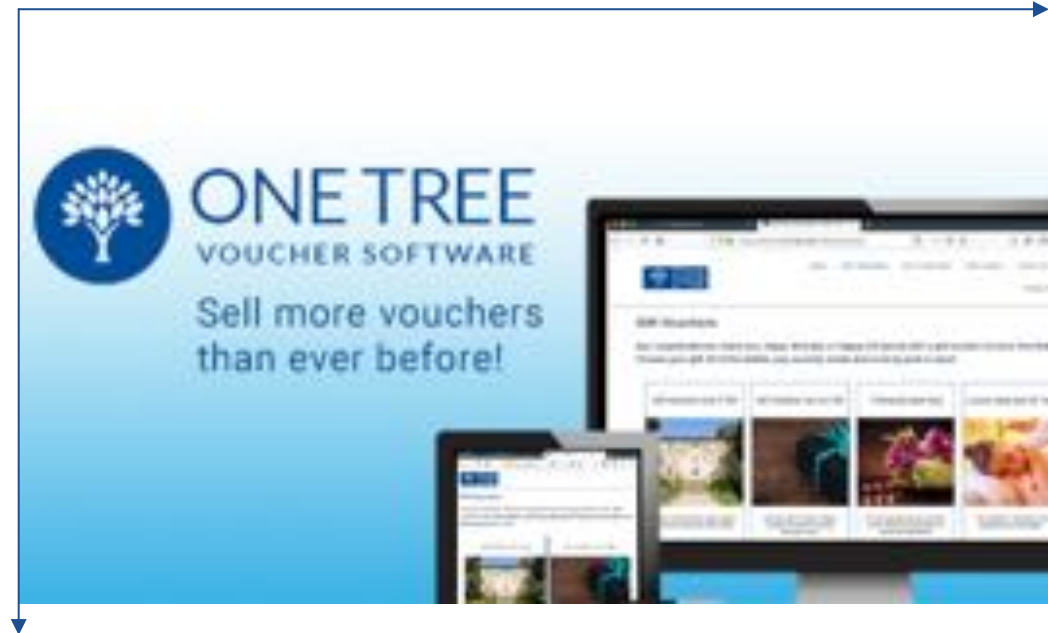


Optimise your cover photo

820px x 312px for PC view



640px x 360px for mobile view



Design websites like [canva.com](https://www.canva.com) have templates available to these dimensions.



