Why Every Business Should Sell eGift Cards

TABLE OF CONTENTS

Introduction

Obviously, if you are reading this book, you have one burning question on your mind:

> *Why should I be selling eGift cards?*
>
> *- Business Owner*

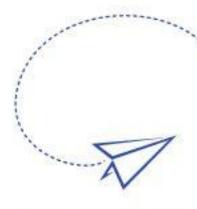We will explain in detail how eGift cards will grow your business beyond plastic.

Let's start with this simple notion: an online gift card solution will provide your business with greater revenue and more customers. By adding a service that allows you to sell eGift cards (such as GiftFly), you have access to a new revenue stream, instant cost savings and the ability to expand your brand.

giftfly

What merchants are saying about GiftFly?

ediths
In our first month with GiftFly we sold 450 eGift cards worth $16,000 of revenue.

— EDITH'S BOUTIQUE & CAFE *April 2014*

G. ALBERT MEN'S GROOMERS
In December alone we sold over $10,000.

— G. ALBERT MEN'S GROOMERS
December 2013

The FEZ
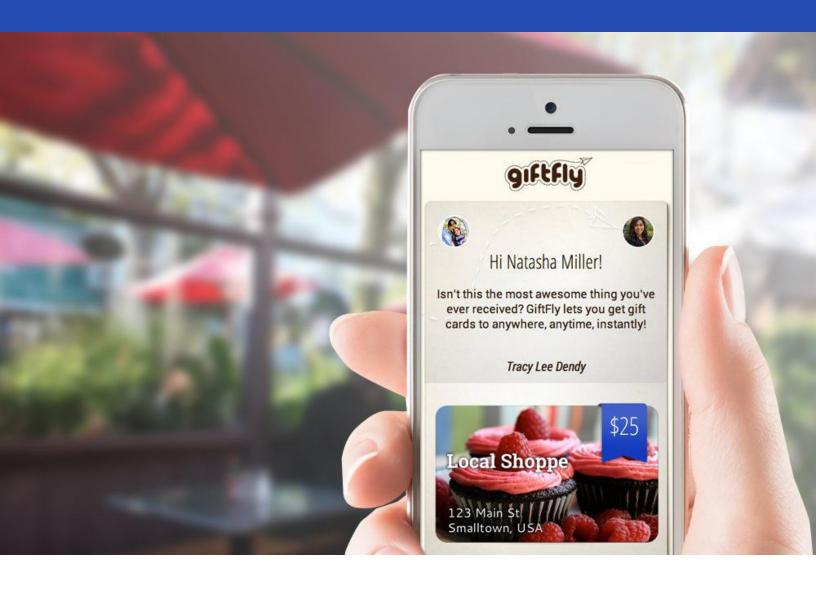**GiftFly has already increased our foot traffic *and* brand exposure.**

— THE FEZ *May 2014*

#1 MOST REQUESTED GIFT

Gift cards have been the **most popular** gift choice for the past five years, according to the National Retail Federation.

There are very few products that you can add to your business overnight that come with such widespread consumer popularity and built-in demand. Birthdays, Bad Days, Graduations, Anniversaries, Customer Rewards and Holidays are just few occasions driving everyday consumer spending.

Today's shoppers spend well over $100 billion annually on gift cards because they are easy to buy and deliver high satisfaction with the receivers who love their choice and flexibility.

This combination makes gift cards the #1 most requested gift and the single best product you can add to capture a share of the daily gifting spending.

That is why every merchant should offer **an eGift card** (even if you offer a plastic gift card).

It's the single best product you can add to capture a share of the daily gifting spending.

For buyers, fully customizable eGift cards can be delivered to anyone in seconds via email, text or Facebook.

Receivers get a cool, modern card for their favorite local business that never expires, can't be lost or stolen, and is always available on their smartphone.

Plastic cards can take days or even weeks to reach their receivers and eventually fill up our landfills.

15 Seconds to Happiness

giftfly

HOLLYWOOD

Boyfriend

Girlfriend

Gift from Anywhere, Anytime, Any Device.

> *From local to national... anyone, anywhere in the country can buy your eGift card*

For merchants, eGift cards take your business from local to national because anyone, anywhere in the country can buy your eGift card, **24 hours a day, 7 days a week** well after your doors are closed.

There is no longer a need to pay for plastic cards, shipping and packaging costs anymore, because GiftFly is free to add and requires no special equipment.

Additionally, GiftFly merchants have access to the email addresses of both senders and receivers so they can build their customer database, send email promotions, gift card deals, incentives and rewards in seconds.

