

Sendoso

Your Go-To Guide for Corporate Gifting





Fellow Raven Stovetop Tea Kettle. Available at the Sendoso Marketplace.

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INTRODUCTION

Breaking through the noise

In an increasingly digital world, it's getting harder to break through the noise and make real connections with corporate customers to drive engagement, encourage renewals and retention, and turn leads into sales.

Between email, SMS messages, social media, blogs, podcasts, and other content aimed at capturing their attention, professionals are simply tired of all the digital noise.

A [recent survey](#) found that on average, professionals receive 180 emails per day and 40% of them go unopened. Is your well-crafted introduction email, invitation to your special event, or customer check-in message part of that 40%?

To be seen and heard requires something different in your sales and marketing strategies. Marketing teams need to **channel the art of building human connections.**

A large, 3D teal graphic of the text '40%' is centered on the right side of the page. The numbers and the percentage symbol are rendered in a bold, sans-serif font with a slight shadow, giving them a three-dimensional appearance. The background is a light blue gradient.

The image features the text '30x' in a large, bold, purple, 3D font. The characters are thick and have a slight shadow underneath, giving them a three-dimensional appearance. The background is a light, neutral color.

Direct mail renaissance

A [Total Economic Impact](#) study commissioned by Sendoso and conducted by Forrester Consulting found that direct mail is experiencing a renaissance. Direct mail is something people can feel and touch. It offers a tangible connection that's missing in our digital world.

In fact, 41% of people in the US [look forward to checking their mail](#) each day.

Integrating direct mail strategies that include corporate gifting into your marketing mix and account-based marketing (ABM) initiatives will help forge memorable customer experiences that deliver quantifiable results.

- Sending corporate gifts improves [relationships](#) with employees and customers.
- Prospects are [30 times more likely](#) to respond if they receive a corporate gift rather than an email.
- Companies that incorporate the Sendoso Direct Marketing Platform as part of a corporate gifting strategy report a 5x increase in close rates.

It's time your company **tapped into the power of corporate gifting.**

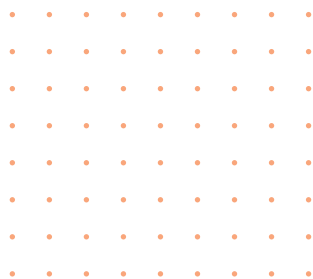
WHAT IS CORPORATE GIFT GIVING AND WHY IS IT IMPORTANT?

Corporate gifting is the practice of creating a touchpoint with customers, prospects, or employees through the use of a gift. That gift can be a physical item such as a branded travel mug, an edible treat, or a piece of personalized clothing or a nonphysical gift such as an eGift card or an experience like airfare or concert tickets.

Relationships matter, but it's hard to build authentic relationships in a digital world. That's where corporate gifting comes in.

Receiving a gift is a powerful experience. It creates a sense of connection to the giver and can create positive associations with a person or a brand. Companies and marketers have long relied on the power of gifting to secure better relationships with potential and existing customers and to show appreciation for their business.

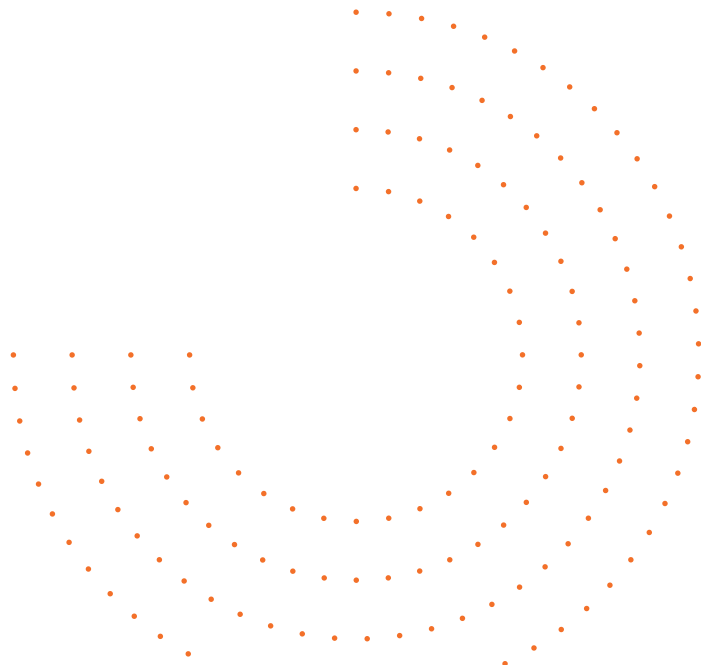
When used as part of your overall marketing strategy or employee retention efforts, gifting can be highly effective in terms of return on investment (ROI and satisfaction).



