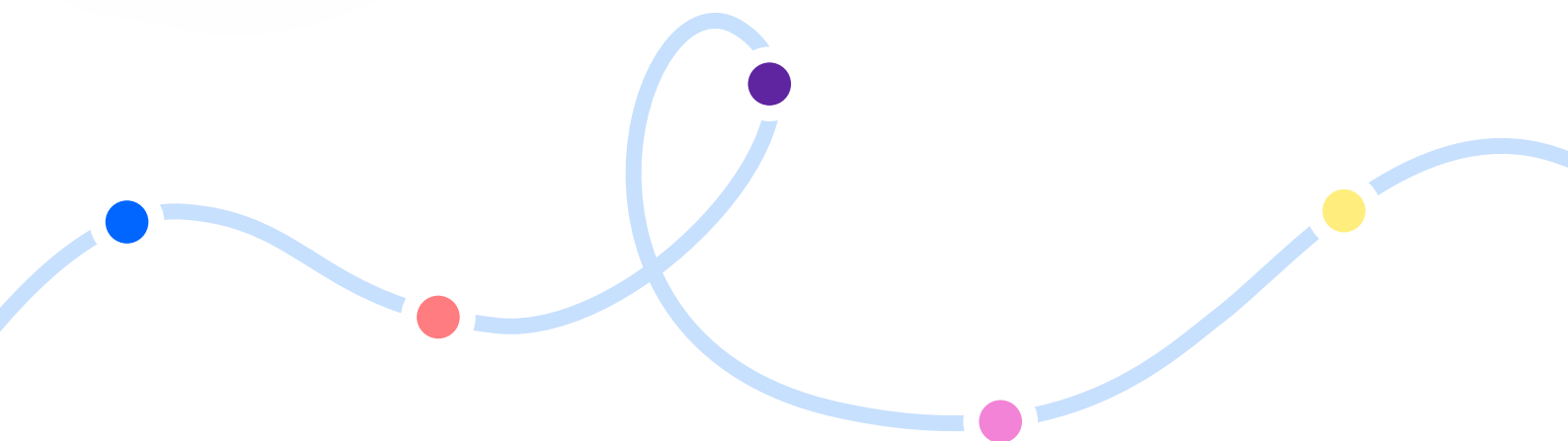




Gifting for the manufacturing industry

How to engage buyers and impress clients





Introduction

Today's digital landscape offers endless scope for manufacturers to connect with potential customers. However, times of great opportunity bring even greater competition – and with so many ways to reach audiences, it's all too easy to get lost in the shuffle.

More and more, sales and marketing teams working in the manufacturing industry are struggling to cut through the noise and make their voices heard by target buyers. But what if there's another avenue these teams haven't explored yet?

Direct mail and corporate gifting can be powerful ways to command attention and

capture imaginations. Leveraging these as part of your growth strategy can help you deliver unique, personalized marketing campaigns and outreach – enabling you to drive brand awareness, generate more leads, penetrate key accounts, close more deals, and build better relationships.

In this quick guide, we'll explore the different ways direct mail and corporate gifting can be employed across the commercial engine of a manufacturing organization. Plus, we'll also look at how technology can help you make better connections at scale, and how to embrace gifting while complying with bribery and gifting legislation.



Contents

02

Introduction

04

Engage buyers with bespoke gifting

05

Wow prospects with ABM and direct mail

06

Relationships, retention, and renewals

08

Impress at in-person events

10

Review and track your ROI

12

Bribery, compliance, and doing the right thing

Engage buyers with bespoke gifting

Winning new customers. Entering new markets. Launching new products. These are essential milestones for modern manufacturers to hit in order to grow and develop. However, these achievements will be undermined without a well-rounded marketing strategy in place to maximize results.

Solely relying on referrals and word-of-mouth recommendations makes it hard to achieve the breadth you need. On the other hand, relying on digital marketing can make it difficult to capture the attention of buyers who are regularly bombarded with outreach from your competitors.

When approached by multiple companies, buyers are more likely to gravitate towards outreach that feels tailored to them. Personalization is key to breaking through the noise, grabbing attention, and building brand awareness, especially in commoditized industries.

Thoughtful, relevant, and creative outreach will help you and your products stand out – and direct mail can be a valuable part of this strategy.



Wow prospects with ABM and direct mail

Account-based marketing (ABM) strategies are growing in popularity, with [91% of companies that use them reporting higher deal sizes](#). ABM is also a great way to reach new clients – especially if you operate in a niche market with a limited pool of potential customers.



