

## Gift Masters



Replay



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# The ultimate community marketing playbook for turning customers into raving fans with strategic gifting

Customer advocacy isn't just important—it's the key to lasting brand loyalty and organic growth.

The challenge? Turning happy customers into passionate brand champions. With 70% of customers more likely to advocate for brands that recognize and reward them, strategic gifting is a game-changer for building real connections and driving loyalty.

In this session, Natalie Marcotulio, Head of Growth and Product Marketing at Navattic, and Justin Levy, Director of Content and Social Media at ZoomInfo, share how personalized gifting can turn customers into raving fans. Get ready for actionable insights to supercharge your advocacy strategy.

Want to turn your audience into loyal fans? Let's dive in—or catch the latest Gift Masters episode below!

[Replay Gift Masters](#)

### What's inside:



**Tips for running effective gifting campaigns:** 5 proven strategies to make your gifting and community programs unforgettable.



**6 gifting plays to inspire you:** Detailed gifting campaigns to drive engagement and enhance brand advocacy.



## 5 gifting tips to help you create unforgettable brand experiences

Gifting isn't just about sending free items—it's a strategic tool for building relationships and driving advocacy. Here's how to run gifting campaigns that deliver results:



### 1. Set your strategy and plan

A well-thought-out strategy ensures your gift leaves a lasting impression. To do this:

- ✓ **Align gifting with business goals:** Tailor gifts to your objectives, such as customer retention, advocacy, or referrals.
- ✓ **Plan ahead:** Ensure your gifts are prepared well in advance to avoid last-minute stress.
- ✓ **Implement a tiered gifting approach:** Reserve premium gifts for high-value customers, with thoughtful options for others.
- ✓ **Use gifting automation platforms:** like [Reachdesk](#) to send personalized gifts at scale, saving time while maintaining a personal touch.



### 2. Personalize, always

Personalizing your corporate gifts will enhance their impact and memorability.

- ✓ **Know your audience:** Learn about your customer preference via your CRM, their social media, or your customer success team, and use this data to select gifts that resonate with their interests and preferences.
- ✓ **Add a personal touch:** Include personalized notes or customization options to make recipients feel valued.



### 3. Consider gifting at all stages of the customer journey

Ensure your gifting strategy covers the entire customer lifecycle to maximize impact:

- ✓ **Onboarding:** Welcome new customers with a thoughtful gift to set the tone for the relationship.
- ✓ **Milestones:** Celebrate key moments like anniversaries, promotions, or completing product adoption milestones.
- ✓ **Renewals:** Thank customers for their continued loyalty with a meaningful gift.
- ✓ **Advocacy:** Reward customers who refer others or actively promote your brand.



#### 4. Create gifts worth talking about

Make your gifts unforgettable by selecting unique, practical, and sustainable items that align with your brand values.

- ✔ **Offer unique, practical items:** Choose items customers will use and remember, like high-quality apparel or custom gadgets.
- ✔ **Stay sustainable:** Opt for eco-friendly materials and reusable items to reflect your brand's commitment to the environment.
- ✔ **Enhance shareability:** Design your gifts with eye-catching branding and compelling messaging that encourage customers to share their experience on social media.



#### 5. Measure your success

Track the effectiveness of your gifting strategy to refine future efforts.

- ✔ **Monitor engagement:** Use gifting tracking tools like [Reachdesk Insights](#) and social media to see how customers interact with your gifts.
- ✔ **Tie gifting to measurable KPIs:** Including customer retention, brand engagement, and deal expansion.
- ✔ **Feedback loop:** Collect feedback from customers to understand the impact of your gifting efforts.



## 6 strategic gifting plays to turn your customers into raving fans

Now, let's turn these tips into action! Here are 6 powerful gifting strategies to boost engagement, strengthen relationships, and turn customers into loyal advocates.

### 1. Build trust with personalized onboarding gifts

**Objective:** Welcome new customers and set the tone for a strong relationship.

**How to run it:**

- ✔ **Review customer data:** Use your CRM (e.g., Salesforce or HubSpot) to understand your customers' preferences and interests.
- ✔ **Send a welcome package:** Include a personalized note and a high-quality gift like a custom-branded notebook, wireless charger, or local gourmet treats.
- ✔ **Automate delivery:** Use Reachdesk to send gifts with a handwritten note.
- ✔ **Follow up:** Send a personalized email to ensure they're getting value from your product or service.

### 2. Strengthen relationships with milestone celebrations

**Objective:** Celebrate key moments to deepen customer loyalty.

**How to run it:**

- ✔ **Identify milestones:** Use your CRM to track anniversaries, promotions, or project completions.
- ✔ **Send a thoughtful gift:** Choose luxury items like high-end personalized headphones, champagne, or custom trophies.
- ✔ **Include a personal note:** Use Reachdesk to send a congratulatory message with the gift.
- ✔ **Amplify the moment:** Encourage your customers to share the celebration on social media and engage with their content to amplify your reach.

### 3. Boost advocacy with a brand champions program

**Objective:** Reward loyal customers and brand champions who actively promote your brand

**How to run it:**

- ✔ **Identify champions:** Use CRM data and social listening tools to find your most engaged customers and brand champions.
- ✔ **Create a gamified program:** Offer challenges like posting on LinkedIn or referring friends, with rewards like exclusive swag or VIP experiences.
- ✔ **Celebrate their efforts:** Share their stories on your website or social media (with their permission) to inspire others to get involved.
- ✔ **Track participation:** Use advocacy platforms like Influitive or Ambassify to manage the program and track its success.

### 4. Re-engage dormant customers with surprise and delight

**Objective:** Revive relationships with customers who have gone quiet.

**How to run it:**

- ✔ **Identify zombie customers:** Use your CRM to find customers who haven't engaged with your brand in 6+ months.
- ✔ **Send a surprise gift:** Choose fun, unexpected items like mini desk piñatas, self-care packages, or local experiences.
- ✔ **Automate delivery:** Use Reachdesk to send gifts with a note saying, "We miss you!".
- ✔ **Follow up:** Reconnect with a personalized email to reignite the relationship.

## 5. Drive referrals with incentivized gifting

**Objective:** Encourage customers to refer others to your brand.

**How to run it:**

- ✔ **Create a referral program:** Use tools like G2, ReferralRock, or PartnerStack to track referrals.
- ✔ **Offer exclusive gifts:** Reward referrers with high-quality swag, gift cards, or VIP experiences.
- ✔ **Personalize the experience:** Tailor the gift to the referring customer's preferences.
- ✔ **Track results:** Use Reachdesk to send gifts and measure referral gifts' ROI.

## 6. Extend your impact with post-purchase thank you campaigns

**Objective:** Maintain engagement and show appreciation after a purchase.

**How to run it:**

- ✔ **Send thank-you gifts:** Use Reachdesk to send personalized gifts like branded keychains, desk plants, or digital swag bags.
- ✔ **Share additional resources:** Provide access to exclusive content, templates, or discounts.
- ✔ **Encourage feedback:** Offer an incentive, like an e-voucher, for customers who complete post-purchase surveys.
- ✔ **Track engagement:** Use analytics tools to measure the impact of your campaign.

# Amplify brand affinity with community-driven corporate gifting

By using thoughtful gifting and personalized experiences, you'll enhance customer loyalty, strengthen relationships, and elevate brand advocacy. Ready to make your next gifting campaign unforgettable?

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 customer advocacy goals.

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



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



**Blog:** [10 ways to use gifting and direct mail for customer engagement](#)



**Corporate Gifting Guide:** [Spring into success in Q2 with impactful Corporate Gifting](#)

## Gift Masters



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