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# Unlock Off-Season Revenue with Gift Cards and Promo Codes



FAREHARBOR  
webinars



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# Today's Agenda

**Promo  
Codes**

**Gift  
Cards**

**Marketing**



# Promo Codes



## Little Effort with Big Rewards

Over **360,000** bookings utilized a promo code in Q4 of 2022 alone! *[FareHarbor]*

- Utilize promo codes to incentivize returning customers or play into a campaign/theme
- Promo Codes can rope people in, and then you can upsell them on add-ons!



# Poll

## How have you set up promo codes for yourself in the past?

- I haven't set up promo codes in the past.
- I reached out to support to set up my promo codes.
- I did this myself and found the process simple.
- I did this myself and found the process complicated.

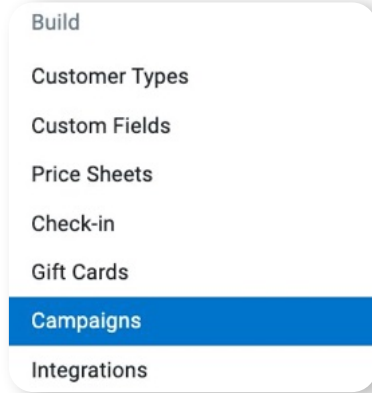


# from start to finish

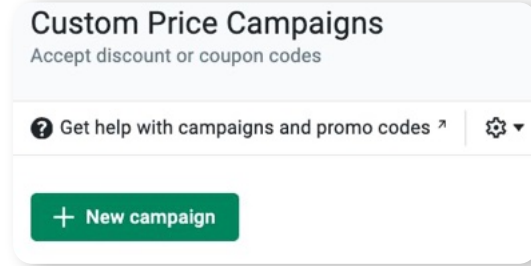
creating a functional promo code in FareHarbor



# To Create a Promo Code, Create a Campaign



Find “Campaigns”  
under the Build section  
in the settings tab.

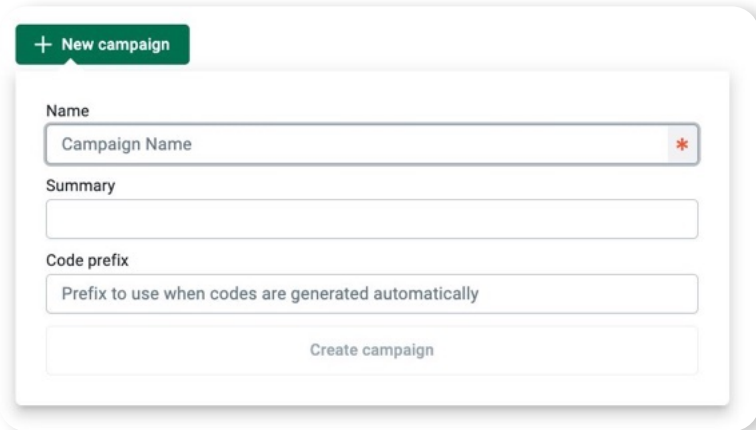


Click on it, and then click on the  
green “+ New Campaign” button  
to get started!



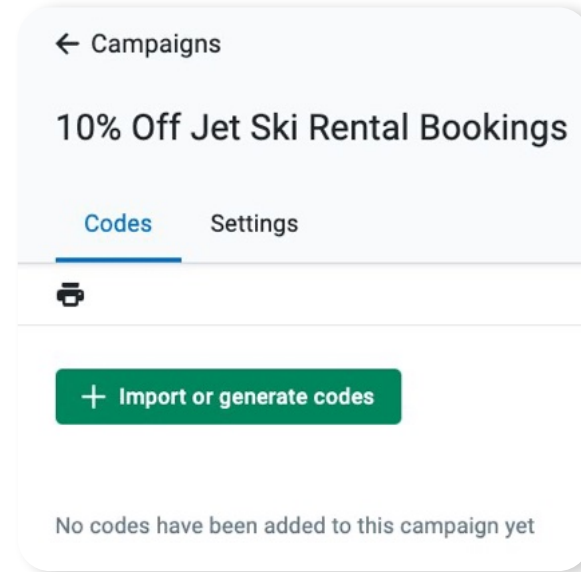


# Creating a Campaign



The screenshot shows a 'New campaign' form with a green header button. The form contains three input fields: 'Name' (with placeholder 'Campaign Name' and a red asterisk), 'Summary', and 'Code prefix' (with placeholder 'Prefix to use when codes are generated automatically'). A 'Create campaign' button is at the bottom.

Give the campaign a descriptive name.



