



SHERATON
GRAND
Hotel & Spa Edinburgh

Gift Voucher Marketing

Case Study

Driving incremental
revenue through
Gift Voucher
Marketing

Mother's Day

A key gifting event

- Mother's Day is a key gifting event, with sales increasing by **260%** over that week compared to other weeks in Q1.

It's the **third most popular gifting date** of the year, behind Christmas & Black Friday



Lessons Learned



Mother's Day 2018 Insights

- Mother's Day Gift Voucher Sales take place within the 3 weeks in the lead up to Mother's Day, with a significant spike the day before.
- 64% of our buyers in 2018 were men
- Best selling spa gift voucher in 2018 over Mother's Day was Escape at One



Case Study

Mother's Day
31st March 2019

Three different paid social media campaigns to drive gift voucher sales for **One Spa** through different targeting & messaging:

1. Mother & Daughter Spa Day
2. Treat Mum
3. Treat your loved one



Mother & Daughter Spa Day

Campaign Targeting:

Location: Edinburgh (+17 km) Scotland

Age: 20 - 65+

Gender: Women only

Interests: Gift, Spas, Online shopping,
Mother's Day or Luxury goods

Budget: £175


Live from: 8-11 March 2019

CTA: Click through directly to 'One Moment for Us Spa Day' voucher

one SPA One Spa, Edinburgh
Sponsored · 🌐

Spend some quality Mother & Daughter time at One Spa.

Mother's Day gift voucher available:
<http://bit.ly/2HICbjp>



onespa.skchase.com
One Moment For Us Spa Day [LEARN MORE](#)

👍❤️😮 69

61 Comments 6 Shares

one
SPA

1,317 Results: [Link Click](#) ▾ 27,090 [Reach](#) ▾



Treat Mum

Campaign Targeting:

Location: Edinburgh (+17 km) Scotland

Age: 18 - 65+

Gender: Men & Women

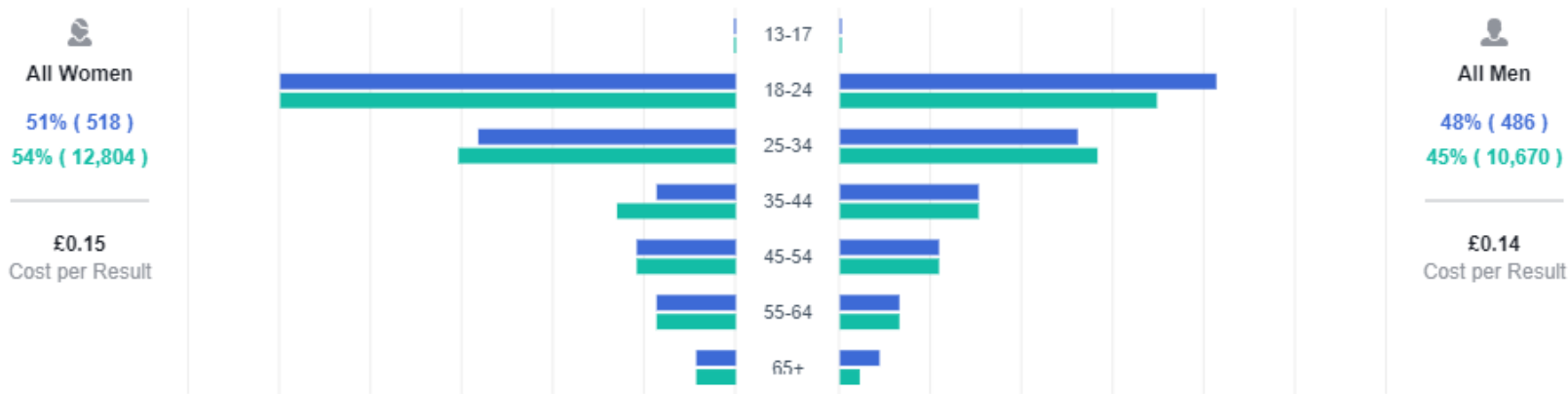
Interests: Gift, Spas, Online shopping, Luxury Resorts, Mother's Day or Luxury goods

Budget: £150

Live from: 8-11 March 2019

CTA: Click through to Mother's Day Gift Voucher Landing Page

1,006 Results: Link Click ▾ 23,681 Reach ▾



one SPA One Spa, Edinburgh
Sponsored · 🌐

Mother's Day is just around the corner..
Mother's Day gift vouchers available:
<http://bit.ly/2Xwqtlw>



onespa.skchase.com
Treat Your Mum

LEARN MORE

👍❤️ 22 16 Comments 3 Shares

Treat your loved one

Campaign Targeting:

Location: Edinburgh (+17 km) Scotland

Age: 23 - 65+

Gender: Men only

Interests: Gift, Day spa or Mother's Day,

Parents: Parents (All)

Budget: £200

Live from: 8-11 March 2019

CTA: Click through to 'Just for You' Spa Day

one SPA One Spa, Edinburgh
Sponsored · 🌐

Give your loved one the ultimate Mother's Day gift.
Mother's Day gift voucher: <http://bit.ly/2H6z9Ah>

