Reachdesk

Corporate gifting in Q1 2025:

Your complete guide

Deliver moments that matter























Kick-start your year by warming up your connections with corporate gifting

The best gifts create lasting connections, and our Q1 2024 corporate gifting guide is packed with fresh-start ideas to kick off the year on the right foot. From new-year essentials to thoughtful surprises, these gifts are perfect for keeping your brand top of mind while spreading positivity and goodwill.

Not only will you find the perfect corporate gift in our guide, but we've also bundled up New Year-themed messages to ensure every gift lands perfectly and makes a meaningful impact.

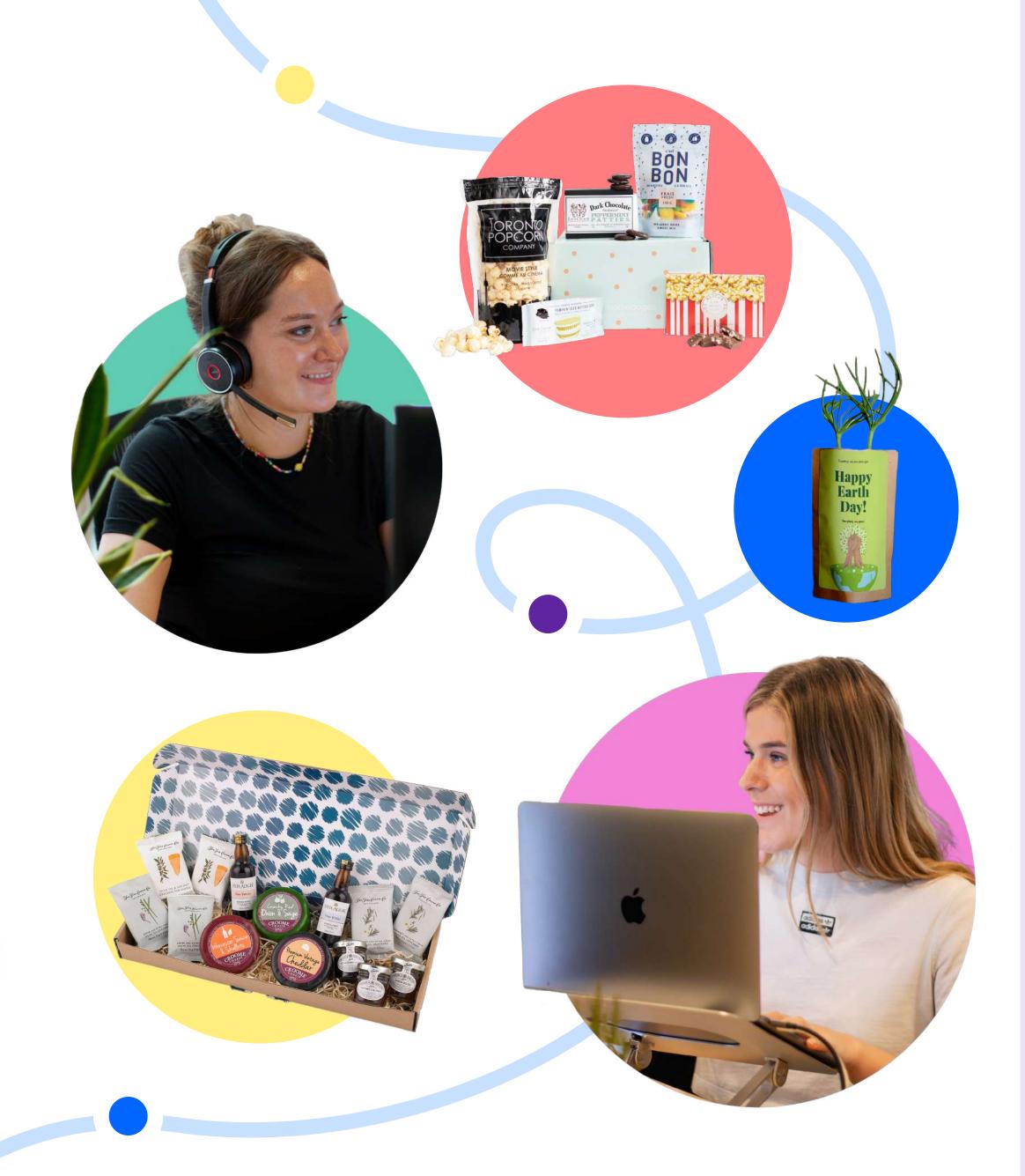
Every gift in this guide has been carefully selected from our <u>Reachdesk Marketplace</u>, featuring over 8,500 physical and e-gift options designed to spark conversations and build long-lasting relationships.

So, grab your coffee, get comfy, and dive into this world of corporate gifting that'll help you set the tone for a successful year ahead!



Need help kicking off your gifting campaigns for the year?