91% of companies that use ABM strategies report higher deal sizes

Incorporating direct mail into your ABM strategy enables you to get strategic content straight into the hands of buyers. If it's something tangible, it's more memorable. Sending out physical collateral used to be a manual and highly laborious task for marketers, but the advent of digital gifting platforms has made it quicker, easier, and globally scalable.



Impress potential clients with personalized, branded packaging and professional presentation.



Enhance the impact of your ABM campaign by including personalized content, gifts, or branded merchandise.



Give a human touch to your outreach by including a handwritten note.

Relationships, retention, and renewals

Strong customer relationships are the foundation of a successful business, and there are few industries where this is more true than manufacturing. Almost [two thirds of the average manufacturer's revenue](#) comes from existing clients, and this is even higher for companies making niche products. Research also tells us that [81% of industrial buyers are more likely to make repeat purchases](#) if they've had a good customer experience.



Almost two thirds of the average manufacturer's revenue comes from existing clients



Building relationships is one of the smartest investments a manufacturer can make. Corporate gifting can play a key role in this, helping increase customer satisfaction, drive account growth, and reduce churn. Here are a few examples of how gifting can reinforce your customer relationships:



Welcoming new customers:

Welcoming new clients with branded swag shows you're excited about working with them and helps your relationship hit the ground running.

Celebrating your clients' wins:

When your clients succeed, you succeed. Reinforce your relationships by sending a gift to celebrate their new product launches, big contract wins, and other major business events.

Giving thanks for referrals:

Word-of-mouth can be a powerful source of leads. A small gift is a great way to thank your advocates for helping your business to grow.



Impress at in-person events

The past few years have made it hard – and at times impossible – to meet prospects and clients face-to-face. However, with [60% of manufacturing companies attended in-person events in 2022](#), and [55% planning to increase their investment in events in 2023](#), events are well and truly back.

60% of manufacturing companies attended in-person events in 2022



Reachdesk at Web Summit, Lisbon November

That's not to say in-person events are an easy, stress-free option for marketers. They bring their own unique challenges, but if these are tackled head-on, the results can be highly rewarding.



Drive attendance: Whether it's for virtual or in-person events, your clients are likely inundated with invites from various companies. You'll need to make sure your event invite stands out from the rest, perhaps accompanied by a small but memorable gift. Reachdesk enables you to send show-stopping invites before the show has even begun.



Make building merchandise easy: For a trade show stand that stands out, you'll need some eye-catching merchandise. Reachdesk's in-app merchandise builder enables you to design and order high-quality swag for your events. If you need something bespoke, our team of project managers will work with you to design unique items and bring them to life.



Nurture relationships post-event: Staying in touch with new connections and keeping up momentum is essential. Reachdesk enables you to follow up with unforgettable goodies to help you nurture relationships and maintain top-of-mind awareness long after the event is over.



Forget about shipping logistics nightmares: Hauling your company's merchandise to and from events can be highly demanding. Reachdesk's global network of warehouses means you can ship your swag directly to your event venue, anywhere in the world. Plus, instead of cramming merchandise on your trade show stand, another option is to have a QR code that attendees can scan and then enter their details to have swag sent straight to their home address rather than stuffed into their carry-on luggage.

Review and track your ROI

It's a sad fact that manufacturing companies [spend 61% less on marketing than the average across all industries](#).

This means that manufacturing marketers have to be highly strategic when spending, ensuring that every dollar drives maximum impact and generates as many healthy leads as possible.



Manufacturing marketers spend 61% less on marketing than the average across all industries

[Reachdesk Insights](#) is a unique suite of gifting intelligence tools that is specifically designed to help sales and marketing teams optimize their direct mail and gifting strategies, and prove the impact they're having on key business results.

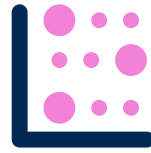
With ever-greater scrutiny on budgets and unprecedented pressure on sales and marketing teams to deliver results, Reachdesk Insights puts ROI and campaign influence data at your fingertips, giving you everything you need to prove your contribution and secure – or grow – your gifting budgets.



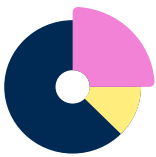
Reachdesk Insights gives you powerful insight and analysis across five key areas:



Overview: Maximize adoption, measure performance, and benchmark against Reachdesk averages.



