

MIKALS

Amazing Gift Card System



This is your chance to get involved in the hottest marketing idea of the century (and the next century)!!! Gift Cards promote customer loyalty and provide a constant source of advertisement. They can be recharged for continued and increased sales. Look at Blockbuster, Home Depot, and every major department store. Everyone is marketing gift cards. Dont miss out on this trend - capitalize on it!

Mikal offers you the ability to sell custom gift cards that are flexible, attractive, and inexpensive. You dont need expensive read/write magnetic card machines, mag strip cards, or special readers at each checkout station. Your SMS does all the work for you!

The Gift Card by MIKAL has been featured in DaySpa, NailPro, and other industry magazines. American Express has documented increased sales of up to 25% over gift certificate sales using gift card technology.

You can buy cards from any plastic card vendor. Cards can be prebarcoded or prenumbered (up to six numeric digits), or you can apply a barcode number when you sell the cards. The cards will cost from .50 to \$ 1.20 each based on colors and quantities.

- Innovative Plastics – Carol 630-665-0003
- Eltron – Pattie 513-236-7866
- Echo Plastic – Norm 888-usa-echo
- PSI Plastic Graphics Sean or Mike 800-489-0048

NOTE: Do not order gold or silver cards - the barcodes will not scan! Do not order a card with more than a 6 digit barcode or card number - SMS will not be able to read it!

Marketing Ideas: There are as many ways to market the cards as there are salon/spa promotion ideas. Here are some of the things customers are doing with Gift Cards:

- △ Sell different cards for different promotions. Have a \$200 value card that you can purchase for \$180. Give a complimentary \$10 card with every \$100 card purchased.
- △ Offer corporate cards that can be recharged. Hire a commissioned person to sell direct to businesses in your area. Give the salesperson a 20% commission on sales. Package the deal as Ten \$100 cards for \$890 or Five \$ 200 cards for \$890. Companies are always looking for gifts for customers and incentives for employees. Sell \$25 cards to companies for quick incentives. A \$25 gift to an employee does not need to be reported as income. Sell them in Ten packs!

More Marketing Ideas...

- △ Sell the cards to modeling agencies to control beauty care expenses. Sell cards to banks, real estate companies and other service oriented companies for employee make overs.
- △ Open a kiosk in your mall selling the cards with precharged amounts. Use a laptop in the mall to sell cards on-line. Sell the cards bundled with a gift basket. Have a video of your salon/spa running in the kiosk and a picture story board of your location so you can give prospective gift card purchasers a tour of your location.
- △ Take phone calls for cards and mail out the card with a brochure insert. Send a \$10 card to all new people moving into your marketing area.
- △ Print a HOT graphic on the front of your card, or a picture of the salon or spa. Put your hours and policies on the back with your phone, fax, and Internet numbers. Have a signature area on the card for the customers.
- △ Advertise that using the card also give you certain benefits like 10% off retail, priority booking, access to special phone lines or a special area on your web site. Send a complimentary card out worth \$XX to the high profile people in your community, or to all of your customers who spent more than \$600 last year for them to give to a friend. Give a charged up card for raffles and fund raising events.
- △ You can even get more advanced and go to the next level. Purchase a color card printing machine that allows you to print and customize cards in small batch print jobs and target unique niche markets.

Remember - the power of the card is it is in the wallet, constant advertising, and it can be recharged - something you cant do with a gift certificate!