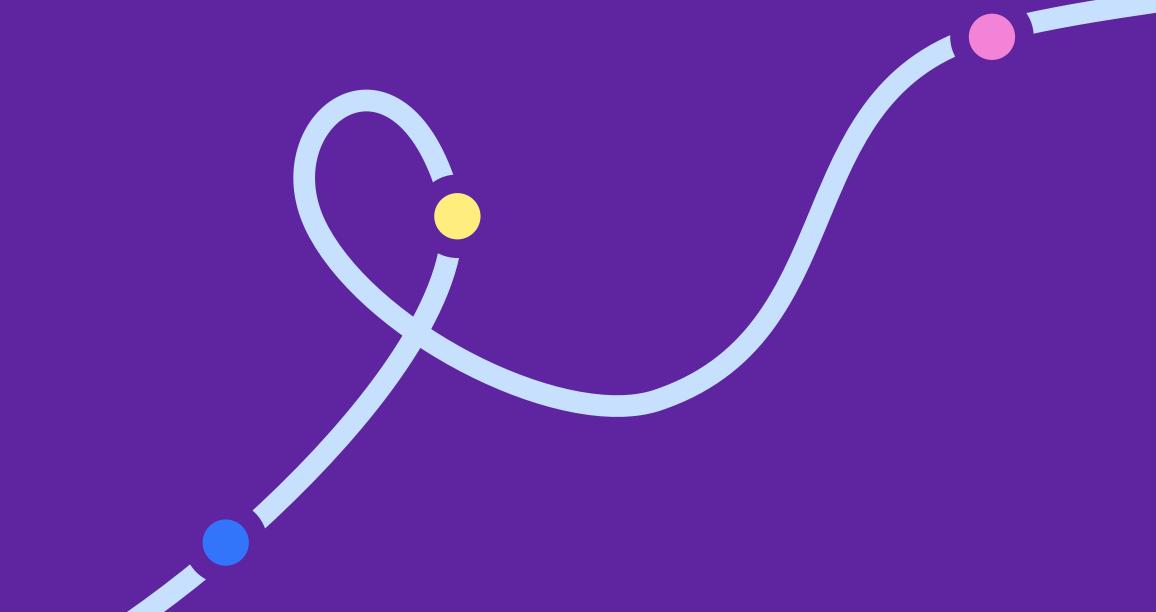
Book your demo with Reachdesk today!



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January campaign ideas

Click on the date to explore gift ideas and messaging inspiration.



January 1

New Year's Day



January 16

International Hot and Spicy Food Day



January 20

Blue Monday



January 20

Cheese Lovers Day



January 27

Community Manager Appreciation Day



January 28

International Lego Day



January 1

New Year's Day

Celebrate the start of the year with a thoughtful "Fresh Start Bundle"—featuring a journal, motivational book, luxury tea set, or personalized champagne—to inspire growth and success.

Noliday-themed message:

"Cheers to new beginnings! May this year bring you all the success you envision. Let's kick things off together and start the year strong with a conversation!"



1

January 16

International Hot and Spicy Food Day

Turn up the heat in your client relationships with a spicy gift! A hot sauce trio or a selection of international spicy snacks makes for a memorable and fun surprise.

Notiday-themed message:

"Bringing the heat to your inbox! Let's spice up our partnership this year—I'd love to chat and cook up some hot new ideas for this year."





January 20

Blue Monday

Brighten up the "saddest day of the year" with a comfort-themed gift! A cozy blanket, hot chocolate mix, or relaxation bundle could be the perfect pick-me-up for clients or prospects.

\) Holiday-themed message:

"Blue Monday doesn't have to be a downer. Here's a little warmth to lift your spirits—and a reminder we're here to bring value (and a smile) to your 2025. Let's chat soon!"



Vendor Showcase

Say it With Champers @ Reachdesk Marketplace

Culture Hot Sauce @ Reachdesk Marketplace

Spoonful of Comfort @ Reachdesk Marketplace



January 20

Cheese Lovers Day

Cheese boards and gourmet cheese boxes are sure to please! Delight clients with a curated selection of artisanal cheeses, a cheese-pairing guide or a personalized cheese board.

\) Holiday-themed message:

"Nothing cheesy about our partnership—it's top-tier! Let's reconnect soon and bring even more flavor to your strategy this year."



Vendor Showcase

Spicers of Hythe @ Reachdesk Marketplace

BAM Gifting @ Reachdesk Marketplace

LEGO Present Voucher @ Reachdesk Marketplace



January 27

Community Manager Appreciation Day

Celebrate community managers with a thoughtful corporate gift, like motivational wall art, an employee essentials kit, or a productivity add subscription, to recognize their leadership and support their work-life balance.

Noliday-themed message:

"To a true community champion! Your leadership inspires us all. Let's touch base soon and talk about how we can continue building strong communities together."



January 28

International Lego Day

Build relationships with new prospects by sending a fun and interactive gift, like a mini Lego kit, an eGift card, or a custom Lego-themed item, to inspire creativity and connection.



"Building strong partnerships, one brick at a time! Let's connect soon to discuss how we can make great things happen together in 2025."



EEEE February campaign ideas

Click on the date to explore gift ideas and messaging inspiration.



Month-long

Black History Month





February 2

Groundhog Day 🖭 🧱



February 12

National Pizza Day



February 14

Valentine's Day



February 17

Random Acts of Kindness Day



February 17

Family Day 📔



February 20

Love Your Pet Day



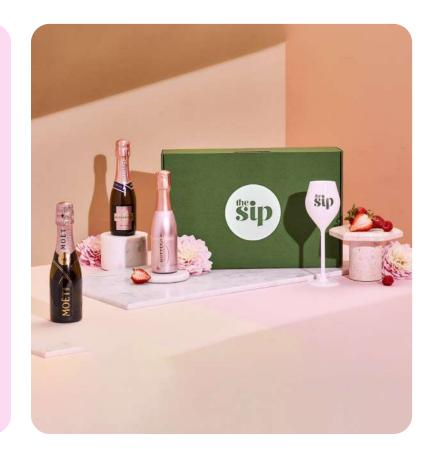


Black History Month

Honor and celebrate Black History Month by highlighting and supporting Black-owned businesses. Consider sending a gift box curated with products from Black-owned brands or a donation in your client's name to a meaningful cause.

