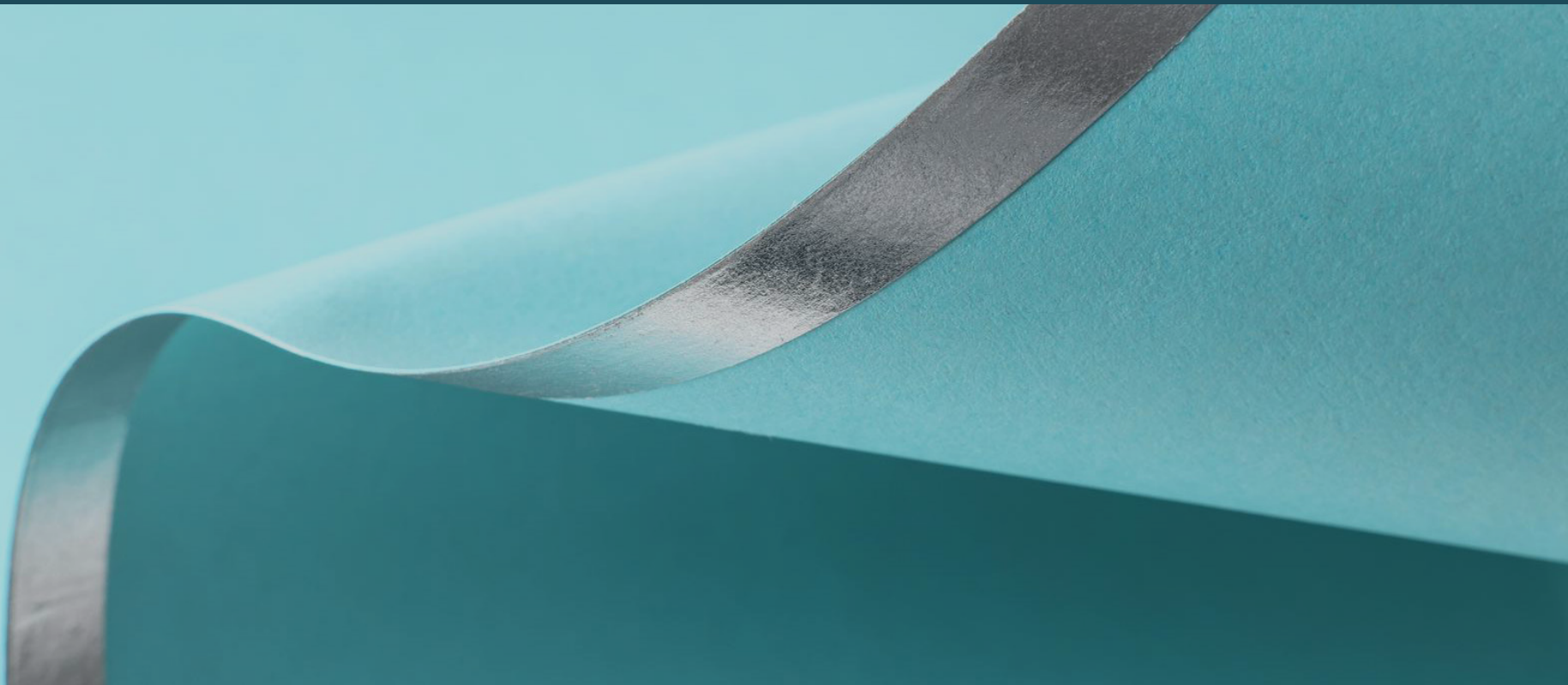


Sendoso

CORPORATE GIFTING UNWRAPPED:

Why It's a Must-Have in Every Economy



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INTRODUCTION

We're sure you've felt it—the undeniable shift in how people want to buy today. We're bombarded with daily ads about products that streamline this, automate that, and increase return on investment (ROI) by one million percent.

"Every product is starting to blend in with all of the other B2B products speaking in generalities," says Sam Kuehnle, VP of demand generation at Refine Labs. With all the digital clutter and pressure to hit goals, now is the time for a multichannel gifting program (and the budget for it) to cut through the noise.