COST SAVINGS

eGift cards save significant expenses for both merchants and customers.

To implement a single plastic card gift card, a merchant can expect to pay a combination of:

- Set-up fees
- Plastic card fulfillment costs
- Possible artwork fees
- Per card processing fees
- Packaging fulfillment costs
- Monthly processing fees
- Shipping costs
- Time & labor to address lost/ malfunctioning cards and organize gift card promotions.

These costs add up over time. GiftFly removes all of the expenses associated with plastic completely.

Our solution also provides merchants with the ability to instantly create and sell over a dozen custom created eGift cards for all sorts of occasions and events **for free**.

> **No special equipment is needed. It's simple to use and easy to integrate!**

The **free GiftFly Merchant App** and custom Merchant Dashboard are all you need to quickly scan and process an eGift card for a quick redemption.

Customers have access to your eGift cards with no effort and with little transaction time. It takes valuable time and some expense to drive to the store for a generic, big brand plastic gift card or paper gift certificate, buy a separate greeting card and then find a stamp or post office to mail it. Instead, you can send your friend a birthday gift while you are on your phone (say, during lunch break), and have them receive it in seconds.

Having access to the web has made the eGift card solution more cost effective, faster and simpler for any business to adopt.

Uplift or "Extra Sales"

It is quite common among shoppers to spend **well over** the balance of their gift card (this is known as "**uplift**").

Retailers have found that on average, shoppers spend an additional 60% over the value of their gift card, treating the balance of the gift card as "free money"(i.e., every $100 gift card generates $160 in sales)

Most big box retailers have discovered this trend and now promote their gift cards year-round, well ahead of other products. Their goal is to create a sale more valuable than just a single product purchase.

GiftFly levels the playing field by delivering the first-ever, free, full-blown eGift card solution so any business can take advantage of these "Extra Sales."

Stay ahead of your competition. Be the first in your area to introduce this simple, easy-to-use solution that really sells itself.

Anyone, Anywhere is Your Customer

Adding eGift cards can increase your brand exposure to reach an unprecedented audience.

With GiftFly, anyone can access your eGift card and send it to anyone needing only the receiver's email address.

Even the most local business in New York can start selling their eGift cards to fans, friends and family in Los Angeles without leaving the comfort of their own home.

Now, your product becomes available 24/7, and your customer base instantly expands to a national audience that will find it easy to gift your business from long distances.

You will be able to access customer information through our your custom merchant dashboard. Here you will see the names and email addresses of the people who send and receive your gift cards.

You will also be able to create custom marketing campaigns and promotions that will draw in new customers, and keep the established ones coming back.

Customization & Personalization

GiftFly truly delivers a "**wow**" factor in its customization and personalization experience. It is no secret that a visually pleasing gift card is paramount in attracting sales. That is why GiftFly gives their merchants a custom-branded gift card page that can be changed on-the-fly.
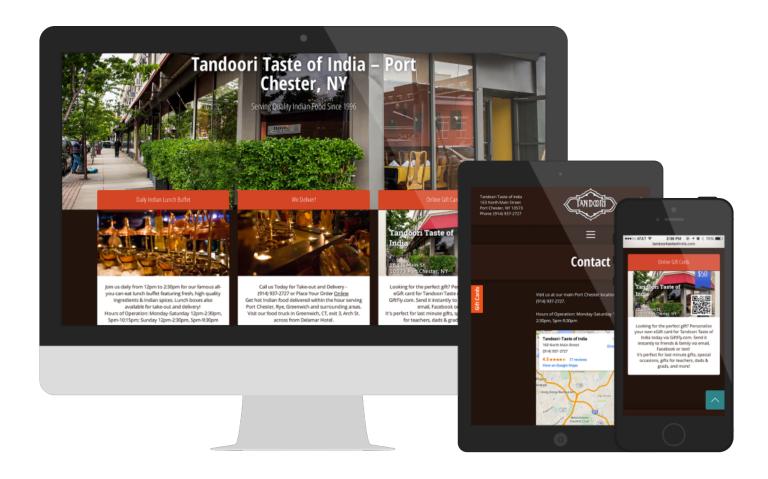
By uploading photos, logos or in-store images, the merchant can create a host of gift cards to choose from with no additional costs. Within seconds, a merchant can add any special themed gift card (*i.e., "Dinner for Two", "60 Minute Shiatsu Massage"*) for almost any occasion or sales event.

screenshots of Tandoori Restaurant's custom eGift card page

Instantly consumers have another reason to buy and send your gift cards. Also, merchants have a new card to send to favorite loyal customers as a reward or promotion. GiftFly provides complete creativity when it comes to card design and messaging.