The psychology of corporate gifts to establish connections

The effectiveness of gift giving has a strong correlation to its psychological impact on the recipient. If you've ever gotten an unexpected surprise or treat—either in person or by direct mail—you've experienced this phenomenon in action. This reaction is partly because physical contact with a gift results in the “endowment effect”—a sense of ownership over an item that translates into the recipient valuing it more highly.

Gifting also triggers what's known as the law of reciprocity, which is the feeling you get when you receive something from others. When that happens, we feel compelled to return the favor. Whether the gift is a kind gesture or a nice bottle of Scotch, human nature drives us to give back to the gift-giver.



The Impact of Corporate Gifting



Prospects—Gifting can motivate prospects to become customers. A reported **80% of consumers** say they're more likely to do business with a company if it offers personalized experiences. Sending the right gift at the right time can motivate prospects to complete a purchase, sign up for a service, or make a discovery call.



Customers—Sending corporate gifts to existing customers lets them know you value their business. Gifting has the power to make your company stand out and can turn customers into brand ambassadors.



Employees—Customers and prospects aren't alone in showing brand loyalty when receiving a corporate gift. Sending gifts to employees makes them feel valued and fosters a sense of belonging and connection to the team and to your company.

THE ART OF CORPORATE GIFTING

There's a definite art to gift giving, even in the corporate world. There are also gift-giving etiquette best practices to follow, including the appropriate monetary amount of the gift based on the depth of your business relationship, the type of gift you choose—Is it business-appropriate? Does it meet gifting compliance rules?—and the timing of the gift. You don't want to scare away prospects by sending a highly personal and expensive gift at the first touchpoint, although that kind of gift would be appropriate to send for a milestone anniversary with an existing customer.

Corporate gifting shouldn't cause anxiety. Follow these tips to master the art of corporate gifting.

Give useful gifts

There's a disconnect in gifting, with the gift-giver focusing on the moment of exchange, the "wow" moment, while the recipient looks for gifts that provide value because they're useful. It's important to send gifts your customers will actually use. When you personalize a useful gift and add your branding, you'll be top of mind each time the customer uses your thoughtful gift.

Useful gifts include branded apparel, drinkware, tech gadgets, travel bags, and specialty foods.



Ember Mug. Available at the Sendoso Marketplace.



COUP Champagne Lovers Saber & Metal Flutes Case. Available at the Sendoso Marketplace.





Verve Culture Traditional Molinillo Whisk. Available at the Sendoso Marketplace.

Give meaningful gifts

The gifts you send also reflect how well you know the recipients and their companies. Elevate your gift giving by sending meaningful gifts that show the connection you have. If a company is a strong supporter of the environment and green initiatives, send environmentally friendly gifts. If you know your customer loves coffee, send a coffee-related gift.

Give thoughtful gifts

Thoughtful gifts also reflect how well you know your customer or employee. Thoughtful gifts can be sent to celebrate personal and professional milestones, like when your customer lands a big account, closes a large deal, or launches a new product.

You could also tie a thoughtful gift to an invitation or experience. If the recipient is an avid golfer, send golf balls and tees along with an invitation for a round to celebrate the one-year anniversary of being your customer. This type of gift not only shows that you know them and what they enjoy but that you value the relationship because you recognized a big milestone.

