

## Gift Masters



Replay



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# The ultimate gifting playbook to give life back to your outbound strategies

Breaking through the noise to reach decision-makers can feel like an uphill battle. But today's top business development teams have a secret weapon: corporate gifting.

We spoke with outbound experts Chris Long, Outbound Marketing Specialist at Sprout Social, Lauren Reeves, SDR Leader at Swap, and Megan Wipff, SDR Manager at Demandbase, who revealed how their teams use gifting to capture attention, increase response rates by 25%, and effortlessly book more meetings.

Ready to bring your outbound back from the dead? Dive in and take your gifting outreach strategy to the next level! Or catch up with the latest Gift Masters episode below.

[Replay Gift Masters](#)

### What's inside:



**Steps to running effective gifting campaigns:** Discover how leading BDR teams use gifting to drive business success.



**Gifting plays to inspire you:** Gain 6 real-world gifting strategies for opening doors, sparking conversations, and booking meetings.



## 6 steps to bringing your outbound strategies to life with gifting campaigns

Corporate gifting goes beyond sending presents—it's about breaking into key accounts, building connections, and driving sales. Here's how to create outbound gifting campaigns that deliver results:



### 1. Define your objectives

Clearly articulate the goal of your gifting campaign: is it to warm up cold prospects, secure meetings, or re-engage dormant leads? Setting specific, measurable objectives will guide your strategy.



### 2. Segment your audience

Tailor your approach to different personas, whether they're C-suite decision-makers, mid-level managers, or champions within target accounts. Using intent data platforms like Champify, ZoomInfo, or 6sense to identify purchasing signals, along with CRM segmentation, can help you target the right prospects at the right time.

Don't be afraid to collaborate with your marketing team to use their insights on audience segmentation and campaign performance, ensuring your outreach aligns with broader account-based strategies.



### 3. Personalize your gifting

Avoid transactional gifting. Instead, align the gift with the recipient's needs, interests, or recent personal and professional milestones. A thoughtful gift paired with an empathetic message resonates far more than a generic gesture.



#### 4. Embed gifts into multi-channel sequences

Embed gifts into email sequences and follow up with LinkedIn messages or calls referencing the gift. A gift is just the start—timely, relevant follow-up is key to maintaining momentum and reinforcing your outreach strategy.



#### 5. Track engagement

Use tools like [Reachdesk](#) to monitor gift acceptance and track pipeline activity. Data insights can help you refine messaging and follow-up timing for maximum impact.



#### 6. Measure ROI and refine your approach

Analyze KPIs like response rates, meeting bookings, and deal velocity to evaluate your campaign's success. Use these insights to fine-tune future efforts.



## 6 gifting plays to boost engagement and get prospect buy-in

Now, let's turn these insights into action with six powerful gifting plays inspired by our Gift Masters:

### 1. Warm up cold prospects

**Objective:** Break the ice and restart stalled conversations.

**How to run it:**

- ✓ **Identify opportunities:** Use a CRM like Salesforce or HubSpot to locate cold leads, and intent data tools like 6sense or Champify to track signals such as website visits, content downloads or milestone changes.
- ✓ **Send an introductory gift:** Choose a gift that aligns with “warming things up,” like a hot chocolate set for winter, paired with a playful message: “Let’s warm things up! Here’s to melting the ice and brewing up new ideas together.”
- ✓ **Follow up strategically:** Reference the gift in a personal note and suggest a specific time to reconnect or share your calendar link to keep the outreach timely and relevant.

### 2. Open doors with VIP gifting

**Objective:** Stand out with high-value prospects.

**How to run it:**

- ✓ **Prioritize high-impact accounts:** Use account scoring tools like HubSpot or Salesforce to identify your most valuable prospects.
- ✓ **Send premium gifts:** Choose high-value items, such as luxury candles or branded tech, paired with a personalized message: “Your success is our priority. Here’s a little something to brighten your day.”
- ✓ **Follow up with a clear CTA:** Track gift acceptance and reach out promptly with a direct call-to-action to book a meeting.

### 3. Celebrate wins to build momentum

**Objective:** Acknowledge milestones and strengthen relationships.

**How to run it:**

- ✔ **Identify key moments:** Celebrate milestones like contract signings or project completions, using intent data or LinkedIn Sales Navigator.
- ✔ **Send a celebratory gift:** Send a gift like champagne flutes or gourmet treats with a note: “Cheers to a successful partnership! We’re excited about what’s next.”
- ✔ **Reinforce value:** Use this opportunity to reinforce next steps or highlight additional value by sharing reports, case studies or other interesting content.

### 4. Reignite dormant conversations

**Objective:** Bring disengaged prospects back into the fold.

**How to run it:**

- ✔ **Identify opportunities:** Segment your audience by identifying leads that have gone silent via tools like HubSpot or Salesforce.
- ✔ **Send a re-engagement gift:** Send a clever gift, such as a tea set, with a message: “Let’s steep things up again and brew some new ideas together!”
- ✔ **Follow up with a CTA:** Include a direct call-to-action to schedule a meeting or respond to your outreach.

## 5. Gifting for nurturing leads after demo/meeting

**Objective:** Nurture leads post-demo or meeting to keep the conversation alive.

### How to run it:

- ✓ **Identify opportunities:** After completing a demo or initial meeting with a prospect, look for leads who are still evaluating or need further touchpoints to move forward.
- ✓ **Send a follow-up gift:** Send a small but thoughtful gift that shows appreciation for their time, like a lunch e-voucher with a thank-you note. The note could say: “Thank you for taking the time to meet with us! Take some time back and enjoy lunch on us. Let’s schedule another call soon to pick up where we left off.”
- ✓ **Follow up with additional value:** In your follow-up, include a helpful resource or content piece that builds on the conversation from the demo/meeting to keep the lead engaged.

## 6. Use gifting for event invitations

**Objective:** Increase attendance at virtual or in-person events, webinars, or meetings.

### How to run it:

- ✓ **Identify opportunities:** Find key prospects or clients you want to invite to your event. This could be based on their interest in a particular topic or stage in your sales cycle.
- ✓ **Send an invitation gift:** Rather than sending a standard invite, pair the invitation with a small gift that resonates with the event’s theme. For example, for a virtual marketing summit, you might send a branded notebook with a message: “We’ve got exciting things to share. Join us for [event name] and take notes on what’s next for your business!”
- ✓ **Follow up strategically:** After sending the gift, follow up with a personal message that reiterates the value of the event and how the recipient can benefit from attending.

# Revitalize your outbound with gifting campaigns that open doors

By integrating these gifting plays into your outbound strategy, you'll stand out, build trust, and accelerate your sales pipeline. Ready to see the impact of thoughtful gifting?

Catch up on all the expert tips by watching the latest [Gift Masters episode here](#) or [book a demo with Reachdesk](#) to see how gifting can enhance your customer success goals

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

 **Blog:** [BDR best practices: How to break into key accounts](#)

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

 **Ebook:** [The sales development gifting playbook](#)



## Gift Masters

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