Merchants control their brands, and allow consumers to create their own eGift cards using a host of colors, fonts, messaging and image uploads. It's the ultimate tool to maximize sales from the **#1 most requested gift in the U.S.**

screenshots of Tandoori Restaurant's website with custom eGift card widget

Fit For Any Size Business

GiftFly's solution does not require any investment, any special equipment and or even a physical store.

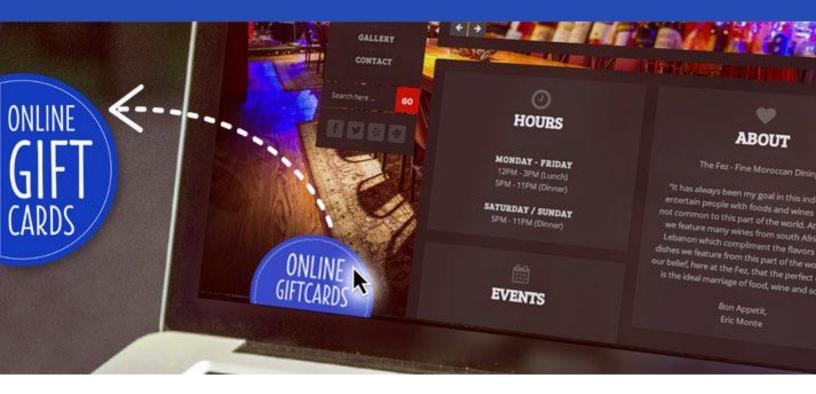"Now it's so easy send a gift card for my favorite coffee spot to anyone, anywhere!"

GiftFly was developed for even the most non-technical merchants, yet has all the same capabilities of a big box retailer eGift card program (and perhaps more).

Since it is free to **sign up** and you do not pay anything to begin, it is perfect for any sized merchant. Our signup process, merchant dashboard and merchant app are all extremely simple and intuitive.

Free eGift Card Widget

Adding an eGift card product is another way to stand out from your competitors. Today's busy shoppers need an option that makes their day-to-day gift-giving simple, yet thoughtful.

With GiftFly's free eGift card widget, you are able to instantly add a button to allow your website visitors to send your eGift cards in one-click.

The widget is customizable to match your website's look and feel. Your once static website is now able to generate revenue, 24/7 across the nation.

This easy, convenient, and handy gifting solution will propel your business to the next level.

Along with the widget, your merchant dashboard has all the promotional tools you need to run a successful eGift card campaign. Design any banner or promotion and link to your eGift card page (perfect for seasonal promotions and special occasions). Keep your eGift cards on consumers' mind by providing them with the easiest gifting solution, especially for last minute shoppers.

GiftFly goes above and beyond to assist our merchants in their marketing. We want your business to do well, and we will assist you in promoting to your customer base through custom signage, email marketing, social media, our blog, and a variety of other ways.

We want to make sure that you reach the largest audience possible.

Conclusion

We strongly believe that adding an eGift card solution will grow your business with increased revenue, customer engagement, a new customer base and much more.

Implementing the GiftFly solution is *fast and easy* and will help local businesses like yours see improved performance.

Keep in mind that a successful gift card program involves proper planning, promotion and placement. Be sure to promote your gift cards prior to special occasions and holidays and send email promotions to your customer base.

GiftFly is here to grow your business and will provide you with all the tools you need to help you run a successful **eGift card program**.

Questions?

Email: info@giftfly.com
Phone: 800-322-6201

Ready to Sign Up? It's FREE!

http://www.giftfly.com/merchants

Try GiftFly For Free!

Start Selling eGift Cards for Your Business
www.GiftFly.com/Merchants

CONTACT US FOR A **FREE** giftfly **PROMO CODE**

info@giftfly.com
(800) 322-6201

Partner with us to start selling social and mobile eGift cards and **INCREASE REVENUE OVERNIGHT** at no cost to you!

Resources

GiftFly will provide you with all the tools you need to become successful at selling your new eGift cards including:

1. Free Merchant iPhone App

2. Custom eGift card widget and buttons

3. Access to your merchant dashboard

4. Branded gift card webpage

5. Branded eGift cards

6. Sender and receiver email addresses

7. All transaction information

8. Quick redemption and refund ability

9. Custom signage materials

10. eGift card discounts and promotions

and more!