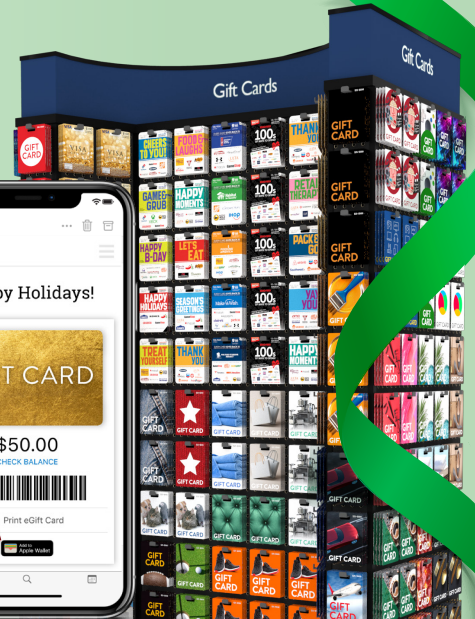
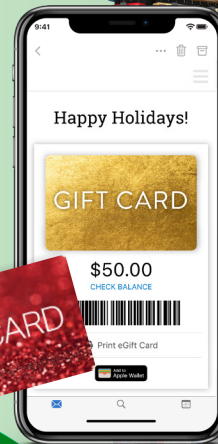


Check It & Check It Twice

This is your winter holidays gift card checklist

A well-run gift card program can help turn your winter holiday season into a retail success. There are a lot of things to consider, though. We put this checklist together to help you get started.



Make a Plan

- Goals
- Budget
- Approval
- Plan
- Timing
- Launch

Set Objectives

- Enhance relationships
- Increase cart size
- Add to gift card load
- Bring customers back after the holidays
- Improve app downloads
- Increase frequent visits

Get the Store Ready

- Prepare fixtures
- Add secondary placements
- Add QR code backups
- Train employees

Build Your Digital Experience

- Increase your eGift offerings
- Create holiday eGift designs
- Streamline your platform
- Use your app
- Use email, too
- Plan your social media

Plan Promos

- Advertise your promotions
- Make special signage
- Train employees (again!)
- Prep for last-minute gifters

For more information, tips and insights, download our ebook, *Early & Often: How to prep your gift card program for the holidays.*

Contact us today to discuss your holiday plans.

Talk to BHN
BHN.com | 866.219.7533



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