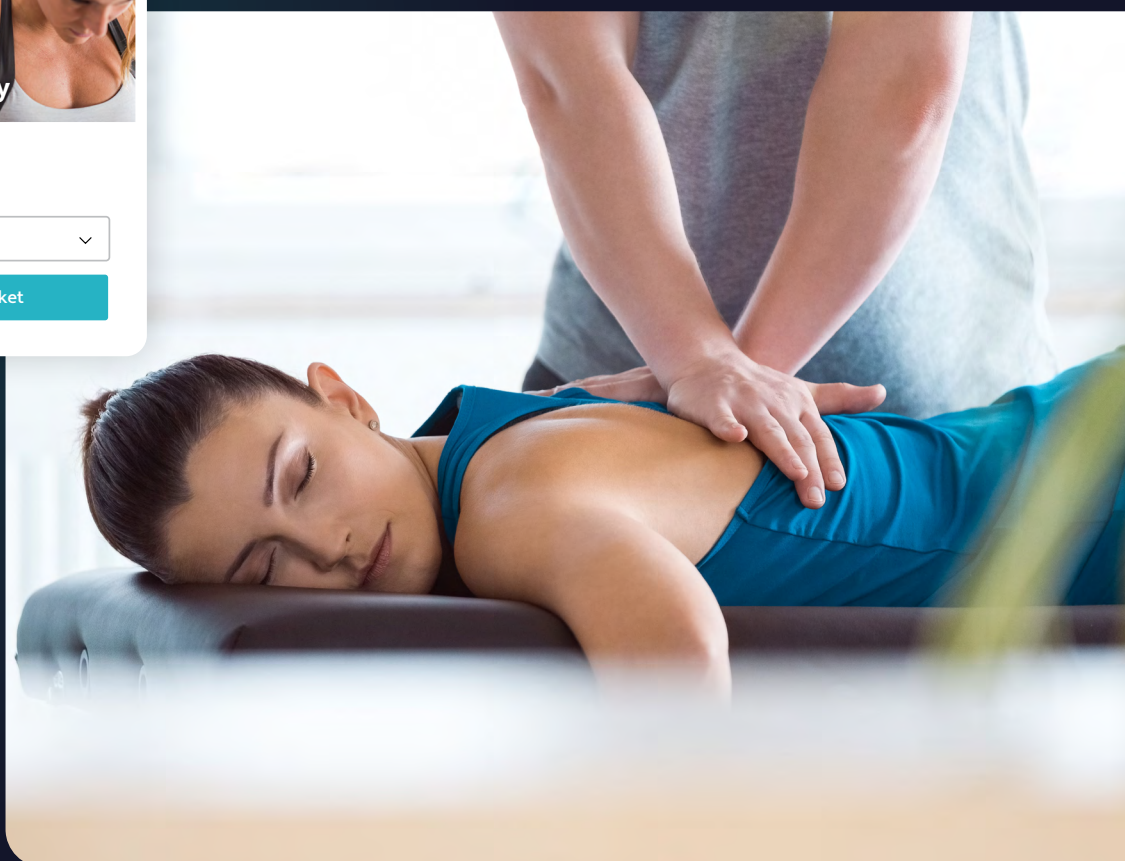


Giftpro: turning happy patients into lasting growth

Your 8-step toolkit to growing referrals and revenue with gift vouchers





Bring more patients to your practice – and boost revenue all year round

Expanding your reach, increasing bookings and driving revenue during quiet periods can be challenging, but gifting provides an effortless way to turn happy patients into more patients and income all year long!

Special occasions and holidays happen all year round, and gift vouchers make thoughtful gifts. Whether it's for fitness classes, sports massages or workout equipment, they're perfect for birthdays, anniversaries, Christmas, Valentine's Day and more.

Encourage satisfied patients who trust your services to spoil friends and family with vouchers, expanding the reach of your practice and boosting revenue! Here's how...