Noliday-themed message:

"Celebrating resilience, culture, and community this Black History Month. We'd love to connect on ways we can support each other's growth and impact let's keep making change together."



TT Vendor Showcase

The Sip Society @ Reachdesk Marketplace

Cafecita @ Reachdesk Marketplace

Loved and Found @ Reachdesk Marketplace



February 2

Groundhog Day 🔛 🧱

Surprise your clients with a playful Groundhog Day-themed corporate gift—a cozy winter care package, a candle to "light up" the forecast, or a "wake up" coffee blend—to brighten their day and help shake off winter blues.

Notiday-themed message:

"Here's hoping the future looks bright, whether or not the groundhog sees its shadow! Let's reconnect and see what's ahead for us this year—no repeats, just fresh ideas."





National Pizza Day

Nothing brings people together like pizza! Send a gift card to a favorite pizzeria or a pizza-making kit for a fun way to share the love of this classic treat.

Notice Notice Notice Notice Notice Notice Notice Notice Note Notice No

"Pizza our hearts! Let's reconnect over some slice-worthy ideas. We'd love to help you cook up something amazing this year."



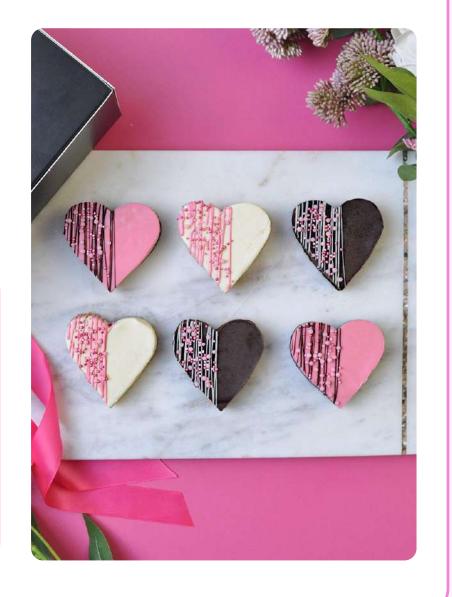


Valentine's Day

Show your prospects some love with a sweet gift, like a box of gourmet chocolates or a luxury candle, to re-engage and highlight how your solutions are the perfect match for their needs.

New Moliday-themed message:

"Sending a little love your way this Valentine's Day! We appreciate you and would love to reconnect to discuss how our solution is the perfect match for [company name]."





February 17

Random Acts of Kindness Day

Brighten someone's day with a small corporate gift or thoughtful note, encouraging kindness and gratitude. Consider a "comfort bundle" or a donation made in their honor.

Notiday-themed message:

"A little kindness goes a long way! Here's a small token of appreciation, just because. We'd love to connect and keep the kindness going this year."



Vendor Showcase

Bear's Brownies @ Reachdesk Marketplace

Charity Choice @ Reachdesk Marketplace

American Red Cross US Charity @ Reachdesk Marketplace

Daughters Of Tomorrow Charity @ Reachdesk Marketplace



Family Day 🛂

Nurture client relationships this Family Day with a thoughtful, family-friendly gift. A game night bundle or DIY kit is perfect for creating quality time and lasting memories.

\) Holiday-themed message:

"Here's to building strong connections—at work and at home! Wishing you a happy Family Day filled with quality time. Let's stay connected and continue growing together."



February 20

Love Your Pet Day

Celebrate clients and their furry friends! A pet-friendly gift, like treats or a toy, is sure to surprise and delight.

Noliday-themed message:

"Paws and reflect on how much we appreciate you—and your pet! Let's catch up soon, and share some pet (and success) stories along the way!"





Loved and Found @ Reachdesk Marketplace

Paws Box @ Reachdesk Marketplace



March campaign ideas

Click on the date to explore gift ideas and messaging inspiration.



Month Long

Women's History Month



March 1

National Employee **Appreciation Day**



March 3

World Wildlife Day



March 7

National Day of Unplugging



March 8

International Women's Day



March 14

World Sleep Day



March 15

Global Recycling Day



March 19

International Client's Day



March 20

International Day of Happiness



March 23

National Puppy Day



March 30

Mother's Day



Women's History Month

Celebrate Women's History Month by acknowledging the contributions of women in your network. Consider sending a book by a female author, or support women-owned businesses with curated products.

Noliday-themed message:

"Honoring you this Women's History Month! Your leadership and vision continue to inspire us. Let's connect soon and continue building something impactful together."





March 1

National Employee Appreciation Day

Send appreciation to your team with a movie night bundle—complete with popcorn, cozy blankets, and a gift card for a streaming service—to help them unwind and enjoy some well-deserved relaxation.

Notiday-themed message:

"Here's to you! Take a break and enjoy a movie night on us. Your hard work deserves a good show. Let's keep making this year one to remember!"