Give the gift of an experience

People remember experiences. Gifts of experience include hosting a virtual happy hour complete with a cocktail-making kit or hosting a virtual cooking class for several people from your customer's organization.

Give gifts that support social causes or promote values

Organizations and individuals are supporting causes more openly than in the past. Tying your gift to a cause they support shows you've done your research about what's important to them. Sendoso has a resource dedicated for those looking to make an impact. From sustainable packaging to eco-friendly partnerships, you'll find ways to make an [impact with gifts you're sending](#).

The Sendoso Send Curation team can help you source gifts that support social causes and promote small businesses and underprivileged communities, including:

- Environmentally friendly gifts
- Black-owned businesses
- Women-owned businesses
- Locally owned businesses (through Sendoso Direct)
- Charitable causes and organizations

The myth about eGifts

There's a pervasive myth that gift cards aren't personal or thoughtful gifts. Nothing could be further from the truth when it comes to corporate gifting or employee recognition and reward programs.

The global gift card market is expected to [top \\$2 trillion](#) by 2027. Gift cards remain popular because they're simple to purchase, easy to send, and people like them. When you give eGifts, your recipients can choose exactly what they want to buy, so you know the gift you're giving will be appreciated and used.

Our Send Curation Team

Sendoso has a [team of gift curation experts](#) who can help you with gift ideation, sourcing, and project management for direct mail campaigns, employee appreciation, or cold-call pitches for your sales teams.

They can also ramp up your engagement efforts by developing fun, eye-catching campaigns and corporate gifting strategies that build connections, support causes, and generate high ROI.

Our Send Curation team specializes in:

- Sourcing unique, on-trend, and custom gift ideas.
- Providing concierge services that find and manage vendor relationships from a select vendor network.
- Offering guidance on how to create a "wow" unboxing gift experience.
- Providing insight into corporate gifting trends.
- Serving as your project management team for sourcing custom gifts, packaging, and insert cards.
- Finding creative and personalized gift ideas based on your target audience, campaign objectives, sale pitch needs, or other metrics.
- Creating unique, clever messaging to help tie it all together.

Sendoso can help you give the gift of choice, with hundreds of eGifts you can send instantly from our Direct Marketing Platform.

Use eGifts to build a closer connection with prospects by demonstrating you're in tune with their likes and interests. You can even personalize bundles of two to four eGifts from various categories, including charity donation choices, and let your recipients choose their favorite.

Sendoso Direct

The [Sendoso Direct](#) service is a curated marketplace of hundreds of options sourced from local small businesses. With Sendoso Direct, you get access to a wide variety of desirable gift or "send" options, including snacks and sweets, cocktail kits and wine (including virtual wine tastings), flowers and succulents, spa kits, custom oil paintings, charitable options, holiday offerings, and so much more, all sent directly from our network of locally owned small businesses. You can even have items customized with your branding and personalized notes to elevate the power of your send.



UNDERSTANDING US GIFTING LAWS AND POLICIES

Receiving a gift is always exciting, but if you work in a highly regulated industry—or your customer does—accepting a gift can potentially get one or both of you in trouble. Typical highly regulated industries include:

- Pharmaceutical and medical devices
- Legal
- Government
- Higher education (especially state-funded schools)
- Energy
- Finance and banking
- Certain nonprofits

Employees who work in regulated industries are often not permitted to accept gifts at all, or if they are, they can usually accept only low-value gifts.

If your organization incorporates gift giving in its sales and marketing strategy, it's a good idea to be familiar with the gift acceptance laws and the policies of your customers so you don't accidentally cause any legal incidents. As gifting experts, we've rounded up several rules to keep in mind when planning your corporate gifting strategy.

Ethics regulations

Gift acceptance laws typically fall under ethics regulations. US federal ethics regulations define a gift as anything of monetary value that

you receive for less than market value. This definition can apply to both tangible and intangible gifts, tips, discounts, gift cards, services, training, transportation or travel, lodging, and meals.