- **For marketers**, gifting helps you break through the digital clutter to generate demand.
- **For sales**, gifting touchpoints differentiate your company from the crowd.
- **For HR**, gifting acknowledges personal events or business milestones like a promotion or work anniversary to keep employee turnover low.
- **For customer experience (CX)**, gifting forges strong connections with customers and prevents churn.

At the end of the day, organizations are still accountable for generating interest, delivering leads, closing deals, and keeping customers and employees happy. We're here to show you how strategic gifting will help you deliver on those promises despite lower headcounts, fewer resources, and uncertain economic forecasts.



THE BASICS OF A CORPORATE GIFTING STRATEGY

"A lot of folks saw softness in June. Missed pipeline goals. Missed sales targets. We're in a choppy economic world, and if you're in sales, it's more critical than ever to get creative, helpful, and empathetic." [Sam Jacobs, Founder & CEO of Pavilion \(formerly Revenue Collective\)](#)

If your company is currently cutting costs or planning to do so, now is the time to [check the performance](#) of your sales and marketing channels to ensure you're spending your money on what works. Ask yourself this: How successful are we at getting through to our prospects right now?

Today's buyers receive hundreds of emails, phone calls, and DMs while sitting in back-to-back meetings. **To capture buyers' attention, you need to blend offline communication into your strategy through strategic gifting.** Research from our [latest global gifting survey](#) shows that 83% of respondents felt closer to companies that sent them gifts. Based on our data, **corporate gifting will be an important factor in whether your organization drives healthy growth in 2022-2023.**

Even in today's digital world, people still prefer physical gifts. The "law of reciprocity"—the desire to give back after receiving something—isn't a trending sales hack. This trend has stood the test of time, and Cialdini's research on [influence](#) identified it as the **number one universal principle of human behavior.**¹



*"Philosophically I've always believed in giving to get. That's just how we behave as human beings—it's in our DNA. **When you want something, you have to be willing to give first.**"* -Andrea Kayal, CMO at Electric

How Corporate Gifting Delivers for Sales and Marketing

So how can you weave the law of reciprocity into your marketing and sales plays? **Instead of more cold-email plays or bottomless LinkedIn messages, send your prospects gifts.** Gifts should match the level of the relationship between you and the recipient, so create tiers to help plan your gifting wisely.

In general, we recommend shaping your tiers like this:

- **Tier 1**—Coffee or lunch eGift cards in exchange for a phone call or discovery meeting.
- **Tier 2**—Lunch eGift cards or small physical gifts as a thank-you for more in-depth meetings, as a follow-up to a sales presentation, or for booking registrants at webinars, field marketing events, or other campaigns.
- **Tier 3**—High-value gifts for your target accounts. Send something personalized, thoughtful, and useful. As an [account-based marketing \(ABM\) thought leader](#), Sendoso has many resources and success stories to help you do so successfully.

When you sign up with Sendoso, your Customer Success Manager or our Send Curation team can create a sending strategy—a data-backed gifting plan based on your goals. Whether it's for marketing campaigns, sales goals, CX improvements, or HR initiatives, **sending one-off gifts to specific prospects is the wrong approach.** Instead, map out strategic touchpoints throughout your outreach sequences to create a personalized gift strategy—at scale.

From there, we'll take care of the rest. **The Sendoso Sending Management Platform ensures your sending delivers.** Our platform can:

- Plug gifting into sales and marketing touchpoints.
- Measure which gifting tactics work and prove ROI.
- Help you hit the key performance indicators (KPIs) that matter most to your team or organization.
- Standardize and automate your wins for reliable, repeatable success.

Spiceology, variety pack. Available to send in the Sendoso Marketplace.





How Corporate Gifting Delivers for HR

Especially during times of uncertainty, employee satisfaction and engagement are critical. Many revenue leaders overlook the financial advantages of retaining employees. However, the data is clear: There is solid ROI in investing in [employee engagement strategies](#) through validation and recognition. And sophisticated gifting programs make this investment an easy decision.