March 3

World Wildlife Day

Show support for wildlife conservation by making a donation on behalf of your clients, or send a nature-themed corporate gift like a plant or eco-friendly journal.

Noliday-themed message:

"Here's to a wild year of success and sustainability! In honor of World Wildlife Day, let's chat about how we can create impactful, eco-friendly solutions together."



Till Vendor Showcase

Sweeter cards @ Reachdesk Marketplace

Foodie Pages @ Reachdesk Marketplace

Forest Nation @ Reachdesk Marketplace

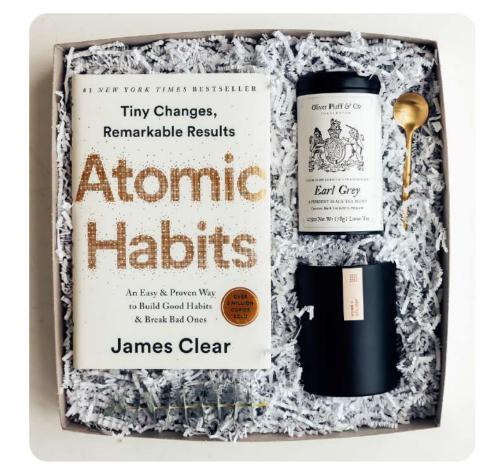


National Day of Unplugging

Encourage relaxation and rejuvenation with a "Digital Detox" gift like a book, a calming candle, and cosy socks to ensure they stay powered up when needed.

Notiday-themed message:

"Taking time to unplug is key! Here's a little something to help you unwind and stay refreshed—let's reconnect when you're recharged and ready to dive back in!"



Till Vendor Showcase

Marie Mae Company @ Reachdesk Marketplace

Thamour @ Reachdesk Marketplace

Ostrich Pillow @ Reachdesk Marketplace



March 8

International Women's Day

Celebrate and honor the incredible women in your professional circle with a self-care bundle or a beautiful flower arrangement to brighten their day.

Noliday-themed message:

"Here's to you, [Name], for everything you do. Happy International Women's Day! Let's connect soon to celebrate our partnership and the exciting successes ahead."



Zz

March 14

World Sleep Day

A relaxation or sleep-themed gift, like a lavenderscented sleep spray or a weighted eye mask, shows you care about your prospects' well-being.

Noliday-themed message:

"Sleep better, work better! Here's to restful nights and productive days. Let's talk soon about how you can rest easy knowing we're here for you."





Global Recycling Day

Send a corporate gift made from recycled or sustainable materials to reinforce your commitment to sustainability and help prospects do the same.

Noliday-themed message:

"Let's make 2025 a year of impactful choices! Here's a little something sustainable to brighten your day—let's chat about more ecofriendly wins together."



Vendor Showcase

WellBox @ Reachdesk Marketplace

CRUMBS @ Reachdesk Marketplace

Browniegod @ Reachdesk Marketplace



March 19

International Client's Day

Show appreciation on International Client's Day with a personalized batch of cookies to sweeten your relationship and celebrate your continued partnership.

Noliday-themed message:

"Happy International Client's Day! Our partnership is truly a batch made in heaven. Looking forward to more sweet success together!"





March 20

International Day of Happiness

Share happiness with your clients or prospects through a sweet, personalized gift like custom brownies with cheerful messages, a mini zen garden, or a happiness jar filled with uplifting quotes and treats.

Notiday-themed message:

"Sending a little happiness your way, one bite at a time! Let's connect soon and discuss how we can make 2025 even sweeter and more successful together!"





National Puppy Day

Make your dog-loving clients' day with a thoughtful gift—a custom pet toy, treats, or a deluxe dog hamper to spoil their furry friends and bring some joy to their day.

Noliday-themed message:

"Sending some tail-wagging joy for National Puppy Day! Let's catch up soon and bring pawsitively exciting ideas to life together."





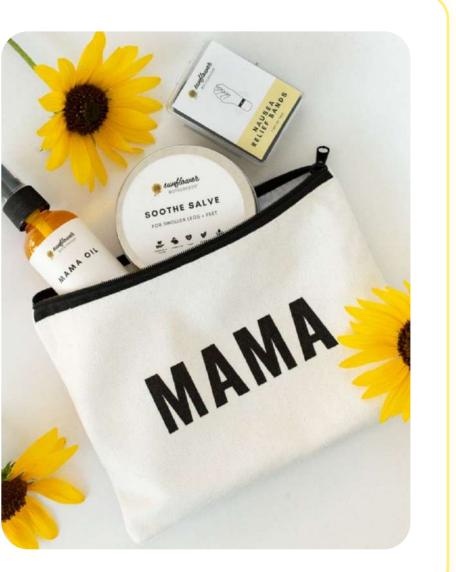
March 30

Mother's Day 🚟 🔲

Acknowledge the amazing moms in your network with a thoughtful, pampering gift like a luxurious candle, a calming tea set, or a relaxing spa bundle.

Noliday-themed message:

"Happy Mother's Day, [Name]! Here's a little pampering for you. Let's reconnect soon and nurture some fresh, exciting ideas together!"





Pet Hamper @ Reachdesk Marketplace

Sunflower Motherhood @ Reachdesk Marketplace

Monthly Gifting Campaign Ideas

We get it—starting gifting campaigns can feel overwhelming. That's why we've simplified it with easy steps to launch monthly (or even quarterly!) triggered gifting campaigns. Now, you can sit back and watch your pipeline grow.



