

Checklist

for your successful gift voucher shop

1 Create an appealing offer

- Offer experience vouchers instead of just value vouchers (e.g., brunch, spa, dinner)
- Formulate titles and text emotionally (“Enjoyment for two” instead of “Voucher for...”)
- Actively highlight bestsellers such as brunch or “bed and breakfast”
- SEO: use appropriate terms such as “give as a gift,” “experience,” “buy now”

2 Design a clearly laid out voucher shop

- Set up categories (e.g., culinary, wellness, accommodation, gifts for two)
- Display a maximum of 5–8 voucher types per category
- Use high-quality images and appealing titles
- Revise less popular vouchers, place them seasonally, or replace them

3 Link to the shop prominently on your website

- Insert main menu link (“Gift cards” or “Give now”)
- Add teaser with image and text to the home page
- Add footer link to every page
- Integrate shop link into email signature and Google business profile
- Use your own short URL (e.g., www.ihrbetrieb.ch/gutscheine)

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4 Active promotion of your vouchers

- Plan blog posts and posts about gift ideas (e.g., Christmas, Valentine's Day)
- Send newsletters—especially for seasonal occasions
- Optimize specifically with relevant keywords (“buy brunch voucher Zurich”)
- Seasonality: launch your own vouchers for holidays and occasions

5 Sell and promote vouchers on site

- Use e-guma cash register integration for quick on-site sales.
- Train employees to actively promote vouchers.
- Place voucher advertisements in visible locations (entrance, elevator, restroom etc.).
- Present the design and packaging in an attractive way as a gift.



Bonus tip:

It pays to stick with it!

Regularly analyze which coupons are performing well and tailor your offerings accordingly. New images, optimized text, or seasonal highlights will keep your shop exciting and boost sales.