

Gift Card Promo Swipe File

Done-for-you emails, social posts, SMS and signage that sell digital gift cards — for you or your clients.

Bonus value: \$47

How to use this file

Every piece below is copy-paste ready. Replace the merge fields and send:

Field	Meaning	Example
[BUSINESS]	Business name	Luna Café
[SERVICE]	What they sell	coffee, haircuts, massages
[LINK]	The gift-card purchase link	your Rewardsly store URL
[AMOUNT]/[BONUS]	Card price / bonus value	\$50 / \$60
[DATE]	Deadline	Sunday midnight

The one trick that sells gift cards: bonus value. "Pay \$50, get a \$60 card" outsells a plain \$50 card several times over. The business gives up \$10 of margin only when the card is redeemed — and a meaningful share never is. Use bonus-value framing in every campaign below.

1. Evergreen emails (run any time)

EVERGREEN V1 · SUBJECT: THE EASIEST GIFT YOU'LL GIVE THIS YEAR

Hi [FIRST NAME],

Know someone who deserves great [SERVICE]?

You can now buy a [BUSINESS] digital gift card in about 30 seconds — no plastic, no postage. It lands straight in their inbox, ready to use.

 Get one here: [LINK]

They get spoiled. You get the credit. Everybody wins.

— The [BUSINESS] team

EVERGREEN V2 — BONUS VALUE · SUBJECT: FREE MONEY (SORT OF)

Hi [FIRST NAME],

Quick one: this week only, buy a [AMOUNT] [BUSINESS] gift card and we'll load it with [BONUS] of credit.

That's free [SERVICE] on us — whether you gift it or (no judgement) keep it for yourself.

Grab it before [DATE]: [LINK]

— [BUSINESS]

2. Seasonal campaigns

Holiday season / Christmas

Subject lines: "Done with gift shopping in 30 seconds" · "The gift that never gets returned" · "Last-minute? Not anymore."

BODY

Hi [FIRST NAME],

Every year, someone on the list is impossible to shop for. Here's the cheat code:

A [BUSINESS] gift card — delivered by email, beautifully branded, zero chance of being the wrong size.

🎄 This week: pay [AMOUNT], they receive [BONUS] in credit.

Order in 30 seconds: [LINK]

Happy holidays,
[BUSINESS]

Mother's Day / Father's Day

Subject lines: "For the parent who says 'don't get me anything'" · "Skip the flowers this year"

BODY

Hi [FIRST NAME],

They say they don't want anything. They deserve everything. Split the difference:

A [BUSINESS] gift card — an hour of [SERVICE] that's entirely about them.

🌸 Bonus: buy [AMOUNT] before [DATE] and we top it up to [BONUS].

Get it here: [LINK]

— [BUSINESS]

Valentine's Day

SUBJECT: BETTER THAN CHOCOLATE (LASTS LONGER TOO)

Roses wilt. Chocolate disappears by Tuesday.

A [BUSINESS] gift card? That's a date they'll actually remember.

♥ Pay [AMOUNT], get [BONUS] in credit — this week only: [LINK]

— [BUSINESS]

Last-minute panic (send 1–2 days before any gifting holiday)

SUBJECT: FORGOT? WE'VE GOT YOU. (30 SECONDS, HONESTLY)

No shipping. No wrapping. No shame.

Buy a [BUSINESS] digital gift card right now and it's in their inbox before you finish your coffee: [LINK]

Your secret's safe with us. 🤫

— [BUSINESS]

3. Social media captions (Facebook / Instagram)

- 📺 PSA: [BUSINESS] gift cards are now digital. 30 seconds to buy, straight to their inbox, impossible to lose. Link in bio.
- The gift that never gets re-gifted: [SERVICE] at [BUSINESS]. Grab a digital gift card → [LINK]
- This week only: pay [AMOUNT], get a [BONUS] gift card 📺 That's free [SERVICE], people. Ends [DATE]. [LINK]
- Tag someone who deserves a treat 📺 Then be the hero who actually gets them one: [LINK]
- Hard to shop for? Impossible schedule? Digital gift card. Done. [LINK]
- "I don't want anything" — every mum, every year. Get her the thing she won't buy herself: [LINK] 📺
- Last-minute gift? We won't tell. Delivered by email in 30 seconds: [LINK] 📺
- Fun fact: our gift cards never expire in style. Treat someone (or yourself — we don't judge): [LINK]
- Christmas shopping from your sofa, in your pyjamas, in under a minute: [LINK] 📺
- New: buy a [BUSINESS] gift card from your phone, send it to anyone, instantly. The future is convenient. [LINK]

4. SMS blasts (keep under 160 characters)

- 📺 [BUSINESS]: digital gift cards are here! Pay [AMOUNT], get [BONUS] credit this week only → [LINK]
- Forgot a gift? Fixed in 30 sec. [BUSINESS] e-gift cards, straight to their inbox → [LINK]
- Mother's Day sorted 📺 [BUSINESS] gift card, delivered instantly → [LINK]
- Last chance: [BONUS] gift cards for [AMOUNT] ends [DATE] → [LINK]
- Treat someone to [SERVICE] 📺 [BUSINESS] digital gift cards → [LINK]
- Psst — free [SERVICE]: every [AMOUNT] card comes loaded with [BONUS] until [DATE] → [LINK]

5. In-store signage copy

Placement	Copy
Counter card (A6)	GIVE THE GIFT OF [SERVICE] Digital gift cards — buy in 30 seconds, delivered by email. Scan the QR → done. 📺
Poster (A4/A3)	THE GIFT THEY ACTUALLY WANT [BUSINESS] digital gift cards. No plastic. No postage. No wrong sizes. Scan to buy → [QR]
Receipt footer line	Loved it? Gift it. Digital gift cards at [LINK] 📺
Table tent / mirror decal	Sitting comfortably? Buy someone a treat before you leave — scan for an instant gift card. [QR]

Staff line that sells the most cards: train the team to say one sentence at checkout in gifting season: "We do digital gift cards now — takes 30 seconds if you've got anyone to buy for." Said 30 times a day, it moves real money.

6. The 7-day Gift Card Launch sequence

Run this the first week a business turns on gift cards (and again before each gifting holiday).

Day	Channel	Send
1	Email + FB/IG post	Announcement: Evergreen v1 + caption #1
2	IG story	Show the actual card design; "swipe up / link in bio"
3	SMS	SMS #1 (bonus-value offer, deadline = day 7)
4	—	Rest day (let it breathe)
5	Email	Evergreen v2 (bonus value, "ends [DATE]")
6	FB/IG post	Caption #3 (offer + deadline)
7	SMS + IG story	SMS #4 "last chance" + story countdown sticker

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