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## The ultimate ABM playbook for unlocking revenue with (truly) personalized gifting

The goal of account-based marketing is clear: create hyper-personalized touchpoints that drive high-value accounts through the sales funnel faster. But how do you achieve a harmonious balance of scalability and personalization without losing impact?

Join Tyler Pleiss, Director of Growth Marketing at Movable Ink, Nick Bennett, Co-Founder and CEO of TACK, and Amber Bogie, Director of GTM Innovation at GoTo, as they dive into the power of personalized gifting for ABM. Learn how to scale your ABM strategy, increase engagement with key accounts, and close 38% more deals with personalized gifting touchpoints.

Ready to amplify your ABM strategy? Let's dive in! Or catch up with our latest Gift Masters episode by clicking the button below.

[Replay Gift Masters](#)

### What's inside:



#### **Gifting tips for running successful ABM campaigns:**

6 proven strategies to scale ABM gifting while maintaining personalization and impact.



**6 gifting plays to inspire you:** Ready-to-implement campaigns to boost engagement, pipeline acceleration, and deal closures.



## 6 gifting tips to scale ABM with personalization

You already know that gifting can be a game-changer in your ABM strategy. Use this checklist to make your corporate gifting efforts more impactful and achieve your ABM goals—from engagement to pipeline acceleration.



### 1. Align gifting with your ABM goals

A well-planned ABM gifting strategy ensures your efforts are timely, relevant, and impactful, helping you stand out and build deeper connections.

- ✓ **Map out key touchpoints** like account engagement, deal acceleration, or post-meeting follow-ups to deliver timely gifts that resonate.
- ✓ **Tier your approach**—reserve premium gifts for high-value accounts while using scalable options for broader segments.
- ✓ **Work closely with sales** to identify the right accounts and moments for gifting, ensuring alignment with outreach efforts. Regular check-ins help refine the approach based on feedback and deal progression.
- ✓ **Use gifting automation platforms** like [Reachdesk](#) to send personalized gifts at scale, saving time while maintaining a personal touch.



### 2. Personalize, personalize, personalize

ABM gifting is most powerful when it feels personal. A thoughtful, tailored gift shows you understand and value the recipient as an individual.

- ✓ **Use data insights** from intent signals, CRM, or social media to match gifts with recipient preferences.
- ✓ **Add a personal touch**—whether it's a handwritten note or a fun, creative twist on the gift.
- ✓ **Keep it relevant** to the recipient's industry, interests, or recent achievements.
- ✓ **Dare to be different** by thinking outside the box, you can create gifts that surprise, delight, and stick with recipients.



### 3. Timing is everything

The impact of a gift is amplified when it arrives at the right time.

- ✓ **Celebrate key moments** like job changes, promotions, or speaking engagements to make a lasting impact.
- ✓ **Send pre-meeting gifts** like an e-voucher for coffee or lunch to increase attendance and engagement.
- ✓ **Follow up with a thoughtful gift** to reinforce conversations and drive the next step in the sales process.



#### 4. Overcoming gifting challenges in regulated industries

Gifting in industries like healthcare or finance can be tricky due to strict regulations. Here's how to navigate it:

- ✓ **Offer virtual experiences** like workshops or masterclasses instead of physical gifts to comply with regulations.
- ✓ **Use charity donations** as a meaningful and compliant alternative for highly-regulated industries.
- ✓ **Elevate the presentation**—beautiful wrapping can make even simple gifts feel special.



#### 5. Don't drop the ball, always follow-up

A gift is just the start of a conversation. Following up ensures you capitalize on the goodwill created and drive meaningful engagement.

- ✓ **Check in after sending a gift** to drive conversations or share helpful content.
- ✓ **Reinforce accessibility** by sending a follow-up email with QR codes or digital content to ensure engagement.
- ✓ **Track responses** to understand how gifting is influencing decision-making and adjust your approach accordingly.



#### 6. Measure success every step of the way

To maximize ROI, you need to know what works. Measuring gifting impact helps you refine your strategy and justify your investment.

- ✓ **Monitor key metrics** using tools like [Reachdesk Insights](#) to track delivery, engagement, and conversions.
- ✓ **Tie gifting to measurable KPIs** like pipeline acceleration, deal closures, or account expansion.
- ✓ **Look at long-term impact**—track how gifting builds relationships and contributes to retention, not just immediate responses.



## 6 gifting plays to drive ABM engagement and accelerate deals

Now, let's turn these tips into action! Here are 6 powerful ABM gifting strategies to boost engagement, strengthen relationships, and win more deals.

