



Gift Card Program

2023 Holiday Budget Checklist

We know you're busy with the current holiday season, but now is the perfect time to think about the 2023 winter holidays and secure your gift card program budgets.

This checklist will help with your planning and ensure you get the funds you'll need to turn next year's biggest selling season into next year's biggest win.



Use Data to Drive Decisions

Use your past performance data to help you secure your future budget. Gather insights from past holidays to validate your 2023 asks, and ensure this year's program and promotions are set up to capture any necessary insights—and future budget needs!

Share Results With Leadership

Whatever your findings, keep leadership informed. This will help them better understand your future budget requests. And be prepared to back it all up with facts, sales data, rationale, competitive information, project timing, hard costs and ROI projections.



Create a Rough Plan

What has worked well? What hasn't? Do fixtures need to be added, repaired, or replaced? And what can you do to optimize the performance of your gift card program? Now's the time to think about what you want to accomplish, replicate or do differently in 2023.

Don't Forget About Promotions

Gift card promotions can make a big difference in your winter holidays' bottom line. Whether your strategy calls for consumer promotions, employee promotions or exclusive VIP promotions, make sure your plan includes the funding you need to cover both the promotional spend and any marketing activation costs.



Keep An Eye on the Competition

What are other brands doing that you like? What gift card program features or offerings do they provide that would help your program (and what would they cost you to implement)? Is their digital offering more robust? Do they offer bulk sales for the B2B audience? This is a great opportunity to meet any unmet customer needs.

You Have Our Digital Gifting Platform, Don't You?

With more consumers shopping online than ever, making your gift cards available online is a must. The Blackhawk Network Digital Gifting platform lets any size company sell gift cards—physical and digital—easily and seamlessly, right on your own website. It gives your customers a great experience and your company additional revenue. But it does take time (and some of your budget) to set up, so please talk to us ASAP.



Learn more

As a gift card pioneer and global leader, Blackhawk Network continuously provides helpful research, insights and information.

For example:

- To help you with your gift card program winter holidays planning, download our ebook, [How to Prepare Your Gift Card Program for Holiday Success](#).
- For more information on other brands' gift card programs, download the latest [gift card program evaluation report from NAPCO Research](#).

Talk to Blackhawk Network.

Connect to one of our experts and start growing your gift card business today.

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BlackhawkNetwork.com