These regulations define not only what people can receive but also when they can and cannot accept gifts and from whom they can and cannot accept them. They also state that people aren't allowed to solicit gifts, which is designed to stop the incidence of favors, kickbacks, or bribes.

Generally, if your customers work in a regulated industry, they cannot accept gifts from outside sources if they:

- Have or are seeking to do business with your organization.
- Work in a field that is regulated by your organization (applies to people who work for government agencies).
- Have interests that can be affected by your actions.

Gift acceptance policies for private companies are a bit more relaxed. For example, although regulated industries must comply with US federal laws, they may provide a wider range of acceptable gifts and allow vendors to send gifts as long as they meet certain criteria.

Professional etiquette and intended purpose

Regulations aren't absolute. There are some circumstances where individuals may be able to accept a gift. For example, it's common in many organizations to celebrate birthdays, gift-giving holidays, employee or boss appreciation days, marriages, pregnancies, and other occasions. In these cases, it's generally acceptable to give and accept gifts, although there are often dollar amount restrictions.

Gifts given with a clear intention of offering a bribe, currying favor, or soliciting preferential treatment are prohibited.

Navigating gift-giving regulations

It's important to know that the gift recipient always has the right to refuse a gift. Also, many gift acceptance policies require the recipient to report the gift. If asked, be prepared to share the value of the gift you sent.

When in doubt, be cautious and frugal. Gift limits can be set as low as \$25 in some organizations. Most larger companies have established [clear and specific gift policies](#) as part of their codes of conduct. Some gifts that meet many of these criteria include:

- **Shareable items**—Gifts such as cookies, cupcakes, or even a team lunch the entire department can enjoy together let you build brand awareness among a group of people, not just your primary contact.
- **Charitable gifts**—These items are especially effective if they tie to a cause the recipient's company is passionate about.
- **Fun, unique, and low-cost items**—Coffee gift cards are usually a safe





ReserveBar whiskey. Available at the Sendoso Marketplace.

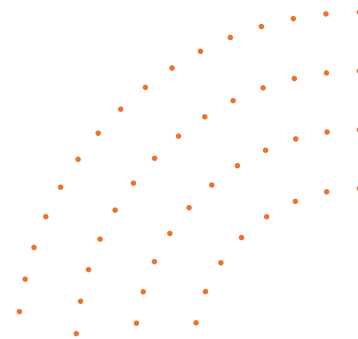
bet, as are fun and useful gifts like customized socks. They're personal and often unexpected but deliver a "wow" factor.

- **Experiences**— [Gifting tickets to an event](#), whether in-person or virtual, along with a small token of gratitude can be powerful if you're accompanying the customer or prospect. But do your research—this may still be a gray area for many companies, especially if the ticket value is beyond the gift limit.

Giving alcohol

Alcohol is one of the trickiest gifts to give because it's often governed by US state or international laws. Some states prohibit interstate shipping of alcohol products. It also may be illegal to give someone alcohol if they haven't reached the legal drinking age for that state, which is 21 in most places. Be sure to check regulations in your state or locality to ensure giving or receiving alcohol won't send someone to jail.

The Sendoso Direct Marketing Platform has built-in contingencies that prevent you from accidentally sending alcohol to certain states that don't allow it. In those instances, we recommend sending cocktail mixes or other compliant gifts that are still happily accepted and equally appreciated.

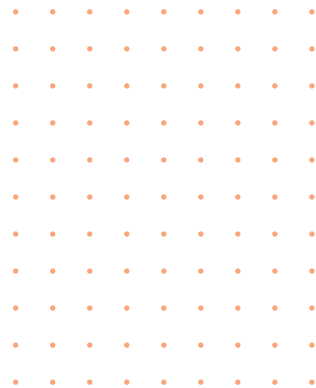


NAVIGATING INTERNATIONAL GIFT-GIVING LAWS

International corporate gift giving can get extremely complicated, and Europe is one of the trickier places to send gifts. Not only do you have to contend with laws governing the ethics of gift giving, but you also have to deal with challenges related to international governing bodies and customs.