January focus: New year, guaranteed results

Campaign goal: Start the year fresh by breaking into new accounts and re-engaging prospects.

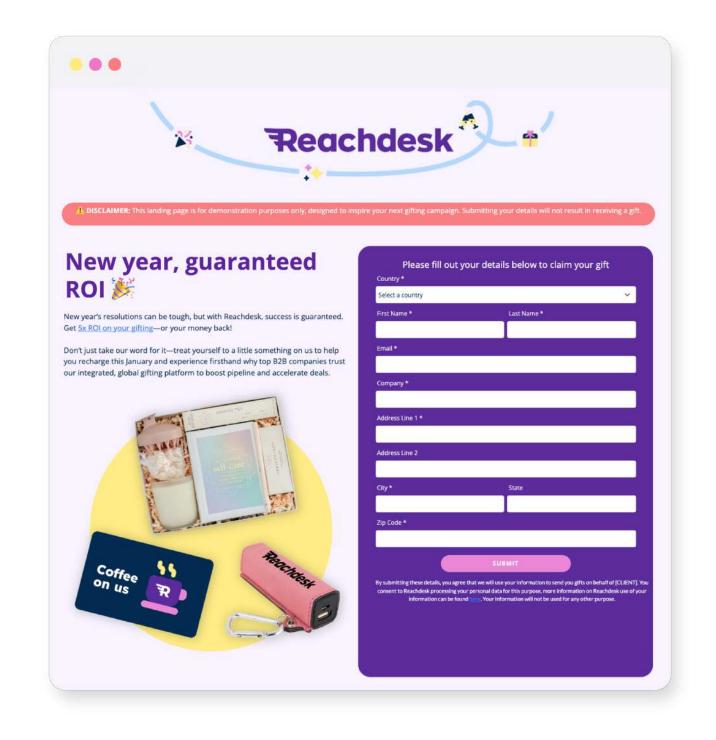
Gift ideas: Portable charges, self-care bundles, coffee eGift.

Teams to involve: Marketing, Sales

Helpful tools: Hubspot/Marketo, Salesloft, Reachdesk, LinkedIn

How to set it up:

- ✓ Compile a list of contacts who've engaged with your website and ads but haven't requested a demo.
- ✓ Run LinkedIn conversation ads with gift-related messaging, directing these contacts to claim a gift and request a demo.
- Set up a MAP workflow to track demo bookings. Once a demo is booked, trigger gift delivery via Reachdesk and notify the contact owner for timely follow-up.
- ✓ Have your sales team reach out to these accounts with relevant messaging, offering the gift to drive engagement.



Get inspired with our landing page



February focus: Reconnect and re-engage during the month of love

Campaign goal: February is the perfect time to share love and rekindle relationships with closed-lost accounts.

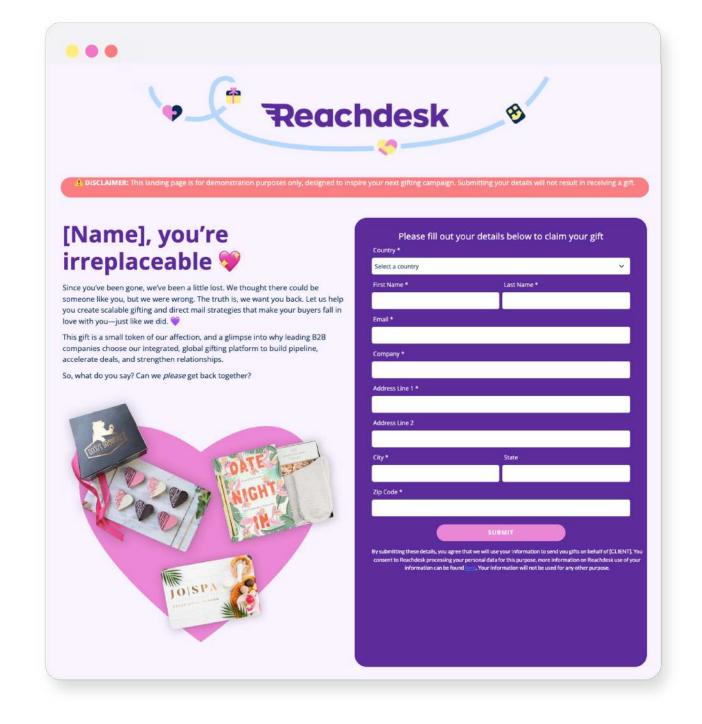
Gift ideas: Gourmet chocolates, valentine's themed bundle, spa or dinner e-voucher

Teams to involve: Business Development, Sales, Marketing

Helpful tools: Hubspot/Marketo, Salesloft/Outreach, Salesforce, Reachdesk

How to set it up:

- Create a Salesforce/CRM report for contacts linked to closed-lost opportunities in the past 90 days (extend the timeframe if your sales cycle is longer).
- Add these contacts to Salesloft or Outreach.
- Develop a persona-specific cadence with messaging that aligns with your landing page and gift. Assign to your BD or Sales team.
- Set up a MAP workflow to trigger gift delivery via Reachdesk when the contact fills out the form. Add a step to notify the contact owner for timely follow-up.



Get inspired with our landing page



March focus: Gifting to show thanks for a review, referral or intro

Campaign goal: In the spirit of International Client's Day this March, it's the perfect time to show appreciation to your champions who've gone the extra mile with referrals, introductions, and reviews.

