



Please welcome Dan Brookman
CEO - Airship & Toggle



Be prepared

1. Get ready with your physical cards and on demand print.
2. Sort out your fulfilment (let us take care of it for you).
3. Plan in your activity between 1st November & end of January.
4. Make the most of sales within your locations - think incentive & good POS + on the receipts.
5. Be experimental with your experiences and don't be afraid of big ticket items.
6. Remember to give back & Pay it Forwards.
7. Think like a retailer.

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THE TECH HALLS

A HOSPITALITY MARKETING MASTERCLASS

+Special Guests

Black Friday

Buy now and get 50% off!

Buy this now and get 50% off at the checkout page! Offer valid until 12/9/2020 ;)



- Go Hard and Go Early - Black Friday doesn't need to start on the Friday...
- Basic discount / added value special offer
- Offer a % discount / added value a 'Black Friday' gift card
- Can restrict the usage to a short time frame, or go long and have it not redeemable until January.
- Could apply discount to all cards and experiences.
- If the Christmas focussed gift is in place, can apply a discount to this to kick-start sales.
- IT's ALL WEEKEND (& then Cyber Monday & Giving Tuesday)

The Devonshire Arms - Middle-Handley
8 November at 19:00 · 📍

The Dev Needs You!!

Back in April we had an unbelievable response to our Discounted Gift Vouchers... we need ALL of your support again this time round!... See [more](#)

THE DEVONSHIRE NEEDS YOU!

50% off Gift Vouchers

TREAT YOUR FAMILY AND FRIENDS TO THE PERFECT CHRISTMAS PRESENT

CAN BE USED TOWARDS, FOOD, DRINK OR ACCOMMODATION

PURCHASE ONE OF OUR £50 GIFT VOUCHERS



Be Beautiful

- Your online brand presence (like your physical brand presence) should look the best it can.
- Take the time now to review your toggle store and make it look great.

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Booking Driver

- Incentive for booking early
- Incentive for being the organiser
- Deposit refund mechanic
- Automation to deliver voucher post seated date.

KOOKY FOR
CHRISTMAS



IT PAYS TO BE THE ORGANISED ONE

Get ahead this year and book your Christmas party early.
Being organised will reap rewards... with a cherry on top.

This is your 2 week countdown!
Book before 31st October for a party of 10 or more, dining from Sunday to
Wednesday and you'll receive a £50 gift card to use in the new year.*

So, maybe you'll book, or maybe you won't.
Maybe you'll get tipsy and dance the funky chicken, or maybe you won't.
But trust us on this...

Book your Christmas party early with The Alchemist.

BOOK NOW



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January Bounceback

- Deliver to anyone who visited the venue in December.
- Use the campaign as a data growth tool.



Merry Christmas, love from Turtle Bay

We want to say THANK YOU for a great 2019 - so on 21st December we'll be sending you a £10 Christmas present to spend on anything you want.

SHARE THIS WITH YOUR FRIENDS!

We want to share the love as far and wide as we can, so if you know someone else who deserves a little Caribbean Christmas love this year, please forward this email over to them and make sure they sign up to our mailing list. We'll send them a present too!

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Consumer Choice

- Give consumers a range of gifts.
- Suit other members of the family and friends.
- Consumers like choice...
- Be creative with Menu items.

PROVENANCE COLLECTION

A Warm Yorkshire Welcome to our Provenance shop!

Show all

Gift Cards

Experiences

Hotel Stay Voucher

Provenance Gift Card
From £30.00

Gin Memories at one of our award-winning pubs or hotels. Enjoy food, drink or even sleep! From £30

The Cleveland Tontine - Afternoon Tea
From £21.00

Enjoy a traditional afternoon tea in our glorious building. Sweet treats and scones plus more!

The West Park Hotel Dinner Bed & Breakfast
From £250.00

Enjoy an overnight stay for 2 at the fantastic West Park Hotel Harrogate

BREW HOUSE KITCHEN

Welcome to our Webshop! We have a great range of gifts; choose from a Gift Card for our award-winning Experiences (Brewing, Beer, Gin & Whisky) or load up a card to spend in any B&K. We offer Gift Cards, St. Mini Kings & Craft Beer Can Packs delivered direct, anywhere in the UK within 5 working days!

Show all

Gift Cards

Delivered Gifts

Our Experiences

NEW! Whisky & Beer Pairing Masterclass
From £80.00

Enjoy a tutored tasting of 5 whiskies, 5 craft beers plus meal, hosted by our expert! (£40 p.p.)

Brewery Experience Gift Card
From £95.00

Spend the day brewing an amazing craft beer with one of our award-winning brewers!

Gin Tasting Masterclass with Meal
From £80.00

A tutored tasting of a variety of craft gins plus meal, hosted by a gin expert! (£35 p.p.)

Beer Masterclass with Meal
From £80.00

A tutored tasting covering 8 different beers plus meal hosted by our beer specialist. (£35 p.p.)

B&K Gift Card
From £10.00

Can be exchanged for experiences, food, drink or just a jolly good time!

Gin Masterclass Gift Card
From £60.00

A tutored tasting of a variety of craft gins hosted by a gin expert! (£25 p.p.)

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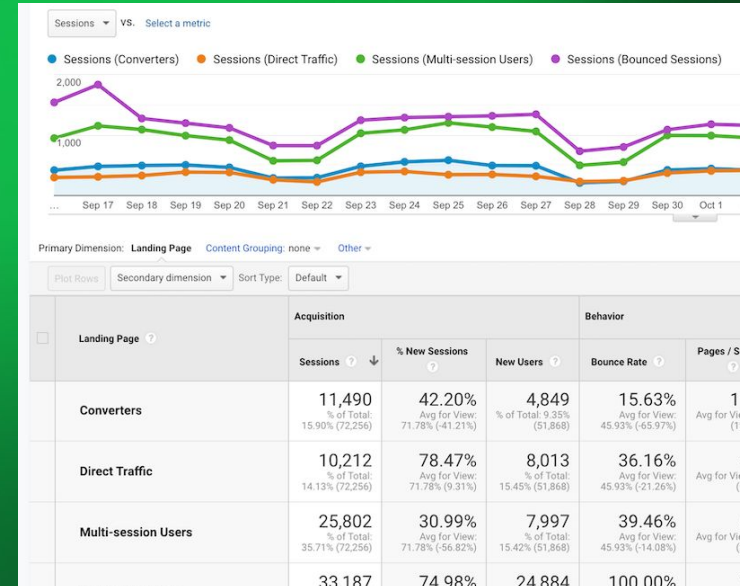
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Track Success / Marketing

- Utilise google analytics and goal tracking to understand channel CPA
- Leverage ALL your channels
- Retarget dropped basket
- Use social audiences
- Incentivise your FOH teams
- Make it a 'go too' message across your channels



Market up to the wire...

Christmas Eve / Christmas Day broadcasts will deliver revenue and get some customers out of a scrape...





Top Tip Summary

1. Key Dates: Black Friday / Cyber Monday / Christmas Eve / Christmas Day (morning) / Boxing Day Sales / January Sales (bounceback)
2. Make sure you're promoting your shop on all of your channels, ensure you're driving traffic to your specific Toggle pages.
3. Setup multiple products to make your toggle shop more interesting to your customers. This could include experiences or just a selection of different gift card values.
4. Make use of promo codes to warm up customers.
5. Don't forget to switch on marketing consent so that you can contact this years customers next year!



Lead times...

Physical gift cards

Up to 8 Weeks...





Thank-you



Please welcome Ellie Pool from
Datahawks!