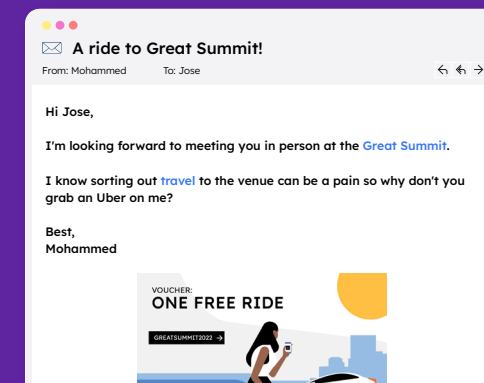
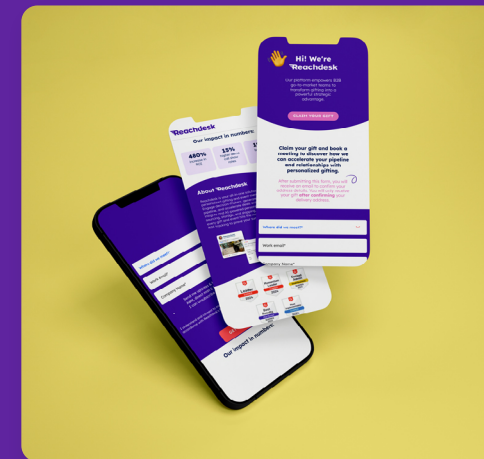




The Ultimate Event Marketing Gifting Playbook:

Stage Engaging Events that Drive Pipeline with Direct Mail & Gifting

Deliver moments that matter



Anna from Reachdesk would like to send you a little something.

Please let us know which address we can use to send you a little something on us 📍

This link will expire on July 25th 2022

Confirm or change address

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Charity Donation



Intro

Field event marketing has always been challenging, and it's more complex than ever. The event landscape has shifted, blending virtual and in-person components into a new standard for engagement. For marketers to effectively connect with attendees and drive pipeline and revenue, it's essential to meet the needs of both physical and digital audiences.

To pull off marketing events that truly engage, raise brand awareness, and create loyal advocates for your product or service, you must reward your attendees for their time and ensure they're informed and entertained throughout. So, how do you achieve this? **The answer lies**

in direct mail and gifting.

In this guide, we'll explore innovative ways to integrate direct mail with your marketing events. Whether you're running webinars, virtual events, in-person gatherings, or hybrid experiences, we'll offer strategies to boost attendance, generate more pipeline, and deliver stronger results.



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The state of event marketing in 2024

In 2024, marketing events come in all shapes and sizes—in-person, hybrid, and virtual—all playing a crucial role in connecting with audiences. In fact, [60%](#) of industry events are expected to occur in-person, 35% virtually, and 5% in a hybrid format, showing that each format is essential to your marketing strategy. In-person events foster deep, personal connections, hybrid events blend physical and digital benefits, and virtual events expand your reach globally.

While virtual events offer creativity and a wider audience, they also face the challenge of standing out in a crowded space. In-person events excel in engagement but can be limited by scale and location.

So, how do you create memorable experiences in this diverse landscape? It's all about personalization and interactivity. Direct mail and gifting are key—helping you engage, connect, and leave a lasting impression, no matter the event format.



Why direct mail & gifting are essential for driving event success

Integrating direct mail into your event marketing strategy can significantly enhance your efforts across all event formats this year. Studies indicate that direct mail can boost event attendance—whether virtual, in-person, or hybrid—by 76%, while also driving meaningful results that contribute to revenue growth.

Here's how incorporating direct mail and gifting into your strategy can make a difference:



Create anticipation:

Sending thoughtful gifts before an event builds excitement and sets a positive tone for the experience attendees can expect.



Nurture Relationships:

Direct mail is an effective tool for cultivating key relationships before the event, helping to warm up prospects and build stronger connections.



Enhance engagement:

Direct mail adds a personal touch that can make the event experience more engaging and memorable, particularly during online events.



Boost Brand Awareness:

Utilizing direct mail as part of your event marketing helps reinforce your brand and increase visibility, aligning with your goals for event success.

76%

increase in attendance
at virtual events that
use direct mail

52%

increase in response rates
when sending direct mail
and gifting

120%

increase in conversion rates
that used gifting and direct
mail in post-event follow-ups

How to increase event engagement and ROI with gifting

They say the devil is in the details, and when it comes to event marketing, that's certainly true for gifting. Whether you're hosting a webinar, a virtual gathering, a hybrid event, or a traditional in-person meetup, thoughtful gifting can make a significant difference. It's those small touches that not only enhance the event experience but also boost ROI by increasing engagement and building lasting connections.

Wondering how gifting can elevate your events and drive measurable results? **Let's explore some practical ideas for using gifts at various stages for each type of event to impress your attendees and create a memorable experience.**



Webinars



73% [of B2B marketers](#) use webinars to generate high-quality leads.

But here's the secret to making your webinars stand out: it's not just about having a great topic—it's about engaging your audience and adding a personal touch from promotion through to execution and follow-ups.

Integrating thoughtful gifts into your webinar strategy can turn a standard presentation into a memorable experience. When done right, gifting boosts engagement, enhances your brand visibility, and turns prospects into loyal advocates. Here's how you can use gifting at different stages of various types of events to surprise and delight attendees.