Gift ideas: Personalized bottle of gin, bake at home kit, lunch on us e-voucher

Teams to involve: Marketing, Customer Success, Account Management, Sales

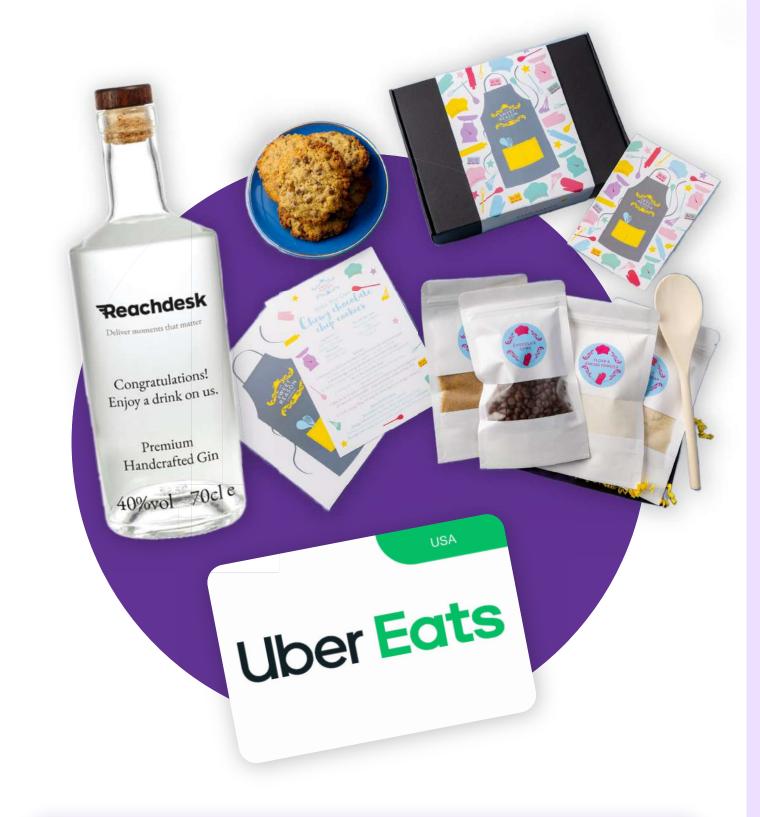
Helpful tools: Reachdesk, Hubspot/Marketo

How to set it up:

- Set up a Reachdesk campaign to automatically send gifts to target recipients.
- Create a referral form and landing page on your website.
- ✓ Promote your referral program through newsletters and customer success outreach.
- Create a MAP workflow that:
 - > Collects form submissions.
 - > Alerts your Sales team and routes referrals based on criteria (e.g., GEO, Industry, Size).
 - > Sends a thank-you gift via Reachdesk for successful referrals.

Creative gift note messaging idea:

"Cheers to your amazing referral! Let's raise a glass for your support—thanks for helping us grow and connecting us with the right people. You're the real MVP!"





The Champagne & Gift Company

@ Reachdesk Marketplace

The Sweet Reason Company

@ Reachdesk Marketplace

Uber Eats eGigift card

@ Reachdesk Marketplace





Key sporting events

Take your corporate gifting game to the next level by using key sporting events as the perfect opportunity to nurture prospects, partners, and clients. A well-timed gift, like a "Winning Together" bundle during the Super Bowl, scores big for relationship-building and keeps your brand top of mind!



2025 Australian **Open Tennis**



January 12-26



2025 Six Nations Rugby Union



January 31 - March 15



2025 Invictus Games



February 8-16



Super Bowl LIX (NFL)



February 9



The Super League Season



February 13-22



2025 ICC **Champions Trophy**



February 19 - March 9



2025 Wigan Warriors and Warrington **Wolves Rugby**



March 1



2025 Tokyo Marathon



March 2



Australian Grand P Formula 1



March 14-16

Religious observances

Click on the date to explore gift ideas and messaging inspiration.



January 7

Coptic Orthodox Christian: Christmas



January 14

Buddhist: Mahayana New Year



February 1

Chinese New Year



February 15

Buddhist: Parinirvana



February 28 - March 30

Islamic: Ramadan Begins



March 5

Christian: Ash Wednesday and Lent



March 17

St. Patrick's Day



March 20

Baha'i: Naw-Ruz



January 7

Coptic Orthodox Christian: Christmas

Celebrate Coptic Christmas with a thoughtful gesture like a beautifully crafted wooden ornament, a box of premium dates and nuts, or a luxurious silk scarf to honor the season's spirit of peace and goodwill.

Notice Notice The Holiday-themed message:

"Wishing you a peaceful and joyful Coptic Christmas, [Name]. May this season bring warmth and happiness to you and your loved ones!"



January 14

Buddhist: Mahayana New Year

Honor the Mahayana New Year with a mindfulness-inspired gift, such as a meditation journal, a small Buddha figurine, or a plant symbolizing growth and renewal.

Noliday-themed message:

"May this Mahayana New Year bring clarity, peace, and fulfillment. Wishing you a year of growth and joy as we continue working together."





February 1

Chinese New Year

Celebrate Chinese New Year with a symbolic gift like a red envelope containing a note of good fortune, a tea set, or a box of sweet lotus seed paste mooncakes to honor the Year of the Dragon.