Companies with high employee engagement report having [22% higher productivity](#).² And another study showed that companies that increased employee engagement investments by 10% saw profits [increase by \\$2,400](#) per employee annually.³

HR teams can use corporate gifting to:

- **Lock in new hires** in a competitive talent market with “Welcome to the Team!” gifts.
- Send company swag and gifts to **recognize workplace accomplishments**.
- Send restaurant eGift cards or event tickets to **commemorate work anniversaries**.
- Send local or small-business-sourced gifts from onesies and flowers to fondue sets and champagne to **celebrate personal milestones** like new additions to a family **or in cases of bereavement** to show the company cares.

“I'd like to believe there is a very high correlation between the companies that make it to centaur-status (meaning one hundred million dollars) and their Glassdoor reviews. That's because it's people that make the business. And if they're not happy, the company can't run like a well-oiled machine.”

Andrea Kayal

CMO at Electric



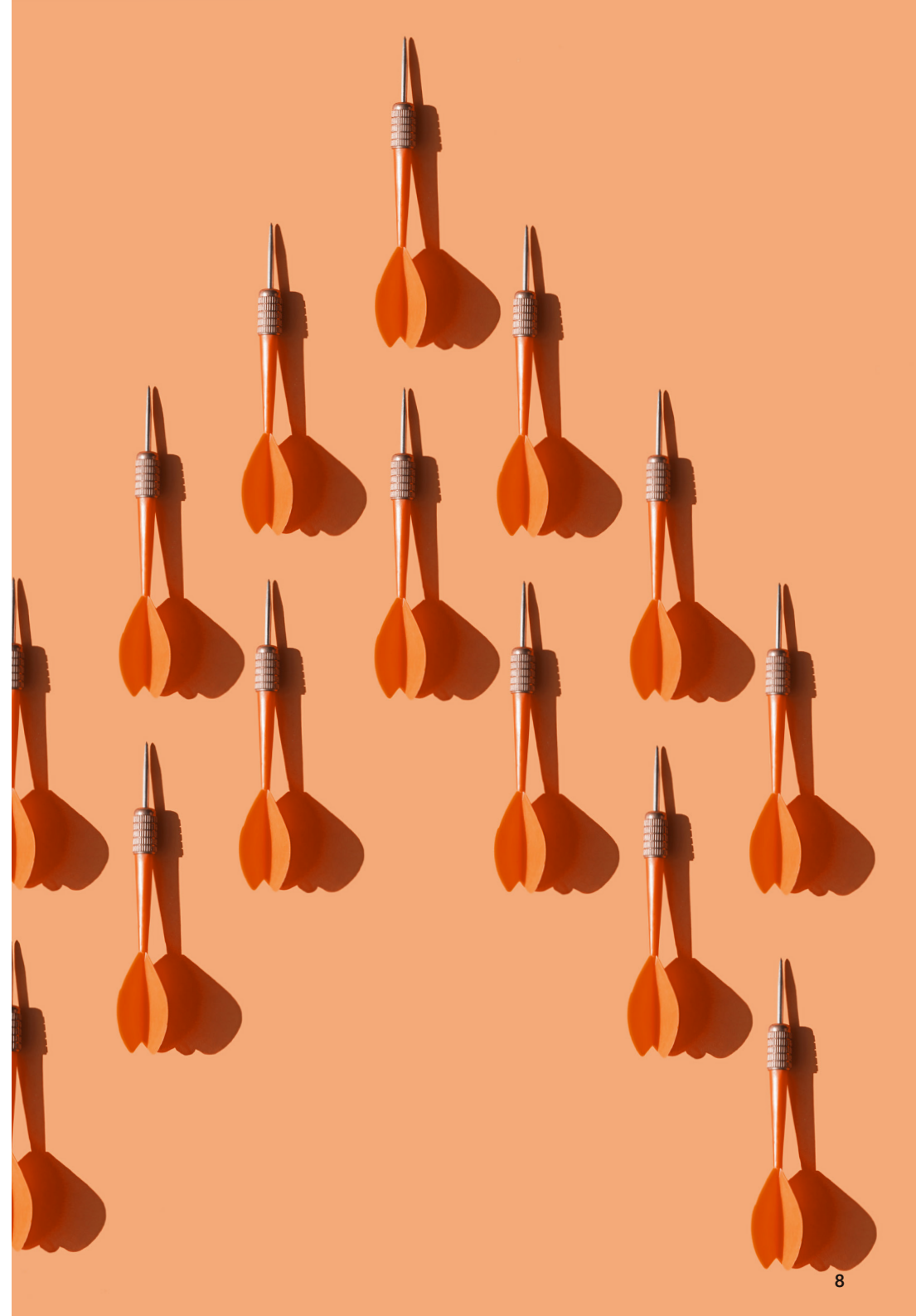
How Corporate Gifting Delivers for Account-Based Marketing