Webinars

Pre-event

Play 1:

Impress with curated webinar essentials bundles

When preparing for your next webinar, start by personalizing and segmenting your outreach based on your ideal customer personas. Each message should address the recipient by name and emphasize how the webinar content speaks to their specific pain points.

But don't stop at emails—go the extra mile! Imagine sending curated bundles packed with everything your attendees need for the webinar—like branded notebooks, snacks, and a coffee kit to keep them energized. With [Reachdesk](#)'s Address Confirmation feature, you can deliver these bundles straight to their preferred address, even if you don't have it beforehand. It's a thoughtful, memorable way to show you care, ensuring your attendees feel valued and ready to engage from the moment the webinar starts!

Reachdesk

Hi John,

Anna from Reachdesk would like to send you a little something.

Please let us know which address we can use to send you a little something on us 🍷

This link will expire on July 25th 2022

Confirm or change address



Webinars

Pre-event

Play 2:

Boost attendance with exclusive pre-webinar eGifts

As your webinar approaches, keep the excitement alive with a little gesture that's sure to bring a smile! Send out email reminders that include eGift cards for Uber Eats or Starbucks, along with a friendly nudge about the event timing. Make these vouchers redeemable just an hour before your webinar kicks off, so attendees can grab lunch or a coffee on you. This thoughtful touch not only encourages them to attend but also makes their experience more enjoyable. It's a win-win that helps ensure your attendees show up and stay engaged!



✉ One day until webinar
From: Lia To: Maya

Hey Maya,

Only 1 day to go until our [webinar](#) on Employee Retention! I hope you're just as excited about it as I am.

To make it even more special, why don't you treat yourself to [lunch](#) on me?

Best,
Lia



Case study: Sailthru's success with pre-webinar eGifts

SAILTHRU increased webinar attendance by **76%** by sending pre-event eGifts.

“Cold outbound email effectiveness dropped dramatically, and the only way we’ve been able to set high quality meetings at scale lately has been through combining highly personalized outreach with relevant gifts and gift cards sent using [Reachdesk](#).”

Brandon Ray, Senior Manager, Head of Sales Development, SAILTHRU

Webinars

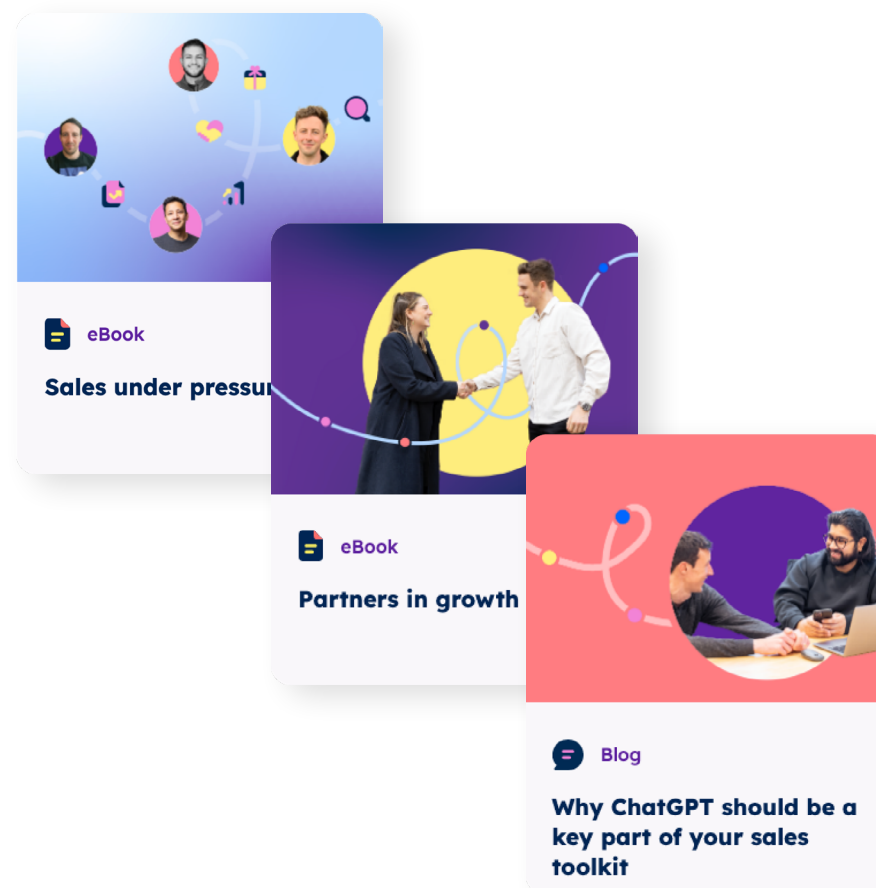
During the event

Play 3:

Provide curated content bundles

Educational content is the ultimate gift that keeps on giving in the B2B world. In fact, **82% marketers** use content curation to establish themselves as experts and improve customer relationships.

Why? Because people love getting valuable, tailored insights delivered straight to them! To capitalize on this, enrich your webinars with personalized content bundles. Drop links to engaging blogs, insightful eBooks, and valuable whitepapers in the chat. This not only keeps your audience hooked but also deepens their connection with your product or service. A win-win for you and your attendee!