Notiday-themed message:

"Gong Xi Fa Cai! Wishing you prosperity, health, and happiness in the Year of the Dragon. May this new year bring success and harmony to our partnership."



Till Vendor Showcase

My Hygge Box @ Reachdesk Marketplace

Liberate @ Reachdesk Marketplace

Camellios @ Reachdesk Marketplace



Buddhist: Parinirvana

For Parinirvana Day, offer a meaningful and respectful gift like a set of meditation cushions, a yoga mat for inner peace and balance, or a hand-carved Buddha statue to inspire tranquility.

National Methods National Methods National Methods Methods Methods Methods

"Reflecting on peace this Parinirvana Day. May this time bring balance to your life. Remember, we're here to bring you peace by taking care of [problem], so you can focus on what matters most."



Till Vendor Showcase

Mother Reusables @ Reachdesk Marketplace

Broadway Bakery @ Reachdesk Marketplace

MIRA Singapore @ Reachdesk Marketplace



February 28 - March 30

Islamic: Ramadan

Offer a respectful Ramadan greeting with a small, considerate gift such as a journal, dates, or a calming tea blend to help with evening meals after fasting.

Noliday-themed message:

"Ramadan Mubarak. Wishing you a peaceful and blessed Ramadan. May this time bring reflection, peace, and strength as we look forward to new opportunities together."



1

March 5

Christian: Ash Wednesday and Lent

For Ash Wednesday and the start of Lent, offer a calming gift like a diffuser or essential oils, or ecofriendly items like a water bottle or tote bag to inspire simplicity and mindfulness.

Noliday-themed message:

"Wishing you peace and reflection this Lent. May this season bring clarity and focus as we help you embrace what matters most."





St. Patrick's Day

Share some Irish luck with your partners with a festive St. Patrick's Day gift, like a green-themed snack box, guinness set, or a fun desk accessory.

\) Holiday-themed message:

"Lucky to have you as a partner!

Here's a little St. Paddy's cheer to
brighten your day. Let's connect soon
for a fresh take on our plans this
year!"





March 20

Baha'i: Naw-Ruz

Celebrate Naw-Ruz, the Baha'i New Year, with a symbolic gift like a small flowering plant or nature-inspired item, representing growth, renewal, and the arrival of spring.

\) Holiday-themed message:

"Happy Naw-Ruz! Wishing you a season of renewal, hope, and joy as we embark on new beginnings together. May this new year bring peace and success to you and your loved ones."





Gift Baskets Overseas @ Reachdesk Marketplace

Bergamotte @ Reachdesk Marketplace



Your checklist for 2025 corporate gifting success

Generate pipeline, accelerate deals and strengthen customer relationships with our essential corporate gifting tips.



Set your Q1 goals

What's your goal this season? Whether it's thanking a long-term client, sparking a new opportunity, or reigniting a cold conversation, make sure your gift and message reflect your intent to guarantee your campaign's success.



Set your contact list early

Who's on your gifting list this Q1? Tailor your campaign to fit your goals, budget, and audience. Focus on gifts and messages that resonate—whether for a loyal customer, new partner, or prospect—to make a lasting impact.



Maximize your budget

You don't have to break the bank to make an impact. It's the thought, timing, and message that count. A well-timed coffee voucher can warm hearts and build connections—without breaking the budget.



Personalize, personalize, personalize

- Be mindful of local customs and regulations.
- Make sure your gift and unboxing experience are as refreshing and inviting as the start of a new year.
- ✓ Use Reachdesk's AI to add that personal touch that makes your message stand out and feel extra special.



Craft your message with care

Keep it short, sweet, and seasonal. Personalize your message to match your goal, and add a clear call to action if needed. Let **Reachdesk's AI** help craft the perfect note to enhance your thoughtful gift.



Send on time

Double-check addresses and shipping details to ensure your gifts arrive on time. Use Reachdesk's Address Confirmation feature to save time and avoid delays.



Track your success

Use tools like **Reachdesk Insights** and **CRM** integrations to measure your gifting success. Track gift redemptions, pipeline influence, and how your gifts nurture lasting relationships, setting the stage for new beginnings.



Reachdesk insights and product updates

Level up your Q1 gifting campaigns with Reachdesk's all-in-one solution for global gifting.



Win over hearts with Intelligent Search & Reachdesk AI Personalization

Precision and personalized gifting made easy

Our Intelligent Search curates perfect gift recommendations on our Marketplace, helping you find relevant, impactful gifts in no time. Whether you're searching for a "boss lady gift" or a "sweet surprise," Reachdesk streamlines the process so you can focus on building relationships and hitting your goals. Additionally, Reachdesk's AI can tailor messages based on recipient preferences, gift choice, and campaign goals, ensuring each gift hits the mark!

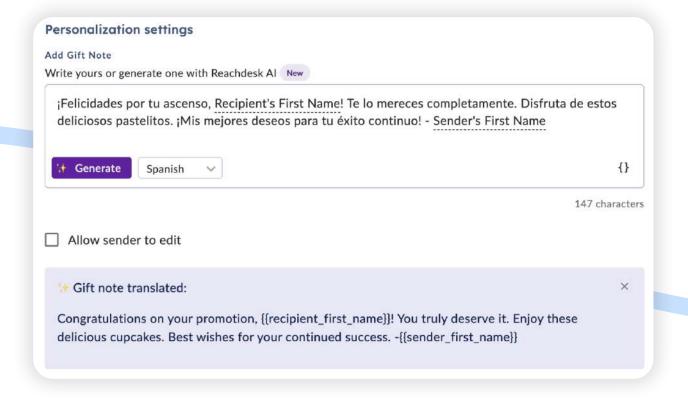
Have your sales team reach out to these accounts with relevant messaging, offering the gift to drive engagement.