If you're not engaging in ABM strategies, **you're missing out on a big opportunity to deliver revenue to your organization.** Whether in bull or bear markets, a multichannel approach gets your team in front of hard-to-reach buyers, and they're a must-have investment.

The best part? We've created hundreds of use cases, proof points, and success stories with ABM strategies for all types of businesses in a variety of industries. We're so confident in our solution, we don't just call it corporate gifting—we call it strategic sending. **And we adamantly believe that sending delivers.**

We have out-of-the-box strategies ready for you to plug-and-play into your organization. With our help, you can use strategic sending to generate ABM success by injecting unique gifts into your existing workflows. These sends open doors, create new opportunities, and ultimately, deliver measurable ROI. Plus, they scale with you as you grow.

“If you want to sell to the top 1,000 companies, you're only gonna have 1,000 at-bats, so you have to be really precise and become laser-targeted in your outreach approach.” -Kayal



HOW STRATEGIC SENDING DELIVERS REVENUE

Timing is everything when it comes to effective gifting. Whether it's a follow-up email or phone call, we provide your sales team with all the insights needed to time their outreach perfectly. And although timing is important, sending the right gift is equally critical—and we can help there, too.

Send the Right Gift at the Right Time

Give your team the confidence that gifts, or “sends,” are delivered to the right hands at the right time with added visibility from our Send Tracker and Address Confirmation features.

- [Send Tracker](#)—Increases your response rates with to-the-minute eGift and physical gift tracking.
- [Address Confirmation](#)—Ensures your gifts get to your prospects whether they work remotely, in an office, or have changed addresses—an essential feature in today's new hybrid work landscape.

To see this strategy in action, check out how [Snapdocs is now seeing an 84% response rate](#) from recipients.

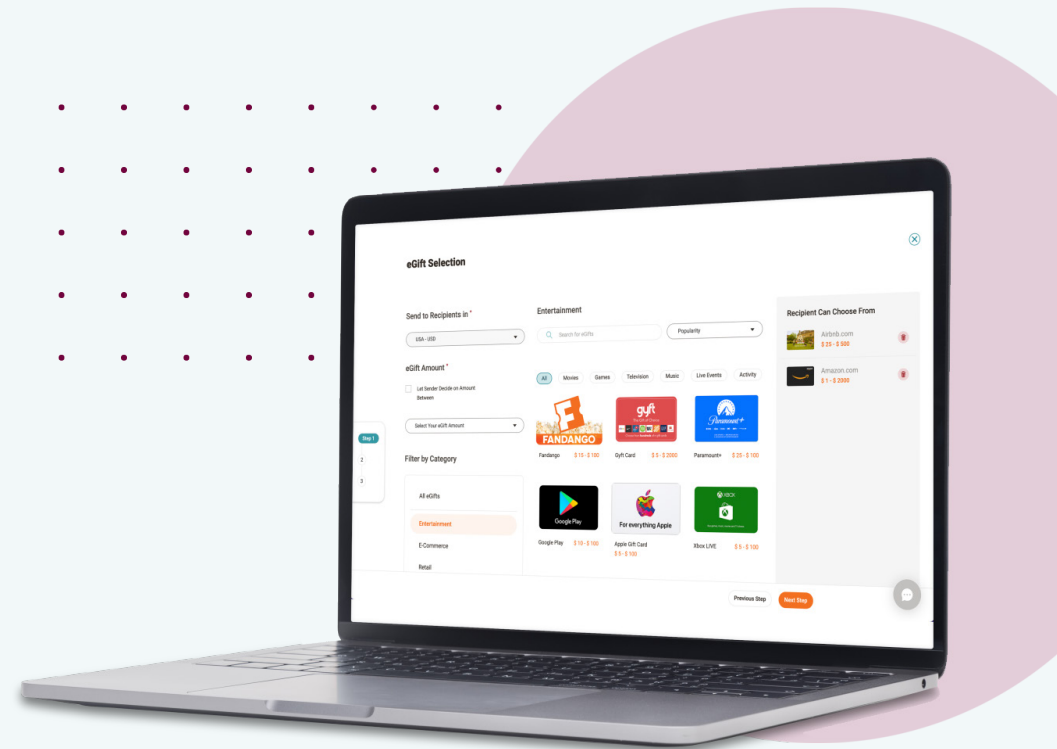
Choosing a gift that's thoughtful, useful, and personal is the key to sending success. How many of us have received a gift that didn't land well or—if we're being honest—showed the giver didn't really know our interests?