Webinars

During the event

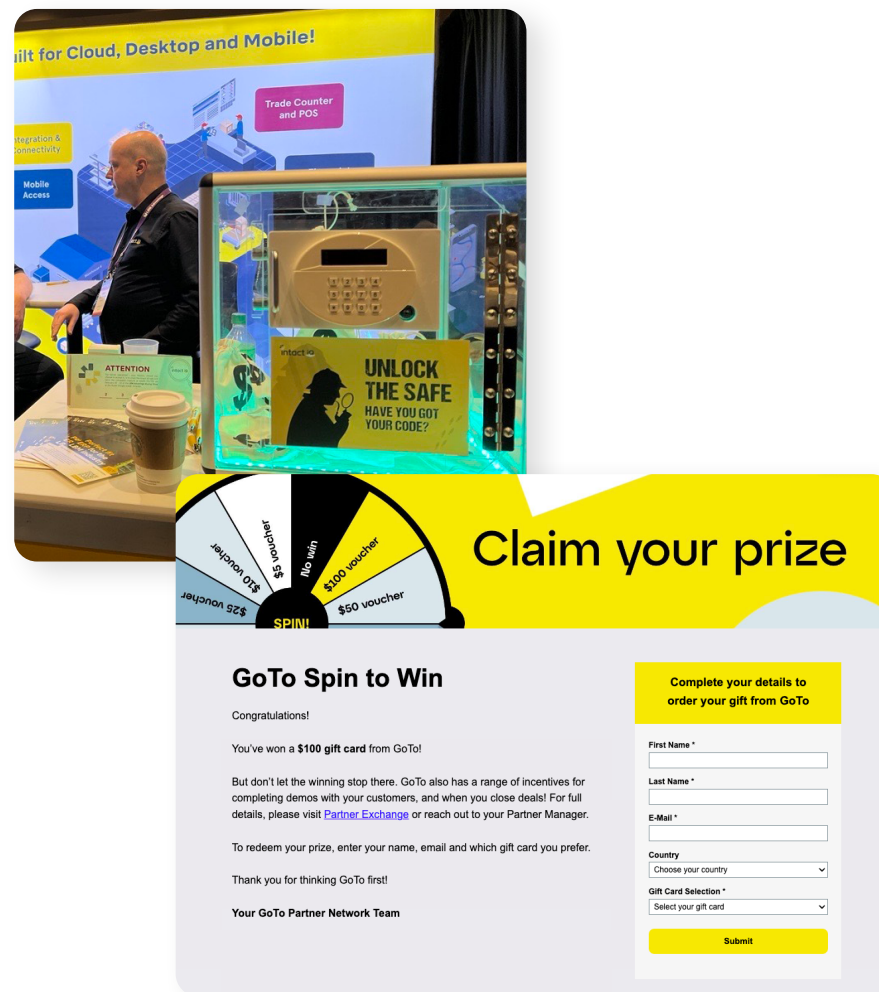
Play 4:

Gamify your webinar with real-time rewards

Keep your attendees engaged and excited during your webinar by quizzing them on key content and incorporating interactive online games and breakout rooms. **Take note from Intact Software as their team created buzz with their Vault Gifting Game, giving out 25 eGift QR codes on branded cards.** This gamified approach not only drew in key prospects but also made the event standout.

Boost participation further by offering enticing prizes like food and drink vouchers, relaxation bundles, or bottles of prosecco. These touches will keep the energy high and make your event truly memorable.

But don't stop there—make it interactive! With [Reachdesk](#), you can create custom gamified landing pages where recipients can spin a wheel to claim their prize. It's a fun, engaging way to capture attention and ensure your content sticks. A win-win for both you and your attendees!



Webinars

Post-event

Play 5:

Delight with a sweet follow up

There's no better way to stay top-of-mind than with a memorable follow-up gift. Imagine this: a box of delicious doughnuts arrives at your prime prospects' doors with a sweet note that says, "Thanks for joining our webinar—you're as sweet as these treats! Let's chat soon." It's a delightful gesture that ensures your brand is hard to forget.



Hi,

Thanks for joining our webinar—you're as sweet as these treats! Let's chat soon.

Cheers,

Reachdesk

Play 6:

Surprise and delight no-shows with a follow-up package

The live webinar might be done, but the engagement doesn't have to end there! For those who missed out, turn the recording into a chance for connection. Send them the on-demand session with a coffee eGift and a friendly note: "Catch up on our webinar while enjoying a coffee on us. We'd love to hear your thoughts!" It's a great way to keep the conversation going and keep your brand front and center.



✉ Subject:

From:

to:

Hey [recipient first name],

Catch up on our webinar while enjoying a coffee on us.
We'd love to hear your thoughts!



Webinars

Post-event

Play 7:

Reinforce your brand with thoughtful post-webinar gifts.

Instead of traditional items, send a meaningful thank you for their time—like a book relevant to their industry, a detailed report for them to review, or personalized desk accessories to keep your brand visible in their workspace. These tailored gifts show appreciation and ensure your company stays top-of-mind long after the webinar ends.



Virtual Experiences

Virtual events are a smart choice for marketers. **They're cost-effective, highly flexible, and offer the chance to engage a global audience.** And just because your event is digital doesn't mean it has to be dull. Get creative with interactive experiences like cooking classes, wine and cheese tastings, or live yoga sessions. These unique touches can help you captivate your international audience and make your brand stand out!



Virtual Experiences

Pre-event

Play 1:

Generate excitement with teaser gifts

Get your attendees buzzing with excitement by sending teaser gifts that tie directly into your virtual event.

Imagine you're hosting a virtual yoga class for your prospects, why not send out personalized yoga mats in advance? This way, attendees will be pumped and ready to stretch their excitement ensuring they join the session with enthusiasm!



