



The gifting campaign ideas guide

Get inspired to craft campaigns that drive results

Deliver moments that matter



reachdesk.com

Gifting can do a lot for your business.

Whether you want to create demand for your brand, build pipeline, accelerate deals, or keep your employees happy, there's a direct mail campaign idea for you.

Our aim with this guide is to inspire you to embrace gifting and direct mail. Inside, you can find plenty of campaign ideas for Sales, Marketing, BDRs and HR professionals to get you started. Keep reading to learn the elements you need to create a killer gifting campaign, as well as how to surprise and delight your intended audience all day long!



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Gifting campaigns for Demand Generation

Goal 1: Generate pipeline

It's no secret that direct mail can help businesses generate pipeline - [LeagueApps doubled their pipeline](#) with the help of gifting using Reachdesk.

Campaign idea

- ★ To open doors with prospects, think creatively about how you can grab their attention while working from home. Sending a bundle or an office kit straight to a prospect's desk is a great way to engage them, so why not give it a go by sending them something fun, like a finger yoga bundle to play with at their desk.

Message ideas

- ★ "Nama-stay ahead of the competition."
- ★ "Speaking with you would be OM-mazing"
- ★ "I'd love to chat with you, can you stretch to a 10-minute meeting?"

Gift idea - Finger Yoga bundle



Goal 2: Drive event attendance

Sending event attendees a gift before an event works wonders for attendance rates. [Sailthru saw a 76% increase in attendance](#) at their webinar by sending eGift cards to attendees before the event.

Campaign idea

- ★ Increase event attendance by adding a physical element to your outreach. To increase sign-ups, tie your physical gift to your call to action. Also, make it easy for recipients to register with a QR code. Offering a gift like a [Yeti mug](#) emblazoned with your company's branding is a winner.

Message ideas

- ★ "Have you registered for our event yeti?"
- ★ "You'd be a mug not to register for our latest event."

Gift idea - Personalized Yeti mug



Pro Tip - Looking to give your events a boost with gifting? [The field marketing gifting playbook](#) tells you everything you need to know

Goal 3: Generate brand awareness

Measuring brand awareness can be tricky for marketers. But, with direct mail, paying attention to redemption rates can be a good indicator of the overall success of a brand awareness campaign. By building data-driven gifting campaigns using Reachdesk, [Divvy managed to markedly increase their overall brand awareness.](#)

Campaign idea

- ★ [Building brand awareness is a top priority for marketers in 2022](#), and incorporating gifting into your overall demand generation strategy could help. If there are potential customers that you want to get in front of, you could try sending out personalized cupcakes with their faces printed onto the icing. It's cheeky, sweet, and guaranteed to raise a smile!

Message ideas

- ★ "I sent you these cupcakes because you need to know about our tool. I'd love to chat more - things can only get better between us!"
- ★ "We don't want to sugarcoat this: We'd love to help you achieve your goals this quarter.."
- ★ "We can help you beat the competition!"

Gift idea - Personalized photo cupcakes



Gifting campaign ideas for BDRs

Goal 1: Increase response rates

There's nothing worse than being ghosted by a prospect who seemed like the perfect fit. However, direct mail can help you make an impression with prospects and lift response rates - just ask [test IO, who received a 600% uplift in response rates](#) by creating a streamlined direct mail strategy.

Campaign idea

- ★ Listen out for sales triggers and make sure to tailor your gift send to a prospect's specific circumstances. For instance, if they start a new role, you could send over a congratulatory bottle of champagne and a personalized note asking them for a meeting. You'll be at the top of their mind and the bottom of their glass!

Message ideas

- ★ "Congratulations on the promotion! We'd love you to pop in for a meeting!"
- ★ "Congratulations on your promotion, we're fizzing for you!"
- ★ "I'm just popping into your DMs to say congrats on the promotion!"