Just as in the US, certain industries are highly regulated in Europe and have rules about gift giving, including government, energy, pharmaceutical, and others.

And although laws can vary between countries and regulatory jurisdictions, the concept is generally the same. These laws are intended to avoid or eliminate bribery, appearances of impropriety, conflicts of interest, and general favoritism.



And just like in the US, when in doubt, be cautious and frugal. In the EU, gifts must be valued at less than €50. However, you can give gifts valued between €50 and €150 if the recipient receives explicit permission from an appointing authority—the organization that has appointed an official. Gifts valued at more than €150 will automatically be rejected.

Between customs, high shipping costs, and other laws and restrictions, it's best to avoid sending the following gifts internationally:

- Alcohol
- Tobacco
- Plants
- Flowers
- Perishable food items
- Medical devices
- Oversized items weighing over 50 pounds
- Items valued at more than US\$100

Sending international eGift cards

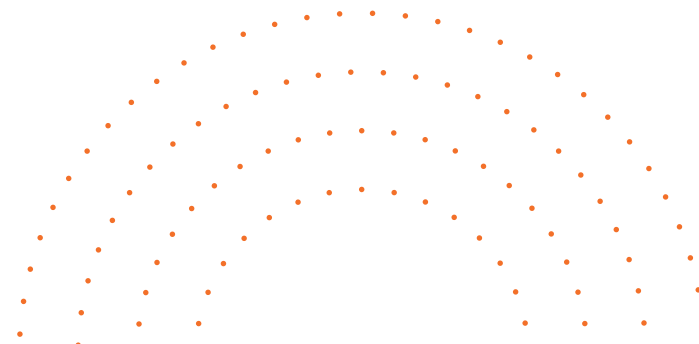
eGift cards are a great way to take advantage of the benefits of corporate gifting without the hassles of international shipping and customer regulations. Plus, you can set a dollar value that falls within the acceptable range. Sendoso supports sending [eGifts](#) to nearly 50 countries and offers cards in 26 currencies to support your digital gifting strategy.

International Gifting with Sendoso Direct

If you want to tap into the power of corporate gifting for your international customers but are worried about local regulations and customs, Sendoso Direct is a great option to support your gifting strategy. [Sendoso Direct](#) can help you:

- Navigate international shipping and customs.
- Source international gift ideas and experiences.
- Send gifts that are local and popular with your recipients.
- Include a personalized gift note with every gift

Sendoso Direct offers hundreds of options sourced from local businesses close to where your international customers are located. Whether you're sending to the UK, Australia, or somewhere in between, our local small business partners are ready to ship their goods directly to your customers.



LEVERAGING GIFT-GIVING HOLIDAYS

Holidays are the perfect opportunity for creating a meaningful touchpoint with your customers by sending a corporate gift. Consider incorporating these holidays into your gifting strategy:

- New Year's
- Chinese New Year
- Super Bowl
- Valentine's Day
- March Madness
- St. Patrick's Day
- Spring
- UK and EU Bank Holidays
- Earth Day
- Summer
- Pride Month
- Independence Day
- Fall
- Halloween
- World Cup
- Thanksgiving
- Winter Holidays
- Boxing Day

Personal and professional milestones

Make meaningful connections with customers and show you care about their organization by recognizing these personal and professional milestones with a gift:

- Anniversaries—celebrate 1, 5, 10, or more years of having them as your customer
- Promotions
- New product launches
- Moving to or opening a new office
- Rebranding
- Landing a large account
- A welcome merger or acquisition
- Personal milestones such as marriage or a new baby



SENDING THE RIGHT GIFT THE RIGHT WAY

You've built your corporate gifting strategy, done your research, and picked the perfect gifts to send. There are a few more things to keep in mind to ensure your sends are truly impactful.

Branded gifts

A great way to keep your brand top of mind is to send a branded gift. Branding goes well beyond clothing items. You can add your brand to hundreds of gift items as well as to the gift packaging.



Bundles. Available with custom branding through the Sendoso Marketplace.