Checklist:



1. Make it easy



2. Add a personal touch



3. Include online goods, too



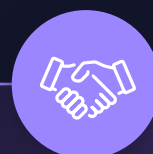
4. Provide physical vouchers



5. Inspire confidence online



6. Create a buzz with bundled packages



7. Boost bookings during off-peak times



8. Incentivise the sale!

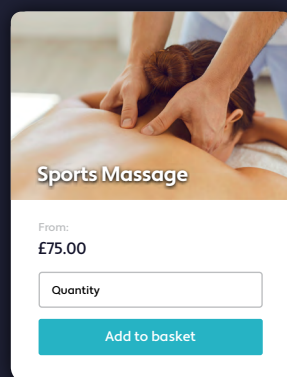


1

Make it easy

If patients want to gift a voucher, make the process simple!

The easier it is to buy, the more likely they are to return for future purchases. Whether online or in-person, make it easy to choose the perfect voucher design and customise for any amount, creating a smooth buying experience that not only boosts short-term sales but encourages repeat purchases.



2

Make gifts extra special

Turn ordinary gift-giving into an extraordinary experience by selling digital vouchers with a twist.

Let gift givers record and add a heartfelt video message to their vouchers to make the opening experience truly unique. It's a simple way to create meaningful, memorable gifts – and keep your practice top of mind for future bookings.



3

Include online goods, too

Don't limit the gift vouchers to treatments, massages and classes.

If you sell items online – for example, workout equipment and virtual classes – make sure to include them too. That way, people can gift products to friends and family outside your local area, knowing they can enjoy them from the comfort of their own home.

4

Make an impression

Digital vouchers are convenient, but a well-designed, printed gift voucher featuring your branding makes a lasting impression. It reassures buyers of the value they're giving and reflects your practice's credibility and professionalism. In addition to strengthening relationships with existing patients, these vouchers build trust with voucher recipients, setting the tone for a positive experience from the very first touch.

5

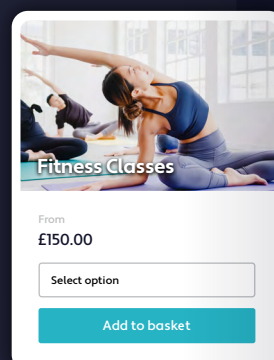
Build trust with a branded online store

People don't always feel confident shopping online, but a branded online store can change that. Your patients already trust your practice, so by creating an online presence that reflects your brand, you can extend that same confidence to your digital experience and reassure patients that they're buying from a source they trust.

6

Create a buzz with bundled packages

If a patient is buying for the fitness enthusiast in their life or a loved one who deserves a little me-time, a one-off voucher may not have as much appeal as a bundled package. From unlimited Pilates classes to a pamper package, bundled vouchers have significantly more appeal.



7

Fill up quiet slots

If you have gaps in your diary or a slow period coming up, offer discounted gift vouchers redeemable only during off-peak times, like weekday appointments. Bringing patients in during quieter periods not only boosts short-term revenue but also gives you the chance to turn new visitors into loyal patients who help keep your diary full year-round.



8

Incentivise the sale!

Make buying a gift voucher even more enticing by offering a bonus voucher for the purchaser. Whether it's a discount on their next appointment or a free muscle relief balm, this small bonus won't break the bank, but it can help secure that sale and encourage the voucher giver to book again soon.



Turn giftable moments into revenue with gift vouchers

- ✓ Make it easy for people to buy
- ✓ Offer personalised messages
- ✓ Include products, too
- ✓ Stand out with professional physical vouchers
- ✓ Give patients the confidence to shop online
- ✓ Offer high-value packages
- ✓ Keep your diary full with discounted vouchers
- ✓ Consider gifts for those buying vouchers

Maximise the gifting opportunity today

Speak to a member of Giftpro's experienced team to explore more ways your practice can use gift vouchers. Welcome more patients, increase bookings and create a steady income.

[Get started](#)