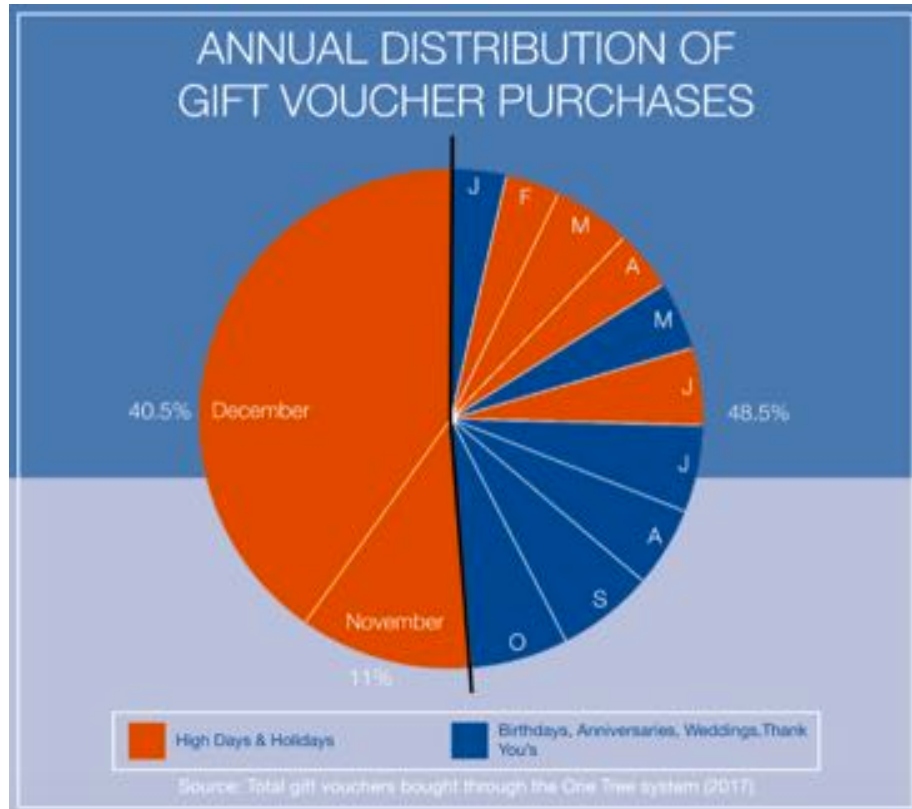
Never underestimate imagery

- 💡 The average engagement on a text-based Facebook post is 3.8%. It is 5.5% for a post that contains an image and 6.9% for a post that contains a video.
- 💡 Vary your content and tailor it to your target audience. Remember the Baader-Meinhoff effect (when you see something once and then it seems to appear everywhere).
- 💡 Use your brand colours so that visitors associate the exciting imagery with your venue.





Never underestimate imagery



Post regularly throughout November and December as gift voucher sales rise. Make use of One Tree's Promotional Resources page.

Call us on 01761-472911

CLIENT LOGIN

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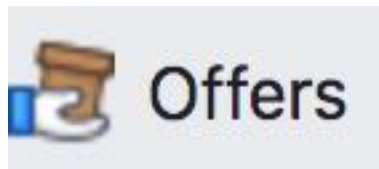
HOME PRODUCTS CLIENTS BLOG ABOUT US SUPPORT CONTACT US

Promotional Resources Library

Looking for inspiration for gift voucher promotions ideas? Click on the links below to access free generic posters and copy to help get the creative juices flowing. Print out the poster pdfs to use in-house or use the ideas as a basis to create your own. If you would like a Photoshop file for the posters to edit, or would like us to do some customisation for you, please contact support@one-tree.net and we'll be pleased to help.



Make use of Facebook Offers and Events

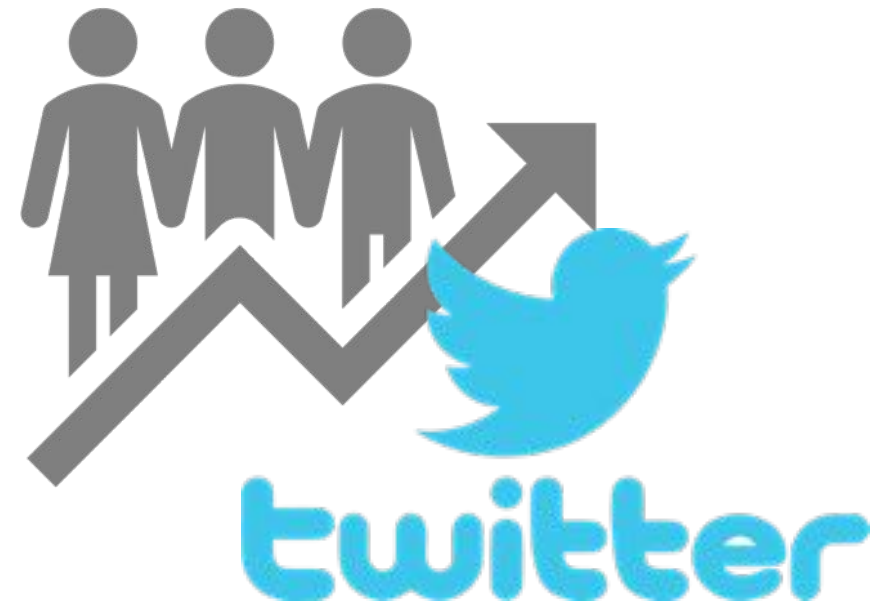


- 💡 Remember to click on 'add description' and direct them back to your website, where they can buy the voucher.
- 💡 Select 'Shop Now' as the 'Primary Action' – people like to be told what to do!
- 💡 Remember to enter a 'Ticket URL' directing potential customers back to your events page.
- 💡 Choose whether you can be asked questions via Messenger and if you would like to display a list of interested guests.



Twitter

- There are 13 million Twitter users in the UK, most of which are 'affluent millennials' between 18 and 29 years old.
- Even though this platform is used the least by the hospitality industry, its key age demographic searches for milestone gifts and subscribes to the self care and 'treat yourself' movements. Worth a post or two!
- Word spreads fast on Twitter so retweets are the goal.