Virtual Experiences

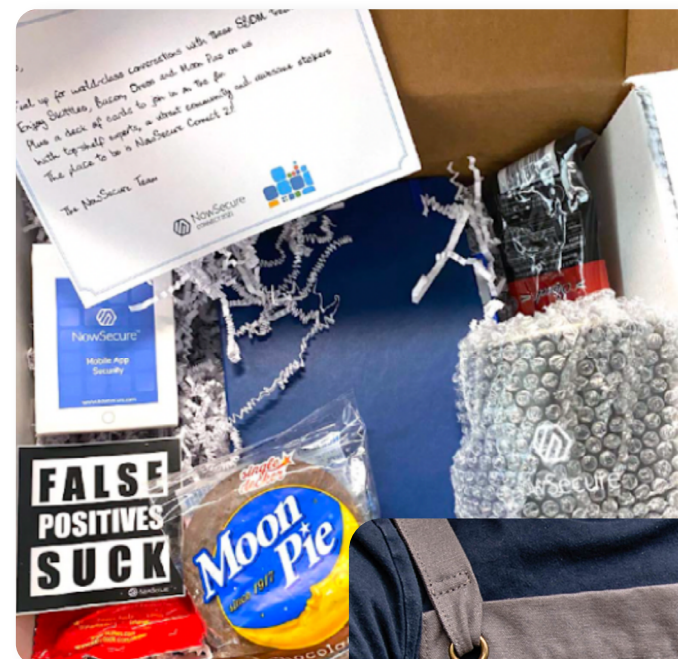
Pre-event

Play 2:

Wow your attendees with virtual event care packages

With digital fatigue making it tough to stay sharp, a little extra care can make all the difference. Before your virtual conference, send out care packages brimming with comfort—think coffee, snacks, and sweet treats.

Take it a step further by tying the package to the theme of your event. For example, [Reachdesk](#) once sent branded aprons to participants ahead of a virtual cooking class, adding an exciting personal touch that set the stage for the experience. Similarly, mobile app security experts, Nowsecure, wowed attendees by sending packages filled with candied bacon, Skittles, Moon Pies, and Oreos for their big virtual event. These thoughtful bundles not only kept energy levels high but also created a memorable connection with the event theme, driving engagement and excitement!



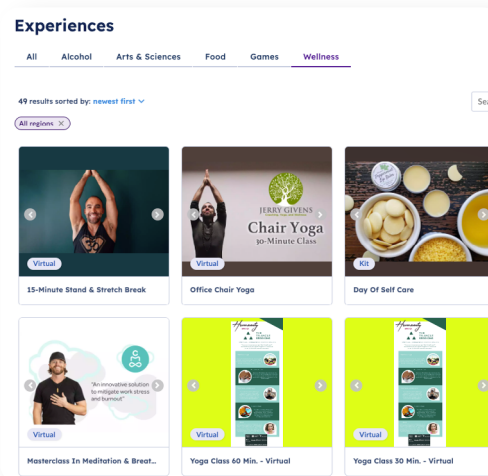
Virtual Experiences

During the event

Play 3:

Treat your guests with a coffee or lunch eVoucher

More than **67%** of virtual event attendees say that gaining valuable insights is their top priority. Keep them engaged and energized by sending an eVoucher for lunch during your virtual conference or expo. A little nourishment goes a long way in keeping them focused and ready to absorb all the great content you're providing!



Play 4:

Re-energize your attendees with interactive breaks

If your virtual conference spans several hours or even days, keeping attendees engaged can be a challenge. Combat digital fatigue by scheduling break sessions, like yoga or mindfulness classes, to help them recharge and stay sharp.

After these rejuvenating breaks, host a virtual happy hour where attendees can unwind, network, and socialize. Boost participation with food or drink vouchers they can use during the event. It's all about keeping the energy high and the connections strong!

Tip

With **Reachdesk**, you have access to over 100 curated experiences from top vendors. Whether you're looking for a relaxing yoga session, a sophisticated wine tasting, or an exciting murder mystery, we've got the perfect experience to elevate any

Virtual Experiences

Post-event

Play 5:

Incentivize feedback with charitable donations

Encouraging feedback with a little incentive is a winning strategy—everyone loves a gift card! But if vouchers aren't their style, give attendees the option to make a charitable donation through your company in exchange for their valuable insights. It's a win-win: they share their thoughts, and a good cause benefits too!



Play 6:

Thank attendees with personalized gifts

Send practical mementos like water bottles, coffee mugs or notepads with personalized touches to attendees. These gifts keep your brand top of mind and show appreciation for their participation.



In-Person Events

With [76%](#) of event attendees now preferring the flexibility to attend events both in-person and virtually, attracting them to live events is more challenging than ever.

While it's tempting to rely solely on virtual options like Zoom, in-person events—such as conferences, trade shows, and product training sessions—offer unique benefits. **They create meaningful connections, drive demand, and foster spontaneous conversations.**

Here's how to maximize your in-person events and enhance engagement and pipeline:



In-Person Events

Pre-event

Play 1:

Make your prospects feel special with formal, printed invitations

Nothing beats the charm of a handwritten letter delivered right to your desk. To truly wow your prospects, elevate your marketing event with a personal touch—send out physical direct mail featuring a letter in a stylish handwritten font. It's a classy way to make a memorable impression and stand out from the digital crowd.