Branded Swag Store

Get rid of your swag closet and showcase your branded items with a custom [Swag Store](#)™ where buyers, customers, and employees can choose from a variety of your branded gifts. Sendoso stores your items in our Sending Fulfillment Centers, and we handle the logistics whenever you place an order.

Personalized messages

Although you should personalize the gift itself, you should also include a personalized message with your gift for that added human connection. You can tie your message to your campaign theme, the occasion, or something that came up in conversation.

Be sure to address your recipients by name in your message—and include your name too, so they know who to thank for their thoughtful gift. It's also a good idea to include a call to action or next steps like "I'm looking forward to connecting. I'll call you to schedule a meeting."

To help your message stand out, Sendoso has suggested humorous messages tied to holidays and gift ideas that are sure to capture your customer's attention.

Packaging

Packaging is the first impression your recipient will have of your gift, so don't overlook this important element. The way an item is delivered makes a big impact on perceived value and is a great way to add some brand recognition.

Follow these packaging tips to provide a first-class opening experience:

- **Wrap your gift right**—Provide a great gift experience by wrapping your gift in tissue paper or using decorative ribbons and bows. As a

bonus, consider branding the wrapping you choose.

- **Customize the box**—Boxes can come in all sorts of shapes, sizes, and colors! They can also include messaging and your brand. Extend your campaign theme or gift message to the box to impress your recipient before they even open your gift.
- **Pick the best packaging materials**—Just like the box, packaging materials come in different colors. Crinkle paper is a great eco-friendly option your recipients will appreciate,



Sendoso Humor in Action

US National Wildlife Day, September 4

Send it message: It's a jungle out there. But we're looking forward to our next ZOO-m!

Gift idea: Venture beyond the Mai Tai and try a [Jungle Bird kit by honestfolk](#) as your next cocktail send. This classic tiki drink is sophisticated and not too sweet—perfect for executives and anyone in a corner office.

US National Baseball Fan Day, August 12

Send it message: Let's make this partnership a grand slam.

Gift idea: When you send a true fan a baseball-themed gift, you're speaking to their soul. Most baseball fans have a deep connection to the game. Use that to your advantage to move closer to closing. Has your contact been to any particular stadium that left an impression? Check out the contact's LinkedIn page to [discover their favorite team](#). Don't discount minor league baseball teams either. Their quirky merchandise can be a hit.

and it comes in a variety of colors to match your gifting theme or company's brand.

- **Don't forget the packing tape**—Did you know you can print on packing tape? Add your logo or campaign theme to the packing tape to make an additional impression.

Shipping

Shipping can drive up the cost of your send and lower your ROI, so how you ship is almost as important as what you ship. Here are some things to consider when building your sending strategy and choosing your gifts:

- **Shipping times**—A little planning can go a long way in saving on shipping costs. Overnight and two-day delivery can be expensive. If you'd like your gift delivered on a certain date, be sure to plan for ordering, processing, and shipping times and allow enough time to choose the most economical shipping option.
- **Boxing**—Size and weight matter when it comes to shipping costs. Choose smaller boxes and lightweight packing materials when packaging your gift to save more.
- **Time of year**—Allow extra time for shipping during the holiday season. Also, think about what you're sending and the destination. If you're sending perishable items like chocolate or live plants or flowers, make sure someone will be at your destination to receive the items so they don't sit out in the sun—especially if you're sending your gift during the summer.

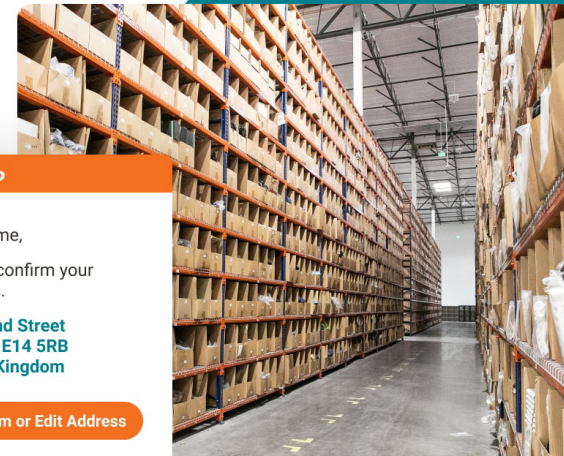


- **Shipping label**—Yes, even the shipping label matters when it comes to gifts. Do you want the first thing your recipients see to be the shipping label or your branded and cleverly worded message on the box? Sendoso helps deliver a first-class unboxing experience by ensuring the shipping label is placed discreetly on the side of your boxed gift.