Gift idea - Personalized champagne



Goal 2: Discourage meeting no-shows

Managing to convince a prospect to book a virtual meeting with you is no small feat, which makes it all the more disappointing if they don't show up. No-shows cost time and money, but gifting can help.

Campaign idea

- ★ Give attendees an incentive to join your meeting by adding a Deliveroo or Starbucks voucher to your meeting reminder email. This way, you can treat them to some food or drink during your meeting, and they'll have something to look forward to (as well as your sales pitch). Plus, our research shows that sending a coffee voucher before every demo can increase attendance by 18%!

Message ideas

- ★ "Just a quick reminder that our meeting is scheduled for noon today. You'll probably be feeling peckish, so please grab some lunch on me during our session."
- ★ "Really looking forward to our morning meeting tomorrow! To make sure you're not half asleep, here's a coffee voucher on me — enjoy!"

Gift idea - Coffee or lunch on me eGift



Hi andrew,

Look forward to speaking later! Here's a coffee to enjoy during the call, or perhaps save this e-gift for a later time.

Talk soon!
Connie

[Click here to claim](#)

This offer expires on July 15, 2022.

Goal 3: Generate pipeline

To generate pipeline, sales teams have to research potential prospects thoroughly. This means paying attention to what's happening in their lives at that very moment. Because honoring special and personal moments and milestones that arise may just give you the edge when prospecting.

Campaign idea

- ★ If a prospect has recently announced the arrival of their new baby, make sure to send over a congratulatory bundle to help them welcome their new addition. Not only is this a lovely gesture, but a baby blanket with your branding on it might just encourage them to pick up the phone when they're ready.

Message ideas

- ★ "Huge congratulations on your bundle of joy! Working with you would be a joy for us!"
- ★ "We promise we're not trying to stork you! Congratulations on your new arrival."

Gift idea - Baby bundle



Goal 4: Overcome digital fatigue

When digital fatigue takes over, prospects switch off. Phone calls and emails can only go so far, which is why adding a physical element to your outreach efforts is a key way to break through the noise and connect with prospects on a deeper level.

Campaign idea

- ★ Show prospects that you empathize with the effects of digital fatigue by sending them a bundle to help them relax and unwind. It could include candles, an eye mask, soothing bath oils, and chocolate.

Message ideas

- ★ “You deserve to switch off and unwind, so enjoy this relaxation bundle on us — we’ll be here to chat when you get back!”
- ★ “Pampering is the new prospecting — enjoy!”

Gift idea - Relaxation set



Gifting campaign ideas for Sales

Goal 1: Power your ABM strategy

ABM is all about hyper-personalized gifting, which can help sales teams stand out amongst the competition.

Campaign idea

- ★ If your prospect is a key decision-maker who isn't responding, get literal and send them a pair of branded scissors and a Google Home smart speaker to show them how your product can help them "cut through the noise". To go the extra mile, you could even personalize the speaker with their company logo.

Message ideas

- ★ "Hey [name] our tool really can help you cut through the noise (wink, wink!) — let's chat."
- ★ "We understand that it's noisy out there. We want to help you cut through the racket and make a difference."

Gift idea - Branded smart speaker



Pro Tip - Position your outreach as a cut above the competition by making the move from ABM to ABX with the help of our [ABX gifting playbook](#)

Goal 2: Generate responses from key decision-makers

Deals can't happen without the buy-in of key decision-makers, but no one likes to be hounded by overly eager sales reps. Gifting can bridge this gap by surprising and delighting those all-important key players.

Campaign idea

- ★ Run a VIP virtual experience for decision-makers and show them what your business is all about. Remote gin tastings, pizza-making classes, and online caricature workshops all provide delightful ways to impress.