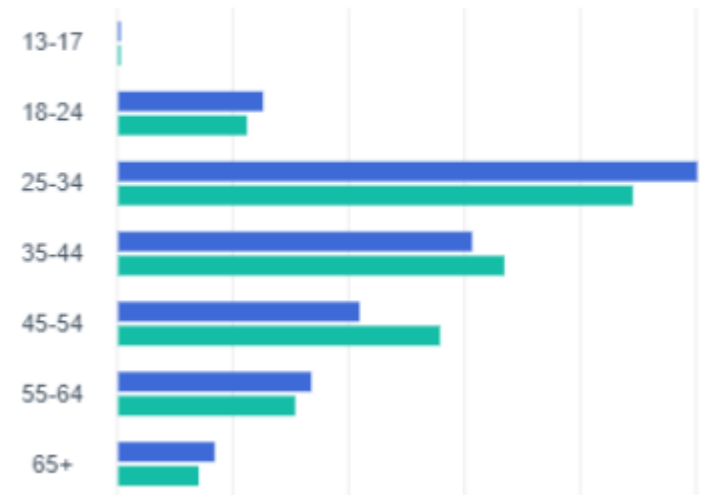


onespa.skchase.com
Just For You Spa Day [LEARN MORE](#)

👍❤️ 20 9 Comments 6 Shares

714 Results: Link Click ▾ 22,113 Reach ▾

Age



Make Data Based Decisions



Mother's Day 2019

After initial three campaigns, evaluate which one has performed best and incorporate insight from your gift voucher supplier:

1. Mother & Daughter Spa Day – 27,090 reached, 1,317 link clicks
2. Treat Mum - 23,681 reached, 1,006 clicks
3. Treat your loved one - 22,113 reach, 714 clicks



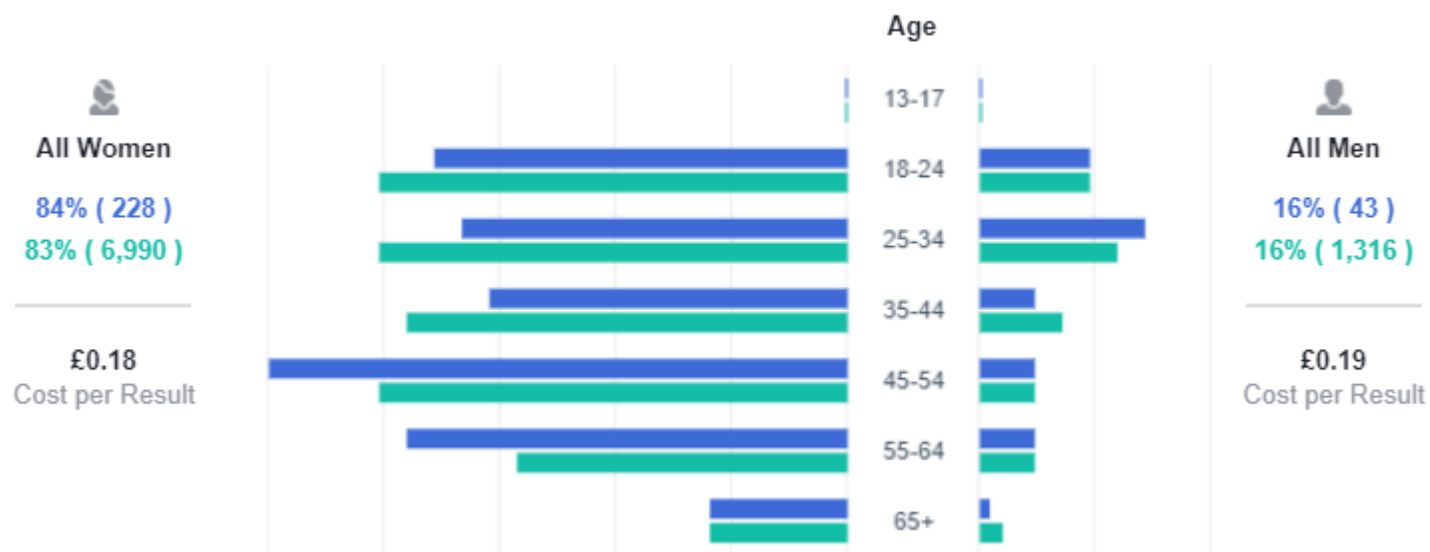
Repeat winning campaign

Campaign Targeting

Location: Edinburgh (+17 km) | Age: 18 - 65+
Interests: Gift, Spas, Online shopping, Luxury Resorts, Mother's Day or Luxury goods
Budget: £50
Live from: **20-25th March 2019**

CTA: Click through to Mother's Day Gift Voucher Landing Page

272 Results: Link Click ▾ 8,410 Reach ▾



one SPA One Spa, Edinburgh
Sponsored · 🌐

Nothing says 'I Love You Mum' than with some quality mother & daughter time at One Spa.

With Mother's Day just around the corner we are offering a range of bespoke gift vouchers.

<https://onespa.skchase.com/mot...>
View Mother's Day Gift Vouchers [LEARN MORE](#)

Results

Mother's Day Gifting Landing Page
created featuring:

1. Just For You Spa Day: One Moment For You Treatment and Escape at One for £99 – 129 sold, £12,672 revenue
2. One Moment for Us Spa Day: as above for TWO people for £198 – 40 sold – £7,920 revenue
3. Escape at One for £75 – 85 sold - £6,375 revenue
4. NOW by One Spa "NOW it's your turn" incl. Express Facial with clarisonic brush cleanse & steam + manicure with coloured polish for £50 - 9 sold - £450 revenue



Total incremental revenue
generated through these
Marketing Campaigns:
£27,417

Campaign budget: £650

ROI = 41.2 : 1



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GRAND

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