### 1. Custom bobbleheads for high-value accounts

**Objective:** Create a memorable, personalized gift that resonates with key decision-makers and opens doors.

**How to run it:**

- ✓ **Identify high-value accounts:** Use tools like LinkedIn Sales Navigator or 6sense to research key decision-makers and their interests.
- ✓ **Customize the gift:** Partner with Reachdesk to design a unique keepsake like a custom pair of sneakers or a bobblehead that reflects your recipient's personality or hobbies e.g., a marathon runner with their bib number.
- ✓ **Enhance the experience:** Include a handwritten note, congratulating them on a recent achievement.
- ✓ **Follow up strategically:** Use Outreach or Salesloft to schedule a follow-up email or call referencing the gift.

### 2. Reinforce brand recall with noise-canceling headphones for everyday use

**Objective:** Send a practical, high-value gift that recipients will use daily, reinforcing brand recall.

**How to run it:**

- ✓ **Identify accounts where this is valuable:** Use ZoomInfo to find remote workers, frequent travelers, or executives in virtual meetings.
- ✓ **Personalize the gift:** Customize Bose, Sony, or Apple headphones with the recipient's name or company logo through Reachdesk.
- ✓ **Tie it to their needs:** Include a note like, "Stay focused during your busy day—hope these help!"
- ✓ **Follow up with a relevant CTA:** Use Drift or HubSpot to check in and discuss how your solution can enhance their productivity.

### 3. Overcome gifting restrictions in regulated industries with donations or virtual experiences

**Objective:** Provide thoughtful, compliant gifting options for industries with strict regulations.

#### How to run it:

- ✓ **Identify regulated accounts:** Use Clearbit, ZoomInfo, or your CRM to segment accounts in healthcare, finance, or legal sectors.
- ✓ **Offer a compliant alternative:** Let recipients choose between a charity donation in their name or host a virtual experience like a mixology class or guided meditation via Reachdesk.
- ✓ **Enhance engagement:**
  - ✓ **If offering an experience,** send a relevant pre-event gift, like a cocktail kit or premium coffee blend, to boost participation.
  - ✓ **If donating on their behalf,** include a message like, “In your honor, we’ve donated to [Charity Name]—thank you for your time and partnership.”
- ✓ **Follow up meaningfully:** Keep the conversation going with relevant content using your CRM.

### 4. Congratulatory gifts for job changes

**Objective:** Celebrate key moments in your prospects’ careers to build goodwill and open new opportunities.

#### How to run it:

- ✓ **Track job changes automatically:** Use tools like Champify, UserGems, or Sales Navigator job alerts.
- ✓ **Send a meaningful gift:** Choose an engraved bottle, luxury notebook, or a high-quality scarf from Reachdesk.
- ✓ **Keep it relationship-focused:** Include a note with no immediate ask—just a genuine congratulations.
- ✓ **Follow up when the timing is right:** Use your CRM to check in a few weeks later and introduce your solution in the context of their new role.

## 5. Pre-meeting coffee or lunch to increase attendance

**Objective:** Increase meeting attendance and engagement with a thoughtful gesture.

### How to run it:

- ✓ **Identify upcoming meetings:** Use Chili Piper or Calendly to track upcoming calls and meetings.
- ✓ **Send an easy-to-redeem gift:** Use UberEats or Starbucks gift cards through your gifting platform.
- ✓ **Personalize the experience:** Add a note like, “Looking forward to our chat—enjoy this coffee on us!”
- ✓ **Use gifting as an icebreaker:** Reference the gift in your opening conversation to set a positive tone.

## 6. Influencer-driven gifting to raise brand awareness

**Objective:** Amplify brand awareness and engagement by engaging with influencers in gifting campaigns.

### How to run it:


- ✓ **Identify relevant influencers:** Use tools like LinkedIn, Aspire, or Upfluence to find influencers in your industry or niche.
- ✓ **Co-create a gifting experience:** Partner with influencers to develop unique, engaging unboxing moments that showcase the value of your gift and business.
- ✓ **Use social media:** Encourage influencers to share their experience on LinkedIn, Instagram, or TikTok to increase reach and engagement.
- ✓ **Track campaign performance:** Use UTM tracking links and social analytics tools like Sprout Social or Brandwatch to measure engagement and conversions.

# Amplify your ABM strategy with personalized gifting that wins hearts

Corporate gifting isn't just a transaction—it's a relationship builder. By integrating gifting into your ABM strategy, you can create meaningful connections that lead to stronger engagement, pipeline acceleration, and deal closures. Ready to take your gifting efforts further?

Catch up on expert strategies by watching the latest [Gift Masters episode here](#) or book a [demo with Reachdesk](#) to see how gifting can enhance your ABM efforts.

## Want to dive deeper? Check out our resources:

 **Ebook:** [Your strategic guide to account-based experience \(ABX\) and gifting](#)

 **Blog with eBook:** [Direct mail-powered ABM guide](#)

 **Gifting Guide:** [Kickstart 2025 with our Q1 Gifting](#)



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