Message ideas

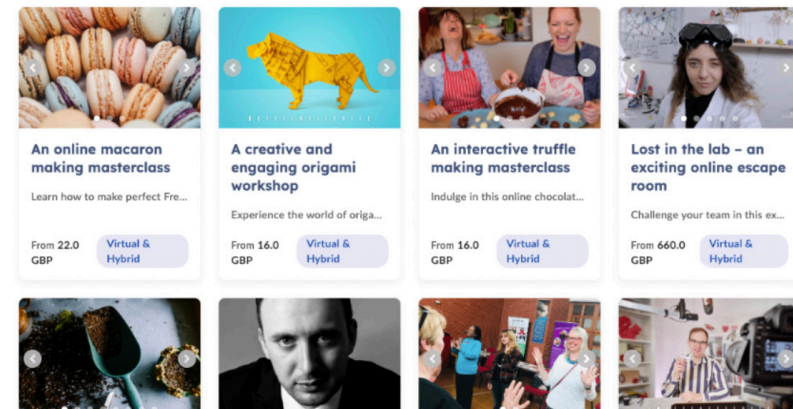
- ★ “Want a pizza the action? Join me for a virtual pizza-making class and I’ll show you exactly what [insert tool name] is all about.”
- ★ “Let the fun beGIN!”
- ★ “Don’t be sketchy, join the caricature class with me.”

Gift idea - Virtual VIP experience

Experiences

48 results
Sorted By: Newest

Search experiences



Goal 3: Make digital communications stand out

It's important to remember that gifting isn't just about buying prospects presents, it's about making moments that matter and showing that your business cares about people and the planet. That's how you'll stand out against the competition.

Campaign idea

- ★ Rather than sending a physical gift, you could give the gift of creating a better world by donating to a charity on behalf of your prospect. Start by finding a cause they care about - Rewards Earth or Global giving are two great options, and offer to donate alongside your prospecting email.

Message ideas

- ★ "I find the work you do humbling. Here's \$50 to donate to your chosen charity."
- ★ "Could it be time for you to branch out with our tool? Plant a tree on us."
- ★ "We want to help you create a better world."

Gift idea - Charity donation



GlobalGiving



Goal 4: Reach multiple decision-makers by multithreading

Reaching more than one decision-maker in your target accounts is key - that's where the fun of gifting comes in.

Campaign idea

- ★ Send a lockbox containing chocolate jewels to one of the decision-makers then follow up with a gift to another person in the company containing the passcode to the lockbox. After both gifts arrive, tell the two decision-makers to meet and unlock the hidden chocolate 'treasure'.

Message ideas

- ★ "Hey [decision-maker's name]! Your team is full of gems, so work together to unlock the treasure."
- ★ "There's a treat in store if you can unlock this chest, so work together and enjoy the rest!"

Gift idea - Chocolate jewels



Gifting campaign ideas for Customer Success

Goal 1: Establish strong customer relationships from the start

Having internal champions is key to maintaining healthy relationships with your clients. To establish strong personal connections with your champions and set your partnership up for success in the long run, gifting in the beginning stages of the relationship should be your go-to.

Campaign idea

- ★ Onboarding is a crucial time in the client-customer relationship because it's your chance to show your commitment to your customers' long-term success. From a gifting perspective, nothing shows you're planning to stick together like a case of luxury honey.

Message ideas

- ★ "We just know our partnership is going to stick! Welcome onboard [name]"
- ★ "Hey [name], we're buzzing to help you build on your success. Welcome to the hive!"

Gift idea - Luxury honey



Goal 2: Soothe customer dissatisfaction

Sometimes no matter how hard you work to keep a customer happy, things still don't go smoothly. Show them you're being proactive with their problem with gifting.

Campaign idea

- ★ It's best to nip customer dissatisfaction in the bud straight away by setting up a meeting to address their concerns. After the discussion, send an eGift card to say thanks for everything they raised.

Message ideas

- ★ "Thanks for chatting with me today [name], I can't wait to work with you to solve the issues raised in our catch-up. In the meantime, please treat yourself to something on me."

