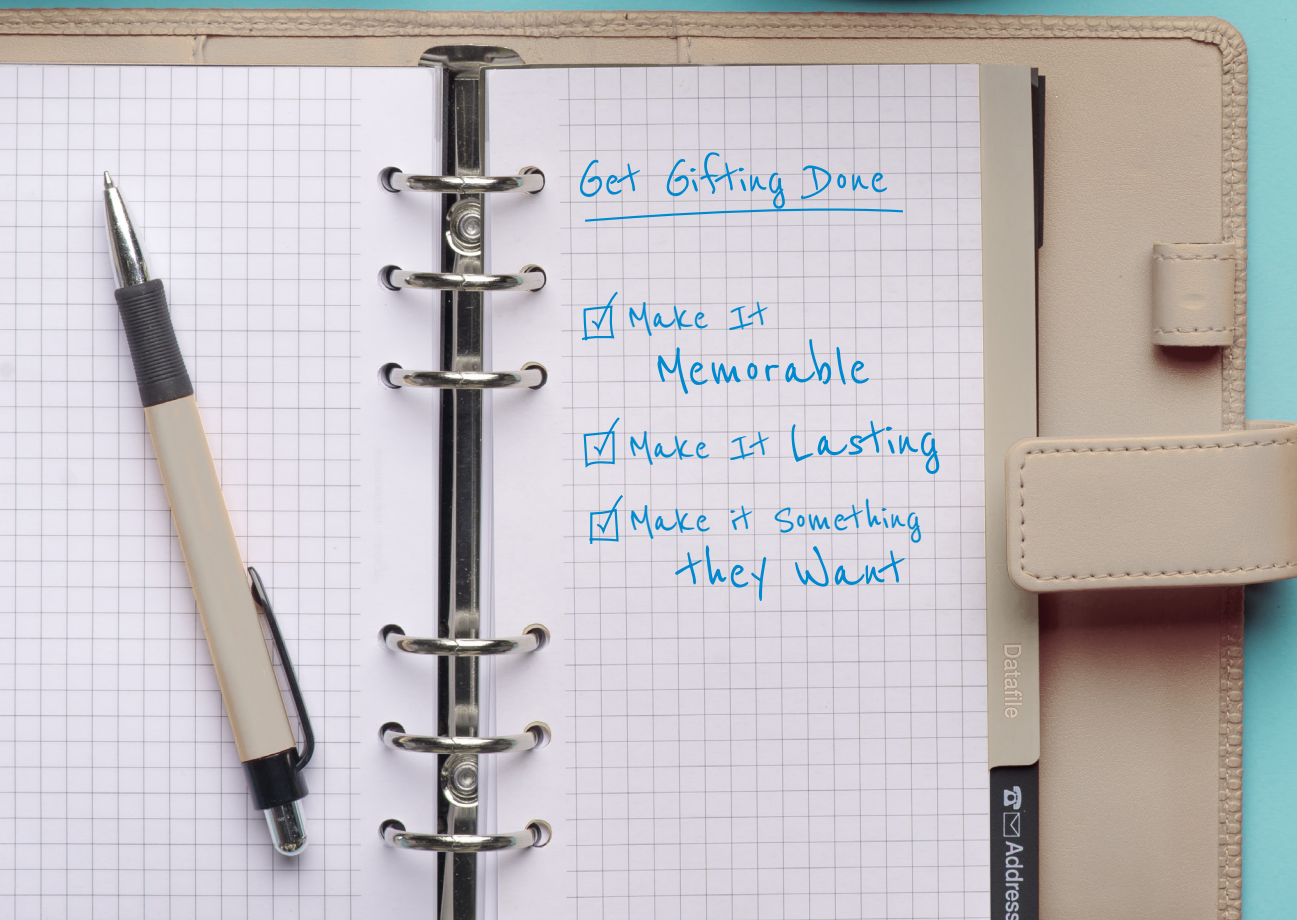




Three Secrets of **GIFTING** **SUCCESS**




hinda
incentives
the future of engaging rewards



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The Value of Gifting

Companies spend millions to attract and please customers. Investments in products, processes and customer service create rational reasons to purchase. But these investments are required just to keep an organization competitive. The game-changer is creating an emotional connection with customers.

Creating an emotional connection is not easy and may require years of cultivating a brand. A recent industry study not only demonstrated customers with an emotional connection to a brand had a higher lifetime value, **but also spend twice as much with the preferred supplier, stayed with the brand 1.5 times longer and referred the brand to others four times more often.** But one of the most impactful and least costly ways to engage someone emotionally is simply to give them a gift.

Throughout history, gifts have been given to express appreciation, demonstrate respect, build relationships and affirm loyalty. A gift also requires no immediate obligation from the recipient. Yet everyone who receives a gift feels the human urge to reciprocate. Customers reward corporate gift givers with future purchases and brand loyalty.

Corporate gift giving can be an enormous challenge. You may know exactly what a family member or friend wants for the holidays or their birthday, but knowing exactly what to give a customer as a gift is much more difficult. There are three secrets you can use to make your corporate gifting successful.

✓ 1. Make It Memorable

How you offer a gift can be as important as the gift itself. It is best to present gifts in person. If that is not feasible, make the gifting process simple, intuitive and special for the recipient. Make sure packaging clearly ties your company to the gift and stands out from daily packages that might arrive. Using tissue paper in the packaging can make the delivery feel festive without gift wrapping the item.



✓ 2. Make It Lasting

Durable items extend the emotional connection with the giver over time. While a gift of food may be appreciated, it will likely only be remembered for a short time. A more durable item reminds the recipient of the giver each time they use it.



✓ 3. Make It Something They Want

Most companies offer customers just one gift. Recipients given a choice and allowed to select one item more suitable for themselves are prone to remember the giver. Offering choice makes the gift selection very personal and memorable.

Contact us for more information on how to make your gifts memorable, lasting and something recipients actually want.