Pick your times (and your words) carefully



- 💡 The most successful time to tweet is between 3pm and 5pm on weekdays. Consider commuter times, lunchtime and 8pm-9pm in the evening.
- 💡 Use keywords as hashtags. It is good practice to use three.
- 💡 Make sure image names are SEO optimised.
- 💡 The Promoted Tweets feature makes sure your target audience sees your best posts.
- 💡 Compare the success of your tweets using Twitter Analytics.



Consider a scheduling tool

- Tools like Hootsuite and Zoho allow you to create posts and schedule them into an easy-to-use calendar.
- Organise campaigns by scheduling lots of posts well in advance.
- Compare the costs and prioritise.
- Make use of the One Tree launch plan schedule.





Instagram

- 💡 42% of the UK's population uses Instagram. 80% of Instagram users follow at least one business or brand.
- 💡 Instagram has the highest rate of engagement of any social media platform. Remember to put a relevant link in your bio.
- 💡 Users span all income brackets.





Filter your content and reflect your brand

All 15 Instagram filters



- 💡 Give a great first impression.
- 💡 Keep your filters limited and consistent.
- 💡 Size your posts to 800px x 800px.
- 💡 Create templates for ease.
- 💡 Use frequent calls to action.



Make the most of Instagram Stories



Stories appeal to a consumer base that desires authentic, less polished imagery and a more personal feel.

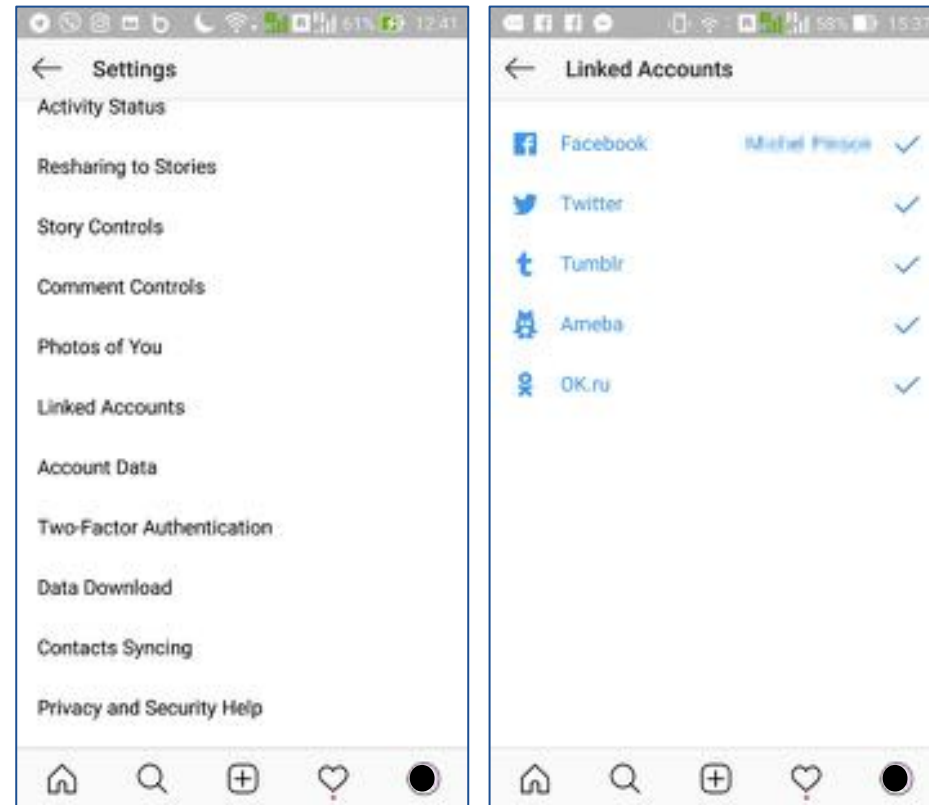
Multiple posts are encouraged and content disappears after 24 hours so it's a great way to test out campaign ideas.

Instagram tells you how many people view your story so you can easily track engagement at different times of the day.



Post to multiple social platforms at once

- 💡 Save time by sending the same post out to all of your social media platforms.
- 💡 Remember the differing audiences and Twitter's 280-character limit.
- 💡 Instagram → Settings → Account → Linked Accounts → choose accounts to link with.





Questions?



Get in touch if you have any questions or if you would like us to add your images or logos to one of our existing posts or templates.

marketing@one-tree.net

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