Gift idea - Gift Card



Goal 3: Encourage quick adoption

The best way to convince customers that your solution is amazing is to get them excited to use it from day one. To do this, win them over with incentives for adopting your product or service. [This tactic worked for Divvy](#), who managed to over-deliver on their goal to move users to a new version of their product by incentivizing customers with gifts.

Campaign idea

- ★ Applaud and reward early adopters with fun foodie gifts like hot sauce that keep the relationship simmering along nicely. .

Message ideas

- ★ “Well done for completing your onboarding training so quickly — you’re on fire! Here’s a little gift on us.”
- ★ “Hey [name], thanks for being so enthusiastic when attending your onboarding session. Here’s a gift for you, coming in hot!”

Gift idea - Hot sauce



Gifting campaign ideas for HR

Goal 1: Attract top talent

To attract the best talent, you have to be the best in the business. Start by optimizing the hiring process by giving your candidates the gift of appreciation.

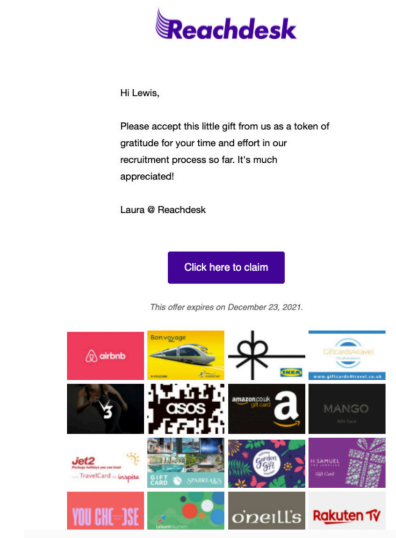
Campaign idea

- ★ During the interview process, give your candidates an eGift card to show that your team appreciates their time and effort.

Message ideas

- ★ “Here’s a gift from us to say thanks for your time — I’m so excited to be interviewing you for this role!”
- ★ “Thanks for all of the hard work you’ve put in - please accept this token from me.”

Gift idea - eGift cards



Goal 2: Retain talent

Satisfied and well-appreciated employees are the glue that keeps a business thriving, and HR teams have a real opportunity to show employees that they're valued using gifting.

Campaign idea

- ★ Gifts aren't just for birthdays. Show each employee they're a valued part of the team by honoring their work anniversary with a personalized bottle of whatever they like. It's simple but affirming!

Message ideas

- ★ "Happy 1 year! Our team wouldn't be the same without you. Here's something to help you celebrate."
- ★ "Today we're raising a glass to you."

Gift idea - Personalized alcohol



Goal 3: Create a strong culture

HR has a pivotal role in creating a culture that a company can be proud of. A key piece of this puzzle involves fostering a feeling of appreciation and unity across teams, just like [Zappi did using direct mail](#).

Campaign idea

- ★ Use prominent cultural events to demonstrate your company's support and values and celebrate this through gifting to employees. For example, during Pride, don't stop at just changing your company's logo, show real appreciation for LGBTQ+ employees with celebratory swag.

Message ideas

- ★ "Here at [insert company name] we value and respect each and every one of you — Happy Pride!"
- ★ "Love and respect are the key pillars of our business and we're so happy you're here. Happy Pride!"

Gift idea - Pride bundle



Pro Tip - For more advice on how to implement gifting into each stage of the employee lifecycle, read our [employee gifting playbook](#)

How to create a killer gifting campaign



Do your research

While receiving a surprise gift can feel exciting to a prospect, customer, or employee, it has to resonate with them to create a moment that truly matters. Make sure you do your research before reaching out to avoid any faux pas - because a BDR sending a candied bacon kit to a prospect who's vegetarian isn't going to make them want to call you back.



Remember that less is more

Gifting has to abide by [anti-bribery laws and policies](#). So, if physical gifts are off the table, why not try a charitable donation? At Reachdesk we've partnered with [Global Giving](#) and [Rewards Earth](#) to allow this to be done seamlessly

Other sending options could include helpful content like blogs, eBooks, and guides, or a carefully crafted handwritten note.