As a gifting expert, Sendoso has curated thousands of gift ideas, formed hundreds of vendor partnerships, and held gifting consultations for various industries, occasions, and business goals. With [eGifts](#), [Sendoso Direct](#), [Send Curation](#), [branded swag](#), [virtual experiences](#), and Amazon gifting options, we ensure your gifting selections land well every time so you can deliver revenue.

The Sendoso Direct marketplace—Our vetted, diverse, and ever-expanding marketplace features premium vendors so you can send intelligently with unique gift options that:

- Are local to your recipient
- Support a small business
- Support a minority-owned business
- Support a woman-owned business
- Support sustainability causes
- Donate back to nonprofits your recipient cares about
- Guarantee delivery in certain timeframes
- Allow you to write and include personalized notes



Send Curation—When big business goals are on the line, you want this team on your side. Our Send Curation team—aka our in-house gifting experts—can provide:

- Gift recommendations from everything within Sendoso Direct
- Access to additional vendors
- Branded merchandise sourcing
- Custom messaging and clever language
- Thoughtful unboxing experiences
- An extra step in personalization (some of our cleverest and most successful campaigns are the brainchilds of this team)



Break Down Sales Barriers

Using gifts at each stage of the buyer's journey helps make your sales representatives "sticky" with their buyers and target accounts. A sending strategy baked into your sales process goes way beyond just sending branded swag. Equip your sellers with educational gifts that validate the business case. They can use them to uplevel the experience of their champions and make more headway within their accounts.

Examples of "sticky" gifts include white papers, case studies, or market research reports relevant to the target industry. Educational gifts are critical because today's buying process involves multiple decision-makers. Then all the players can come to the table with the information you've gifted or they've gathered independently to make an educated decision.

"In today's world, our time is our most valuable currency and asking for that from someone is a big deal. There's a cost to someone taking time out of their day to hear a pitch or watch a demo. Gifts simply say to the prospect, 'We know your time is valuable and we want to be respectful of that.'" -Kayal

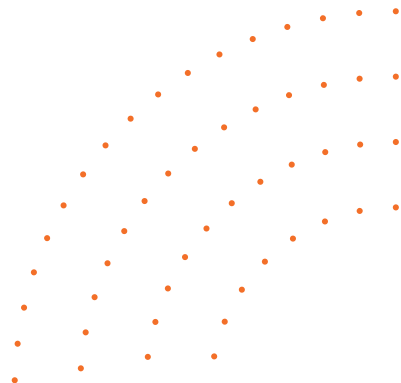
A Note on Gifting Laws

Educational gifts are the preferred method of corporate gifting for prospects in highly regulated industries like the financial sector, the government, pharmaceutical and medical device companies, and some nonprofits, to name a few. Learn more about our send recommendations that [adhere to gift acceptance policies](#), so your gifts can't be misinterpreted. **The key: Design all gifts to simply start or foster authentic business relationships.**

Break Through with Multichannel Marketing

The rising cost and declining ROI of paid ads has many marketing and sales leaders rethinking their lead generation tactics. The new strategy? Multifaceted, [out-of-the-box tactics](#) that grab attention. With a comprehensive sending strategy, you're able to target online and offline channels, measure the ROI of both efforts holistically, and produce predictable revenue growth.