Sending Fulfillment Center

Closets or off-site storage for swag, collateral, and other company gifts or merchandise are expensive and take up valuable space. In addition to our Swag Store solution, Sendoso offers [Sending Fulfillment Centers](#) across the globe, where our team will intake, store, and ship your items.

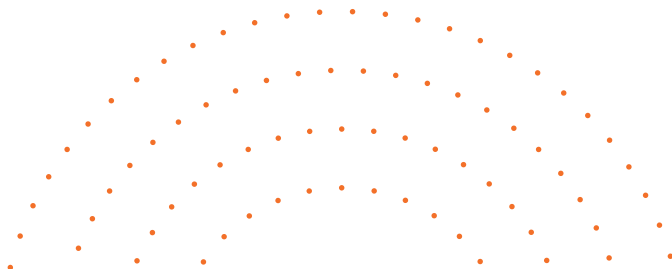
Through our warehousing solution, you can view your inventory in real time, send more inventory to our Sending Fulfillment Centers with just one click, and set alerts for low inventory so your items are never out of stock. When you're ready to send your branded swag, just click "send" and our Sending Fulfillment Centers team will take care of the rest and keep you posted on the delivery status through our Send Tracker feature.



Sendoso Takes Care of the Heavy Lifting

The Sendoso team specializes in logistics and is here to ensure your items are packaged with care and include all the special touches that make the unboxing experience special. Once we've packed your items, we ship to over 165 countries and have preferred shipping rates with a number of shipping carriers, including USPS, UPS, FedEx, and DHL.

When you use our Sendoso Direct service, your items will be carefully personalized, boxed, and shipped directly from the small businesses that made your perfect gift.