Analysis: Understand and replicate successes, highlight problems, and optimize strategies.



Recipients: Track spend on individuals, quantify engagement, and assess value.



Opportunities: Track spend by teams, view opportunity state at-a-glance, and follow multithreading strategies.



Influence: Monitor gifting effectiveness, see impact of gifting on pipeline growth and close rates, and prove ROI.



Bribery, compliance and doing the right thing

When done right, gifting is a powerful way to deliver moments that matter and build meaningful connections with prospects and clients alike. At Reachdesk, we believe in gifting without asking for anything in return.

We've built our platform with compliance in mind. To put it simply, there's nothing shifty about our gifting. We've incorporated a number of features designed to enable you to use direct mail and gifting in compliance with relevant company policies and regulations.



Marketplace: Reachdesk Marketplace has a wide variety of low-cost items that comply with the value limits set out in many companies' gift and hospitality policies.



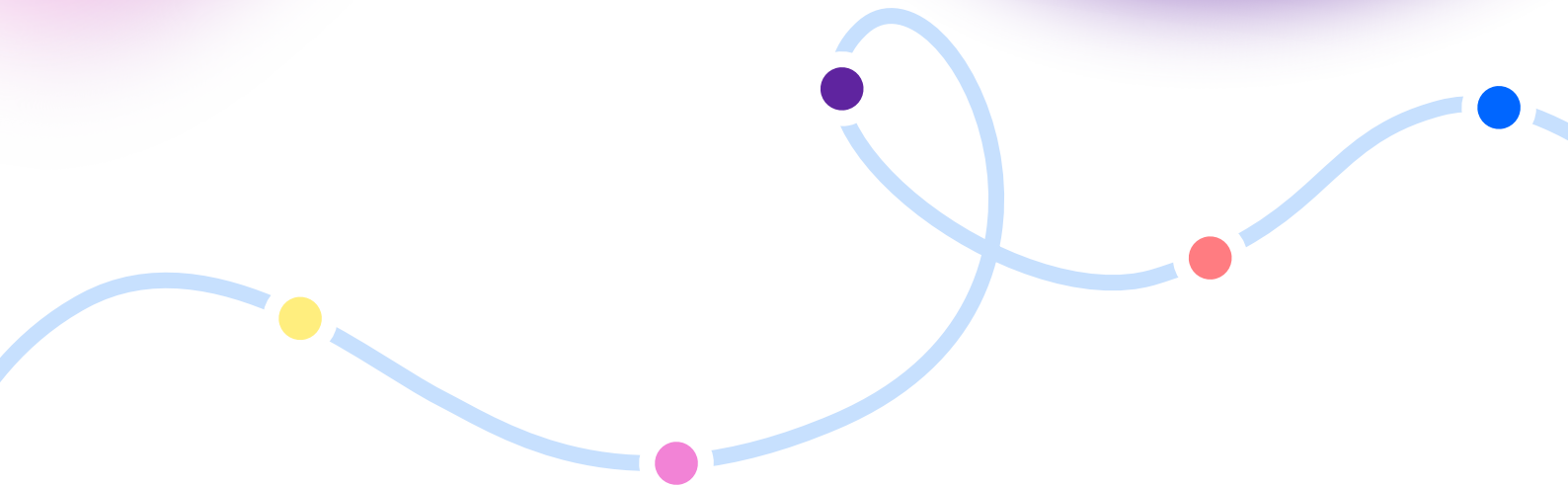
Recipient analysis: See your total spend for each recipient enabling you to produce detailed audit reporting to demonstrate compliance with your internal policies.



Recipient choice: Your recipients can choose to donate the value of your gift to charity if internal policies or legislation mean they're unable to accept gifts.



Direct mail: Reachdesk is used for much more than just gifts. You can create and send bundles of promotional materials, product information, and swag to your recipients.



Conclusion

The manufacturing industry, more than many others, hinges on strong customer relationships in order to drive successful business. Incorporating direct mail and ABM into your marketing campaigns can help you impress clients and buyers alike with bespoke gifts, and drive relationships, retention, and renewals.

Of course, gifting campaigns require a significant amount of effort and elbow

grease, so partnering with a platform that can not only deliver scalable gifting but also track and assess the business success of each send can be a powerful addition to your marketing arsenal.

To learn more about corporate gifting and how it could help you stand out in your industry, [book a call](#) with one of our manufacturing specialists.



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 G2 Reviews

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