The screenshot shows a campaign details page for '10% Off Jet Ski Rental Bookings'. It has a back arrow and 'Campaigns' text. Below the title are 'Codes' and 'Settings' tabs. A printer icon is visible. A green button says '+ Import or generate codes'. At the bottom, it says 'No codes have been added to this campaign yet'.

Generate a campaign code.



# Add valid or blackout dates

**+ Add valid or blackout dates**

Valid dates  
✓ Blackout dates

For  
Availabilities on

Start 10/12/2023 End 10/12/2023

Days  
Su M T W Th F S

**Create**


No valid or blackout dates defined for this campaign. When no valid or blackout dates are added, codes are treated as if they are always within a valid date range.







# Creating a custom field and adding the campaign

← Custom Fields


[Code] Jet Ski Campaigns

Added to 0 items ▾  Prices and visibility: **Base** ▾ < >



	Visibility	Price	Tax	Final Price 
<p>Add a promo code here.</p> <input type="text"/> <p> Accepts codes from <a href="#">10% Off Jet Ski Rental Bookings</a></p> <p> Settings ▾ <span style="color: red;">Delete field</span></p> <p><b>Added Campaigns</b> Add campaigns to this field to choose which codes it should accept and how they should affect the cost. Individual codes can be managed in <a href="#">Campaigns</a>.</p> <p>10% Off Jet Ski Rental Bookings </p> <p><a href="#">+ Add campaign to field</a></p>	Visible			Priced by options
		-10%	• Tax (6%)	-10%



# Final Step: Add Custom Field to Book Form on Selected Item


Default group 

+ Add custom field

[Code] Jet Ski Campaigns  

**Preview**

Add a promo code here.

 Accepts codes from [10% Off Jet Ski Rental Bookings](#)

**Add**



## Promo Codes not active on your dashboard?

Fill out this form to get started!



[New Promo Code Request Form](#)



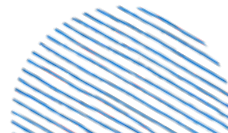
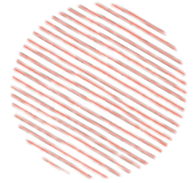
# Gift Cards



# Poll

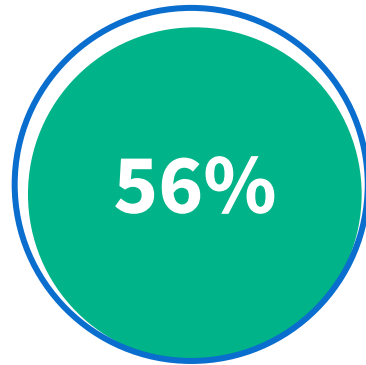
**Do you have gift cards enabled in your dashboard? If so, have you taken the time to customize them?**

1. I don't have gift cards available
2. I have gift cards on my dashboard **BUT** I have never customized them
3. I have gift cards available and they are personalized to my business

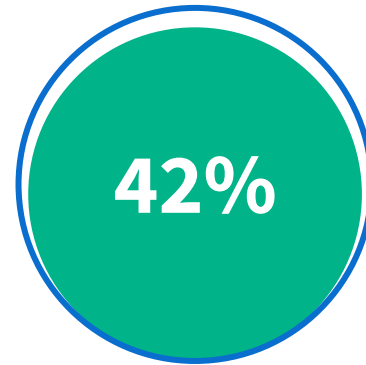


## Why are gift cards important?

Gift cards are an extremely cost effective way to build revenue, brand recognition and expand your customer base!