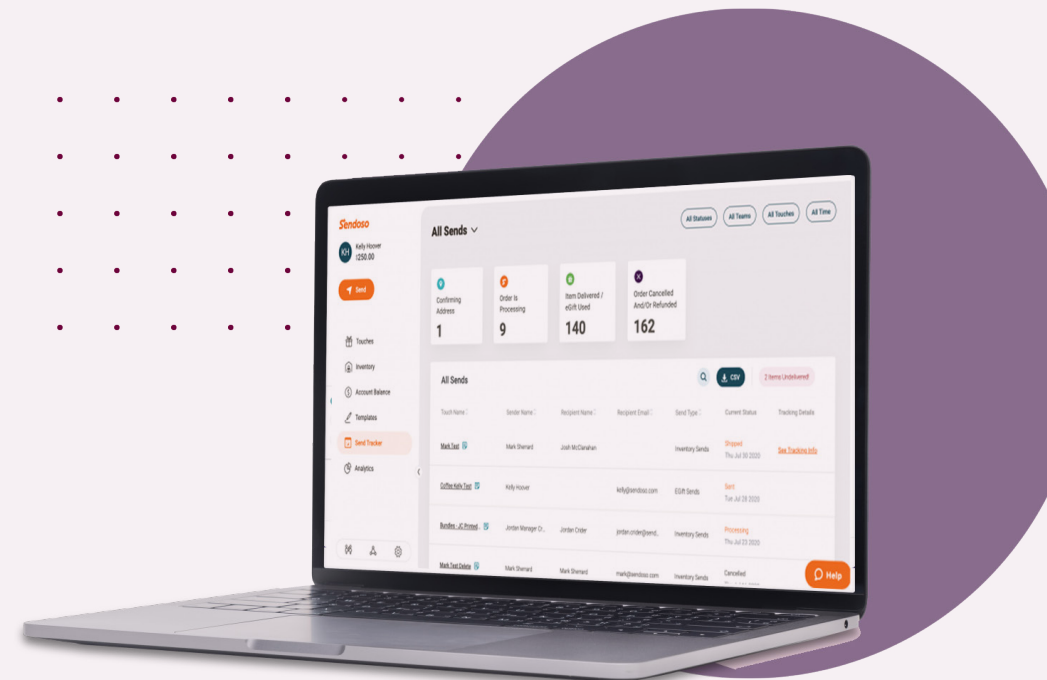


STREAMLINE YOUR SENDING STRATEGY WITH A DIRECT MARKETING PLATFORM

Ready to implement a gifting strategy? Get started quickly and easily with the Sendoso Direct Marketing Platform, an efficient, all-in-one solution that ties together direct mail, corporate gifting, swag management, and personalization while handling the moving parts of sourcing, shipping, tracking, and measuring ROI.

Our Direct Marketing Platform is a software-as-a-service (SaaS) solution that integrates with your existing tech stack. It lets your sales, marketing, HR, and CX teams deliver memorable gifts at strategic points throughout the customer lifecycle—while measuring the ROI for any sends.

With a Direct Marketing Platform, you can target key people and accounts, leverage marketplace expertise, and send, track, and create scalable connections with the tools you're already using.



The Sendoso Direct Marketing Platform: an all-in-one solution

- **Worldwide logistics**—Find the perfect gift for anyone, anywhere. We store and manage your inventory in our worldwide Sending Fulfillment Centers.
- **Expansive marketplace**—Our globally curated marketplace includes eGifts, physical gifts, branded merchandise, virtual experiences, and philanthropic options.
- **Seamless integrations**—We integrate with all major marketing and sales solutions.
- **Intelligent analytics**—Our analytics track the ROI of your gifting strategies.
- **Financial governance and security**—We offer best-in-class financial management and security controls.
- **Unparalleled expertise**—Our community of experts help you with send curation, onboarding, and customer success.
- **Address verification**—Ensure your sends are landing wherever your buyers are currently working. Through our platform, you can ask recipients to confirm, change, or enter their address before sending anything.

Why use a Direct Marketing Platform?

- Save time so your team can focus on selling.
- Stand out by finding unique gift ideas.
- Leverage gifting tips that save on budget and increase ROI.
- Easily navigate local regulations and international laws.
- Take care of warehousing, boxing and gift presentation, shipping, and messaging.
- Ensure your gift is being sent to the right address.
- Integrate with the tools your team is already using.

Take the Sendoso Direct Marketing Platform for a test ride. [Request a demo](#) to help kick-start your corporate gift sending strategy.



THE ULTIMATE GIFT-GIVING CHECKLIST

Follow these steps to give the perfect gift to make a human connection with your customers and prospects.

- ✓ Identify the goal of your gift:
 - Schedule a call or meeting
 - Send an invitation to a special event
 - Keep your brand top of mind
 - Announce a new product or service
 - Recognize a special occasion
 - Celebrate a milestone
 - Other
- ✓ Set your budget.
- ✓ Determine when you want to send your gift.
- ✓ Research gift compliance rules or local laws that govern your recipient.
- ✓ Research local customs and acceptable gift-giving standards.
- ✓ Choose the perfect gift:
 - Meaningful gifts
 - Useful gifts
 - Personalized gifts

- Experience gifts
- Gifts supporting social causes or values
- eGifts

Write your personalized message:

- Address your recipient by name.
- Tie your message to your campaign or the purpose of your gift.
- Remember to say who the gift is from.
- Add humor with a witty message.

- ✓ Develop your boxing and shipping plan for a first-class gift opening experience with:
 - Custom boxes
 - Branded wrapping
 - Eco-friendly and colorful packaging
- ✓ Verify the recipient's address.
- ✓ Send your gift.
- ✓ Follow up with your recipient.

Ready to get started? Sendoso can help. Request a demo today.

[Request a Demo](#)