Play 2:

Send useful, but creative pre-event bundles

Get creative with your event swag, especially since your attendees will be traveling to your venue. For example, send a personalized luggage tag ahead of the event. If they book time to meet for an in-person demo during the event, reward them with a travel bag—sent either before the event (if they book early) or afterward as a thank you. Tailor your gifts to the destination, whether it's a stylish umbrella for rainy London or flip-flops for sunny Hawaii, to make their journey even more memorable!



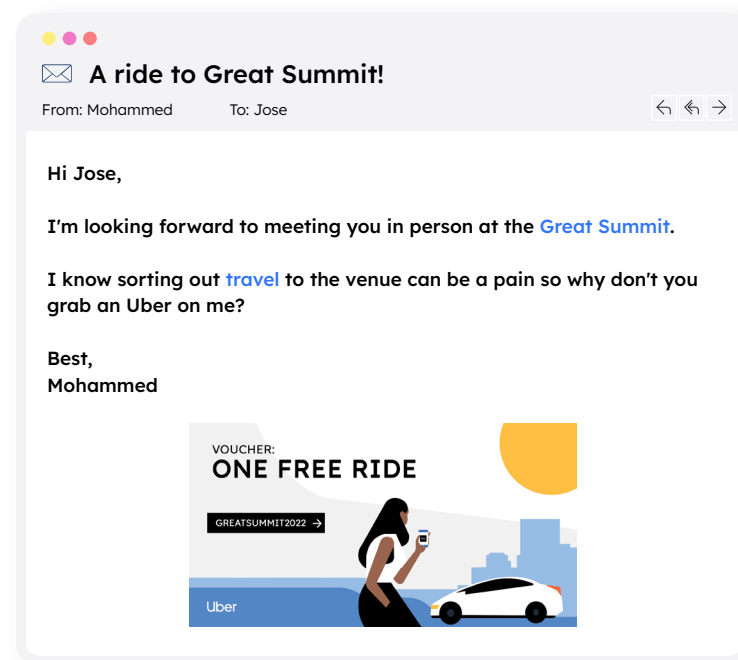
In-Person Events

Pre-event

Play 3:

Let attendees travel and dine in style with vouchers

Make your event experience seamless and enjoyable by including travel and food vouchers in your package. Provide Uber credits to simplify transportation and offer vouchers for local restaurants to enhance networking and dining. These thoughtful touches will make attendees' lives easier and help them make the most of their time at your event.



Tip

If you know which hotel your attendees are staying at, arrange for hotel gift drops. Coordinate with the hotel to have personalized gifts waiting in their rooms upon arrival, making them feel welcomed and setting a positive tone for the event.

In-Person Events

During the event

Play 4:

Stage excitement with giveaways and competitions

Add an element of thrill to your in-person events by turning them into prize-packed adventures. Encourage attendees to participate in prize draws at your conference or trade show, and watch the excitement unfold. Imagine the buzz you'll create with giveaways like the latest tech gadgets—Google Nest devices, Apple Airtags or personalized and themed LEGO sets. These high-value prizes not only attract attention but also keep your booth lively and memorable.



Play 5:

Give attendees a taste of luxury

Make your VIP dinner truly unforgettable by placing luxury gift packs at each table. Think premium spirits, gourmet treats, and high-quality goodies that make your guests feel extra special.

Just like Naastar Channel wowed their attendees with impressive gift sets, you can create a memorable experience that leaves a lasting impression.



In-Person Events

Post-event

Play 6:

Give goody bags as mementos

Turn your in-person event into a memorable experience by sending attendees home with something special. For example, after holding a customer training session, surprise them with personalized bottles of bubbly or gin. It's a delightful way to celebrate their achievement and ensure your event stays top of mind.



In-Person Events

Post-event

Play 7:

Send edible thank you cards

Surprise your VIP prospects with a sweet post-event follow-up! Send them cupcakes or cookies, and include a friendly invitation to chat about your product or service. It's a delightful way to keep the conversation going and leave a lasting impression.



Case study: Zappi's sustainable approach

zappi utilized Reachdesk to ship event swag directly to venues, reducing their carbon footprint through local sourcing and efficient shipping practices.

“There’s the two ends of sustainability; where we’re actually sourcing from and the shipping. Having a gifting partner that has warehouses everywhere we’re shipping to and can source locally into those warehouses cuts down our carbon footprint. That was a big selling point for us.”

Ariel Madway, Senior Manager, Community Engagement, **zappi**

Hybrid Events

Hybrid events blend the excitement of live gatherings with the flexibility of virtual participation. **They create a dynamic atmosphere at a physical venue while also streaming to those who can't attend in person.**

However, balancing the needs of both virtual and in-person attendees can be tricky. Recent data reveals that more than [71%](#) of event organizers agree that bridging the gap between in-person and virtual audiences is the most significant challenge at hybrid events, with 39% of virtual attendees feeling disconnected from the experience. To bridge this gap, thoughtful planning and smart use of digital and physical tools are key.

Here's how to make sure both your in-person and virtual attendees feel included and engaged, with the help of direct mail and creative gifting:



Hybrid Events

Pre-event

Play 1:

Reduce drop-outs with fun incentives

Boost attendance and engagement by adding a touch of excitement to your event. Send out personalized goodies, like a box of custom chocolates, to both virtual and in-person attendees before the event. Include a code inside each box that they can use to check in when the event starts. Activating the code enters them into a prize draw for a chance to win exclusive prizes, like a virtual cooking class or a luxury food hamper.