of the current issued  
gift cards are  
unredeemed



of gift cards were  
redeemed with  
another form of  
payment in 2022

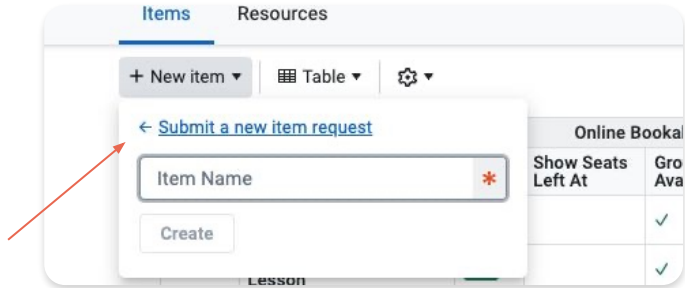






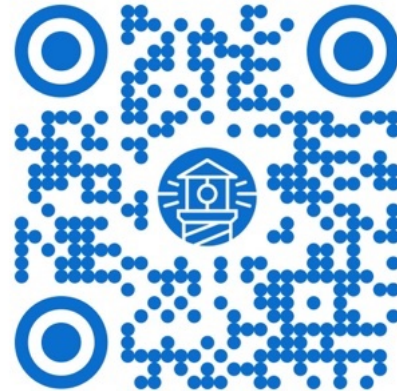
**How do I use gift cards?**

# If you do NOT already have a gift card item in your dashboard:



Navigate to your Items Tab and click  
+ New Item > Submit a new item  
request

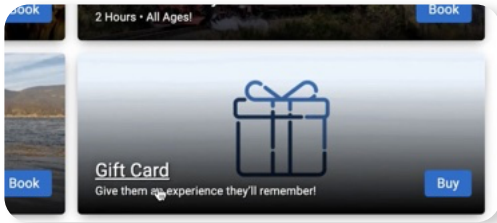
OR



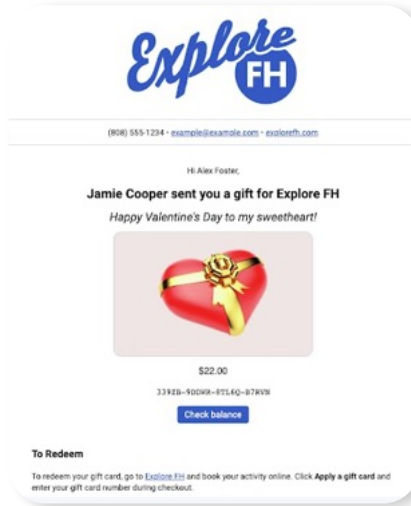
Use the Gift Card Setup Form  
in the Help Pages



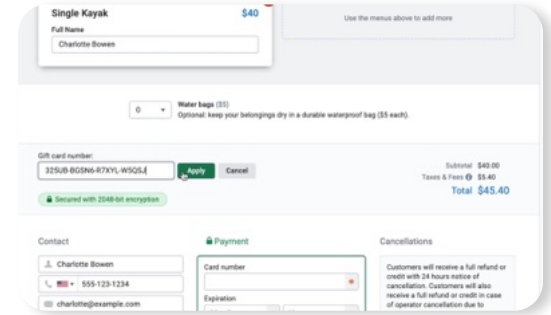
# How do Gift Cards work?



Customer buys one online  
and sends it to their  
recipient



Recipient receives  
virtual gift card with  
a code



Recipient chooses an  
offering and pays with a  
gift card code



# How to Customize Gift Cards



Some alternative examples:

- Credits
- Membership Cards



Create customized visuals with *or* without your company logo!



- Choose the design
- Choose the starting amount
- Enter any details needed for the recipient



# Gift Cards vs. Gift Certificates

## Gift Cards

- Applicable to ALL activities
- Do not expire!
- Customers can choose a custom Gift Card value
- Refund to a Gift Card

## Gift Certificates

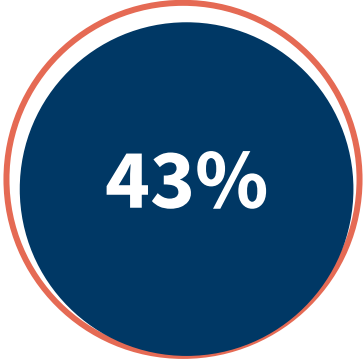
- Apply to ONE specific offering
- By default, they do not expire but can be set up to expire
- Gift Certificate sales are final and non-refundable!



# Marketing



# Now's the time!



of **ALL** Gift Cards sold  
in 2022 were sold in  
Q4.  
*[FareHarbor]*

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# Poll

## What do you plan to implement this season in an effort to increase your sales?

- Promo Codes
- Gift Cards
- Website updates
- I don't know yet!





# Holiday Tips and Tricks!

Create a callout banner promoting your deals

Create a gift card call-to-action on your page

Optimize your social media

QR codes can also be a valuable tool!



Thank you!





**Have you checked out Compass recently?**

**Login to Compass** for guides on PPC, Google, SEO, content writing, industry insights and more!

**To get you started, here are a few to follow up this webinar:**

- [Promo Codes, Gift Cards & the Holiday Season](#)
- [Website Tips](#)
- [Marketing for Black Friday](#)



## FareHarbor Support

Please contact our **24/7 Support** if you have any questions pertaining to your dashboard!

**Email:** [support@fareharbor.com](mailto:support@fareharbor.com)

**Phone:** (855)495-5551

## Help Docs

Fareharbor **help docs** can be found on your dashboard in the dropdown menu!



FAREHARBOR

# community

Check out **FareHarbor's Official Community** page on Facebook!

Join us at **[Fareharbor.com/community](https://www.fareharbor.com/community)**

Here you'll get to interact with our **FareHarbor experts** and with your fellow **tour/activity/attraction business owners** of all experience levels.



Our goal is to help each other grow our businesses by **making more money**, **saving money** and **saving time**.

# Q&A