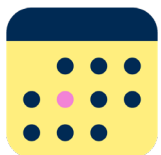
★ **Pro tip** - Find out more about how direct mail doesn't have to cost the earth in our [real cost of corporate gifting guide](#)



Always personalize

[66% of vendors](#) expect a personalized experience. Why? Because personalization adds panache, grabs attention, and shows that the outreach has been well thought out. So, if your employee loves pizza, offer them a [virtual pizza-making experience](#) they won't forget.

How to create a killer gifting campaign continued



Base your campaign on fun calendar events or national holidays

Sending prospects, customers, or employees something special for Christmas is nice, but try to focus on the more offbeat or unexpected holidays in the calendar - did anyone say National Root Beer Float Day!?



Use an automated platform to make sending quicker and easier

Cut out the manual work involved in sending gifts with the help of a direct mail tool like Reachdesk. With features like [address confirmation](#) and a whole [marketplace](#) of items to choose from, you'll save time and easily whip your gifting strategy into shape.



Celebrate milestones as sales triggers

Celebrate birthdays, births, and promotions with your prospects, customers, and employees. Showing them that you care about the important moments in their lives makes the relationship all the more strong and special.

Our top customer campaigns

Want to know what's possible using Reachdesk? Here are some real campaign examples from our customers:



COMMSCOPE®

Campaign - Commscope sent a thank-you bundle to the attendees of their Commscope Wireless Leadership Forum. Attendees were sent a smart water bottle, branded wireless charger, and a custom thank you card.

End Result - Commscope spent £12,700 on 120 bespoke branded bundles, which were sent across Europe.

Our top customer campaigns



Campaign - Divvy sent a Winter Olympics-themed thank-you bundle to customers. Their aim was to engage their current customers with treats including a USA hat, socks, hot chocolate stick and branded mug.

End Result - Divvy successfully grabbed the attention of their customers in a bespoke campaign which cost \$4,789 for 80 units.

Our top customer campaigns



Campaign - Intsights sent one-to-one gift bundles to IT security prospects with the aim of educating them about what Intsights can do. The bundle included a branded coffee tumbler, premium chocolate, and an informative one-pager about Intsights capabilities.

End Result - Intsights spent £10k on 300 bespoke items that were sent throughout the UK campaign which cost \$4,789 for 80 units.

Our top customer campaigns



NASSTAR

Campaign - Nasstar wanted to celebrate the launch of their new Nasstar Channel brand, so with the help of Reachdesk, organized luxury branded gift bundles to be placed on tables at an event they sponsored. The gift packs included a branded hip flask and mini bottles of alcohol.

End Result - Nasstar spent £6,500 on 250 bespoke bundles, which raised brand awareness at the event.

Our top customer campaigns



SAP Concur

Campaign - Sap Concur Canada needed a unique way to target newly-signed customers and promote their other offerings for potential cross-sell opportunities. Together with Reachdesk, they created two unique gift bundles that embodied their “Add On” theme. The first bundle was a balsamic vinegar and oil set, which represented “the perfect add-on”. The second bundle was a coffee kit complete with coffee packets and a mug that represented “the perfect pair”.

End Result - Sap Concur spent \$12,700 on 200 bundles that were sent to customers across Canada.

Wrapping up

There are so many ways to grab the attention of your prospects, customers, and employees using direct mail and gifting. But the secret to a great gifting campaign is attention to detail, personalization, and research. With all of these elements in place, businesses really can do great things with gifting!

If you want to find out more about how to make the most of direct mail for your brand or business, visit our [resources page](#) for gifting blogs, webinars, and eBooks.

For any questions, get in touch with us at hello@reachdesk.com.

 Reachdesk

We'd love to hear from you

Request a [demo](#) to find out how Reachdesk can help you deliver moments that matter at scale.

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