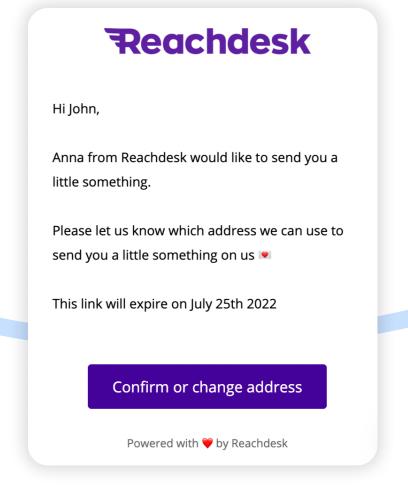


Reach anyone, anywhere with Address Confirmation

Gifts delivered right, every time

Forget the hassle of collecting addresses—Reachdesk's Address
Confirmation feature lets recipients choose their preferred delivery location via email. With Recipients Choice, they can also select from a range of gift options, whether it's a physical item, an eGift, or a charitable donation of the same value. Streamline your global gifting and make sure your Q1 campaigns reach recipients wherever they are, with a personal touch.







Convert with branded, global in-app gifting landing pages

All your gifting, one platform, no hassle

Streamline your Q1 gifting campaigns with Reachdesk's customizable inapp landing pages. With a single, branded page—featuring your fonts, colors, and imagery—you can offer recipients a curated selection of both physical and eGift options, tailored for any region. Make it easy for customers to choose the perfect gift while you manage everything in one place—saving time and boosting campaign ROI across the globe.



Drive ROI and measure the impact of every gift with Reachdesk Insights

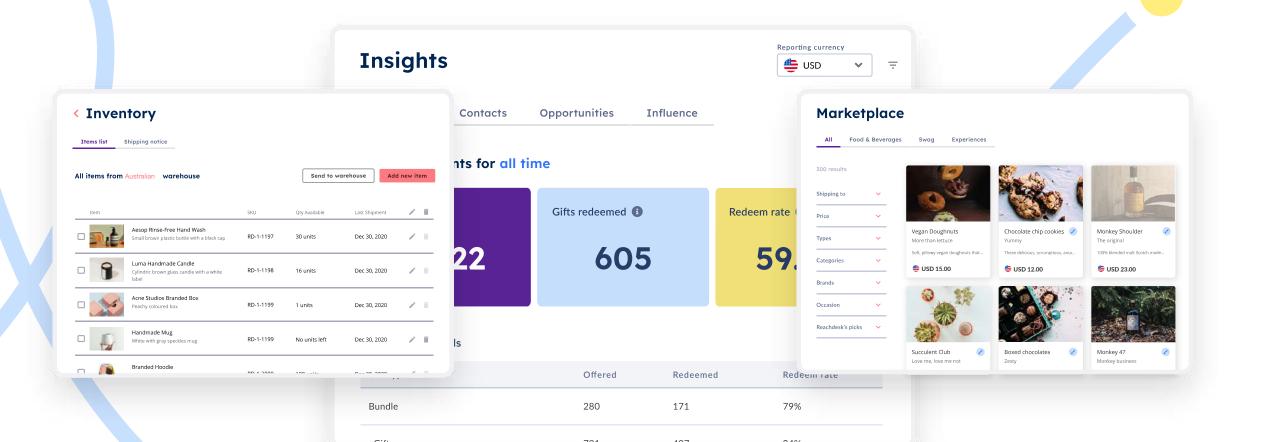
Corporate gifting success at your fingertips

Gain full visibility into your campaign performance with <u>Reachdesk</u> <u>Insights</u>. Track gift redemptions, measure impact on your pipeline, and see exactly how each campaign contributes to your ROI—all in one centralized dashboard. With seamless Salesforce integration, it's easier than ever to align gifting with your sales and marketing goals, ensuring you stay on top of every opportunity and make data-driven decisions that drive results.



Not yet a Reachdesk customer?

Start your year strong! Book a demo today to see how our Reachdesk can help you kick off 2024 with impactful gifting campaigns that drive results from day one.



Wrapping Up

New year, fresh beginnings, and limitless possibilities!

We hope our Q1 corporate gifting guide has inspired you with new ideas to kick off the year with thoughtful, impactful sends. Whether you're reigniting past relationships or building new connections, now is the perfect time to nurture bonds and make a lasting impression.

From new-year surprises to fresh-start conversations, the opportunities to connect are endless. Need more ideas to fuel your corporate gifting strategy and make Q1 truly shine? Request a demo with Reachdesk today, and let us show you how we can help you elevate your gifting campaigns this year.

We'd love to hear from you! Reach out to us at hello@reachdesk.com — we're here to take your feedback and help you start the year off strong!

Cheers to a warm, successful start to 2025!

Reachdesk

- in Reachdesk
- @ReachdeskHQ
 - G2 Reviews

reachdesk.com