Play 2:

Send pre-event bundles to virtual and in-person attendees

To build excitement for your hybrid event, send tailored goodies to both virtual and in-person attendees. For virtual guests, consider tech bundles like high-quality headphones or a sleek wireless speaker to enhance their experience. For those attending in person, a well-curated goodie box with essentials such as coffee vouchers, a reusable branded mug, and a mobile phone charger will keep them energized and connected.



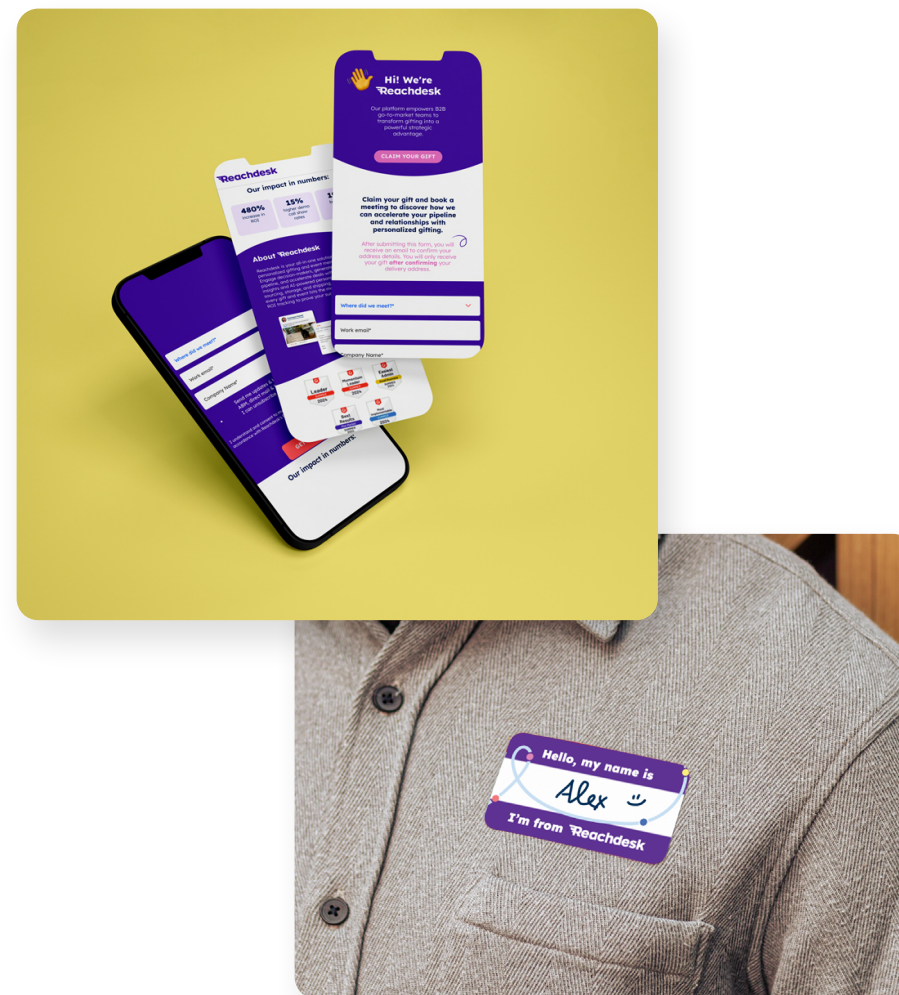
Hybrid Events

During the event

Play 3:

Give the gift of networking

Deliver a standout experience for both virtual and in-person attendees by developing an interactive mobile app for your event. This app can facilitate networking and engagement by letting attendees connect with each other, regardless of their location. Leverage the data you've gathered to tailor the app experience—match attendees with similar interests and enable conversations through an integrated chat or call feature.



Hybrid Events

Post event

Play 4:

Send a thank you bundle to all attendees

Show your appreciation to both virtual and in-person attendees with a thoughtful, partnership-themed gift bundle. Opt for budget-friendly items like branded socks with messaging such as “We can’t wait to STEP into our partnership” or “We make a great PAIR.” You could also include small tech gadgets for a touch of innovation. Finish with a personalized thank you card, highlighting how virtual attendees helped reduce the event’s carbon footprint by participating online.



Advanced Gifting Tactics for Different Event Stages

To elevate your event experience and leave a lasting impression, incorporating advanced gifting tactics at every stage of the event can help. Here's how you can use thoughtful, data-driven gifts to engage attendees from pre-event excitement to post-event appreciation:

Pre-event: Tailored gifts

Use data-driven insights to customize gifts based on individual preferences. For example, send personalized coffee sets to coffee enthusiasts or tailored wellness kits for health-conscious attendees.



Tip

Use [Reachdesk](#) AI to help you create personalized messaging based on your campaign's goals and recipient's details.

During event: Geo-targeted gifts

Employ geo-targeting to deliver real-time gifts based on attendees' locations. This could include local delicacies or gift cards for nearby restaurants, enhancing the event experience.



Tip

With [Reachdesk's](#) HubSpot/Marketo integration, you can set up location-based triggers for your gifting event campaigns to coordinate with local vendors and deliver gifts promptly based on attendees' real-time locations.

Post-event: Tiered gifting strategy

Implement a tiered gifting strategy, providing premium gifts to high-value prospects while sending token gifts to all attendees. This approach maintains brand presence and appreciation.