"The key to increased sales performance is a digital-first, hybrid sales model that reaches buyers at the right time with the right message in the right channels." [-Laura Higley⁴](#)



FROM ONE CMO TO ANOTHER: INVEST IN WHAT WORKS

Andrea Kayal, CMO at Electric, is a long-time Sendoso champion and was its first official customer. Having now deployed our Sending Management Platform at several organizations during her career, she has seen firsthand the results gifting can deliver when it comes to hitting marketing KPIs and ROI targets.

When asked for general CMO or marketing leader advice, one of her first questions to help them is usually, “Do you have a corporate gifting budget?” And her next statement is, “If you don’t, you need one.”

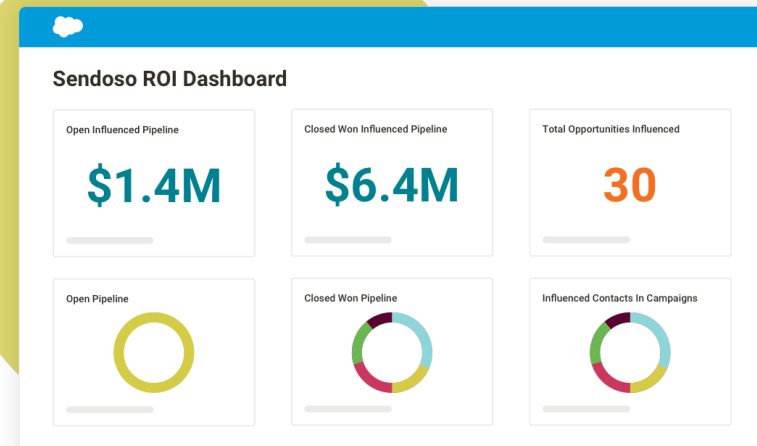
Measure ROI with One Click

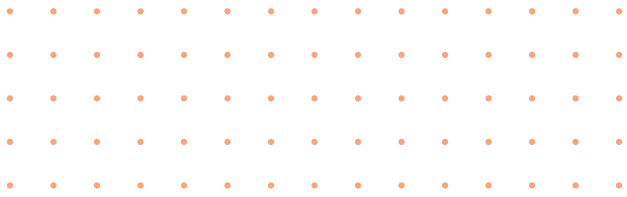
When you can clearly see how gifting increases pipeline at each stage of a deal, you can rest assured that you’re **investing in channels that work**. And even more important, you’re using your budget effectively.

The first benefit Kayal noticed from using Sendoso was she no longer needed a designated employee to handle choosing and sending gifts manually. **An automated Sending Management Platform can eliminate the time and cost of manual gifting** along with shipping and packaging costs as well as delivery tracking while integrating with existing sales and marketing tools.

Another benefit of using Sendoso as her gifting platform of choice was being able to ensure her sends arrived at the right place and right time. She could generate reports in the Analytics Dashboard to prove the ROI and show the direct impact strategic sending was having on pipeline.

*“Not enough CMOs have gifting carved into their budgets. **Gifting as a strategy for endearing yourself to buyers is something I swear by. With all of the digital spend going on right now, CMOs need to be focused on sending.**”* -Kayal