Tip

Use automated workflows to categorize attendees based on their engagement and interactions during the event, then tailor your follow-up gifts accordingly.

4 steps for implementing direct mail in event marketing

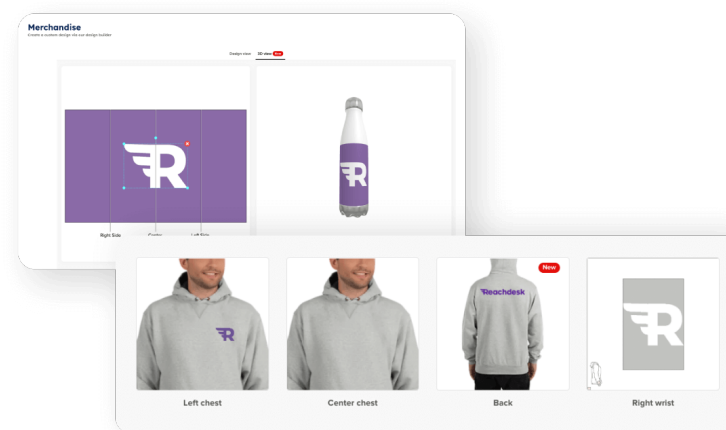
Successfully incorporating direct mail into your event marketing strategy can significantly enhance engagement and drive results. Here's how to do it effectively:

1 Set specific goals and personalize your approach:

Define clear, measurable objectives for your event, such as generating a set number of meetings or social media mentions. Tailor your direct mail and gifts to individual preferences and event themes to maximize impact. With a platform like [Reachdesk](#), you can easily personalize gifts at scale, ensuring each recipient feels uniquely valued. Whether you're crafting custom swag through [Reachdesk](#)'s swag store portal or selecting curated gift boxes from a global network of vetted vendors, your gifts will resonate perfectly with your audience.

2 Integrate with digital campaigns and automate:

To create a cohesive experience, integrate your direct mail with digital campaigns using tools like Salesforce and Marketo, which sync seamlessly with [Reachdesk](#). Automate where possible to save time—whether it's coordinating communication touchpoints through Hubspot, hosting events on Drift, or using [Reachdesk](#) to send gifts directly to venues or desks. This integration ensures that physical and digital touchpoints work together, amplifying your message and boosting engagement.

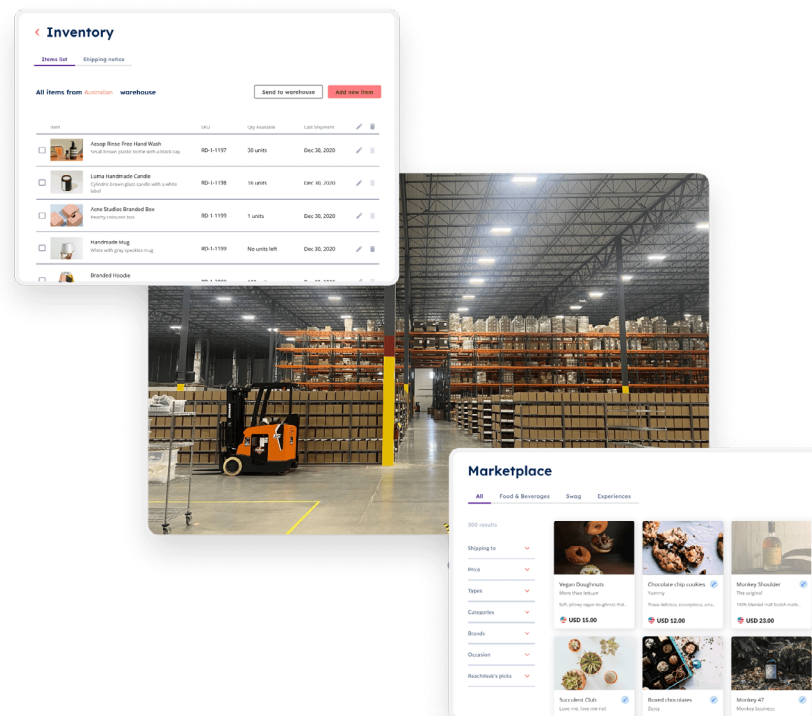


3 Source gifts in advance and track performance:

Plan ahead to ensure timely delivery of gifts, especially for international events. Using [Reachdesk](#)'s global gifting solution, you can efficiently send branded merchandise in bulk to international venues, while leveraging our extensive warehouse network to seamlessly store, ship, and return swag and gifts, saving both time and resources. Once your gifts are sent, track their impact with [Reachdesk](#) Insights. This tool provides detailed gifting intelligence, allowing you to monitor campaign performance, make data-driven decisions, and confidently demonstrate the ROI of your direct mail efforts.

4 Leverage technology and encourage social engagement:

Use tools like [Reachdesk](#) to streamline your direct mail campaigns, from managing swag to delivering personalized gifts worldwide. Encourage attendees to join the online conversation by sharing their event experiences on social media. Offer incentives, like prizes for the most engaging posts, and use a branded hashtag to maximize visibility. This not only boosts brand awareness but also extends the life of your event online.