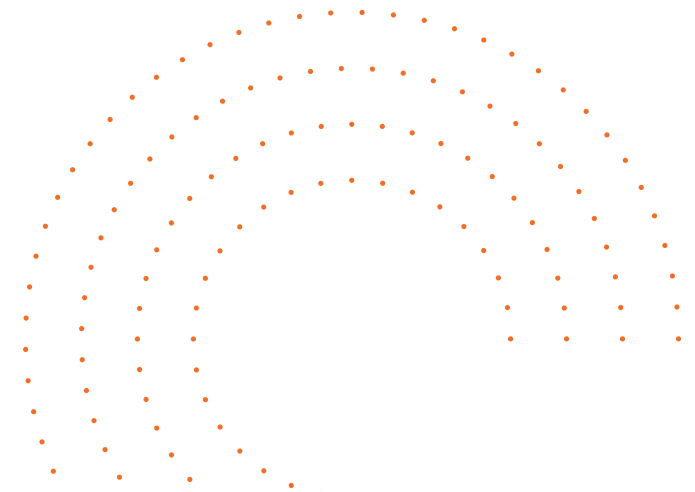
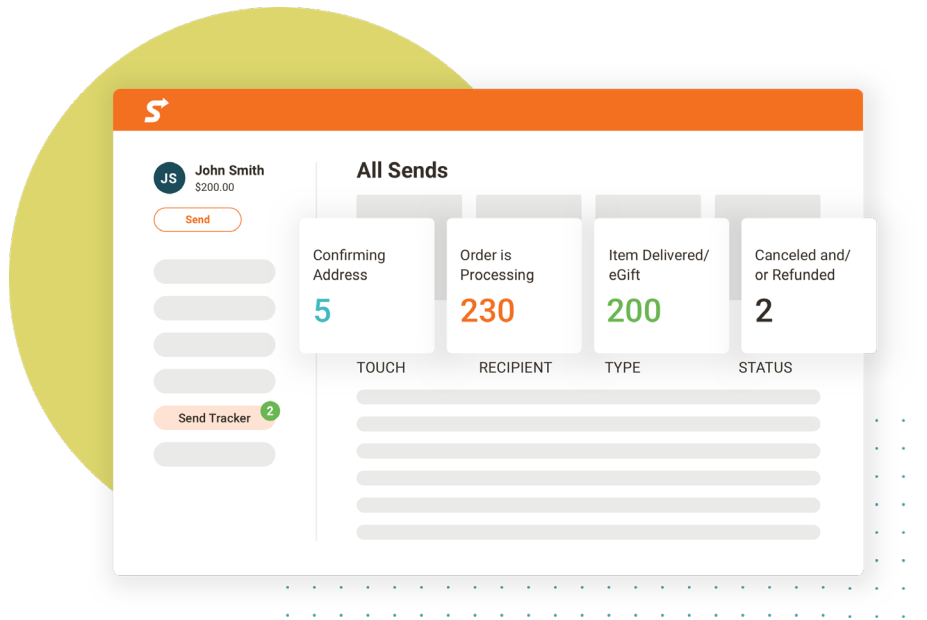


A Sending Management Platform can also help sales teams perfect their follow-up approaches. With helpful send status updates like “Responded” and “Package Delivered,” your sales team can spend their time keeping prospects engaged or conducting follow-up calls while marketers can use this information to measure ROI on every campaign. This is a great tool to keep both your [sales and marketing teams aligned](#), a critical ingredient organizations need to move forward.

“We’re big on swag. It’s always been part of our brand to send cool stuff to our customers. We set up an automated trigger in Sendoso for when deals close. Our new customers automatically get a box of goodies that says ‘welcome to the fam.’ When you welcome new customers the right way, it reassures them that they took the right step by buying from us.” –Kayal

Use Gifting for Each Stage of the Customer Journey

When Kayal began seeing the ROI from using Sendoso, she doubled down. She began infusing gifts into each stage of the marketing funnel and even past it to include sales and CX touchpoints.



“We use Sendoso based on our sales stages. For example, when a customer moves into the negotiation stage, they automatically receive a gift from us. We found that half of the revenue we closed in Q1 last year [were clients that] had received something from us. Sendoso proved to be a touchpoint in the process that made prospects feel valued for their time.”

Andrea Kayal

CMO at Electric



Expand, Upsell, and Retain with Strategic Sending

Don't underestimate the power of the "surprise-and-delight" factor. Gifting can turn customers into loyal brand advocates. Strategic gifting helps keep customers engaged, which is crucial in an increasingly remote world where on-site visits aren't always possible.

Organizations can use a great sending strategy to upsell to current customers right before renewals are due or to expand in a new market or sector.