Key metrics to measure the success of your event gifting strategy

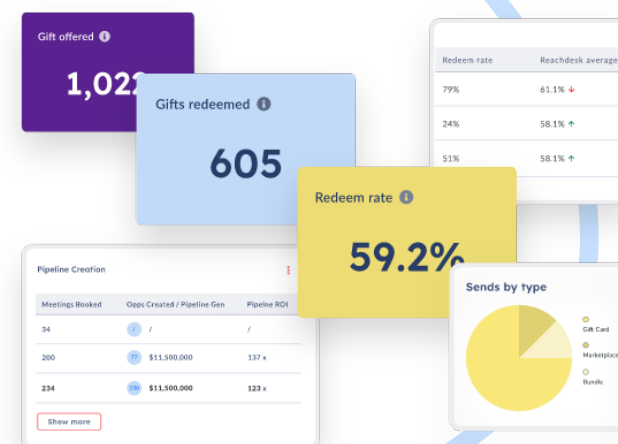
Understanding the impact of your event gifting strategy is crucial to refining your approach and ensuring you're getting the most out of your investment. By focusing on key metrics, you can gain valuable insights into what's working and where there's room for improvement.

1 Engagement rates:

Monitor how attendees interact with your gifts during and after the event. This could include social media mentions, email responses, or direct feedback. High engagement rates indicate that your gifts resonate with the audience and create a memorable experience.

2 Attendance and Participation:

Analyze attendance rates and participation in event activities, such as breakout sessions or Q&As, to evaluate the effectiveness of pre-event gifts and incentives. A well-timed gift can significantly boost attendance and encourage active participation.



3 Feedback and Surveys:

Use surveys to gather direct feedback from attendees about their experience, including their thoughts on the gifts they received. Understanding how your audience perceives the gifts can help you tailor future strategies to better meet their expectations and preferences.

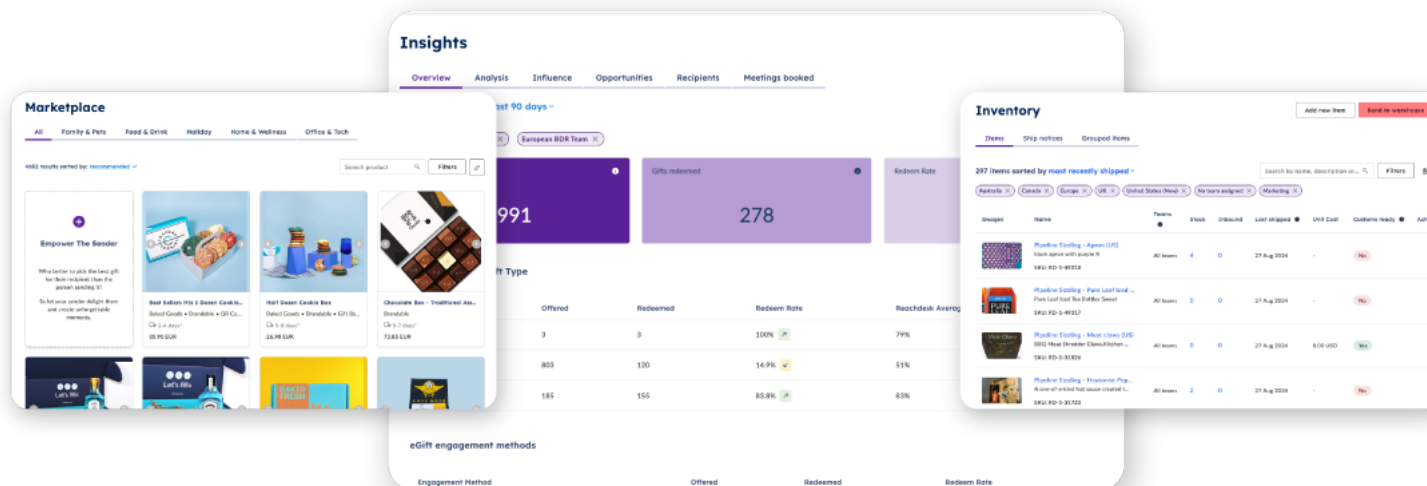
4 ROI and Conversion Rates:

Assess the return on investment by tracking conversion rates from leads to customers. By analyzing how your gifting strategy contributes to lead generation and sales, you can better justify your budget and make informed decisions for future events.



Tip

With [Reachdesk](#) you can seamlessly integrate these metrics into your overall event strategy. For instance, [Reachdesk Insights](#) provides detailed analytics to help you understand the full impact of your gifting efforts, from engagement to ROI, ensuring you maximize the effectiveness of every gift you send.



It's time to invest in gifting & direct mail in your event strategy

Creating standout experiences from start to finish is more crucial than ever in event marketing. Whether in-person, virtual, or hybrid, the key to success lies in crafting memorable moments that resonate with your audience.

Incorporating both physical and virtual gifting and direct mail into your strategy can elevate your events, reducing friction for virtual attendees, sparking demand among prospects and customers, and making the overall experience more exciting. **No matter the type of event, gifting can amplify its impact and leave a lasting impression.**



We'd love to hear from you

For personalized assistance and to see how [Reachdesk](#)'s direct mail and gifting solutions can help you craft unforgettable experiences, boost engagement and deliver moments that matter, reach out to us at hello@reachdesk.com or check out our [Event Merch, Swag Storage and Shipping solutions here.](#)

Looking for more inspiration? Dive into our additional resources below to explore other innovative ideas and strategies for making your events and marketing campaigns stand out.

Additional Resources

[Marketing Blogs](#)

[25 Event Swag Ideas](#)

[How to Revive and Elevate Your Event Marketing in 2024](#)

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