Success Snapshot: How BetterCloud used swag to improve long-term account retention

[BetterCloud](#) needed to scale touchpoints with prospects and nurture relationships with its growing SaaSops community. Because BetterCloud's product is highly technical, onboarding services are critical to long-term account retention.

The BetterCloud CX team uses Sendoso to send a \$25 coffee gift card and hoodie to customers who complete their required onboarding hours. When customers achieve company milestones like an IPO or a SOX compliance audit, customer success managers (CSMs) send a wine.com eGift or customized BetterCloud socks (a humorous spin on "SOX") to congratulate them.

"Our onboarding program is an important foundation for long-term customer success, and Sendoso helps us ensure customers complete it."
-Joe Kaiser, demand generation manager at BetterCloud

As a thank-you for customers' participation in a reference call or case study, the customer success team will send branded swag or a box of cookies. They also send seasonal packages to target accounts that are up for renewal during the quarter. **One year after adopting Sendoso, they saw a 92% increase in direct mail pipeline influence and a 529% increase in direct mail's closed-won influence.**



Travis Mathew Hooded Jacket. Available with custom branding through the Sendoso Marketplace.

HOW STRATEGIC SENDING EMPOWERS YOUR ENTIRE ORGANIZATION

According to Electric's CMO, "**Sendoso isn't just used by our marketing team**, [it's] made its way around our entire organization."

Use Case 1: Expand Easily into New Markets

In an uncertain economy, many organizations freeze up and focus on risk mitigation when they should actually focus on creating additional revenue streams. As worldwide economic uncertainty continues, the need to have a presence in five or more markets is expected to increase radically in the [next five years](#).⁵

"Events like market volatility and the pandemic can have a severe impact on your business if you only serve one industry or market. But when you expand to serve multiple industries, you diversify risk. You remove the chance of something happening that jeopardizes your business's entire way of making money." -Kayal

One Sendoso customer, Pradeepa Kolli, former global head of sales development at Meta for Workplace (Facebook), used Sendoso to expand Meta in the UK market and realized success in various metrics in 30, 60, and 90 days.



Use Case 2: Empower Reps to Create Connections with Customers

Lack of facetime with buyers means sellers need to go the extra mile to [build deep relationships](#). As the future of sales becomes increasingly buyer-centric, organizations must build processes that **put the customer's experience first** at every stage of the buyer's journey, from initial introduction to onboarding.

*"Sendoso allows our sales reps to manage their own relationships with their customers. **It saves so much time** because they no longer have to constantly ping marketing and ask them to send gifts or pull stuff from the swag closet. Instead, every rep has the ability to send personalized gifts right from Amazon [or from a Sendoso Sending Fulfillment Center]." -Kayal*



Brooklinen Cashmere Blanket. Available with custom branding at the Sendoso Marketplace.

Use Case 3: Provide Customer Success with Proven, Relationship-Building Tools

Client onboarding is the first touchpoint an organization has with a customer after closing the deal, and first impressions matter. Use a Sending Management Platform to send a [welcome kit with branded swag](#) and educational materials so customers become excited about working with your company.

"Customer Success also uses Sendoso to surprise and delight customers." -Kayal



Our Send Curation team can help create one-of-a-kind branded experiences.

Use Case 4:

Keep Your Corporate Family Connected in a Hybrid Work Environment

The shift to remote work may have your employees missing company-provided lunches or team-building events. In the past, these events helped bring the team together and provided a welcome break during hectic work days. You can still foster that sense of normalcy and camaraderie by sending Uber Eats eGift cards so employees can order a lunch of their choice, even if they're not eating together.

When the pandemic started back in 2020, Sendoso implemented this solution to keep morale high internally with its own employees. With the loss of in-person meetings at headquarters plus provided snacks, coffee, and other treats, Sendoso started giving weekly DoorDash lunch eGift cards to all its full-time employees. Every Wednesday, Sendoso employees enjoyed a weekly lunch treat of their choice—including the option to donate it to charity—to break up their week.

Keep your employees engaged and connected by recognizing their hard work and dedication with thoughtful gifts. Send anniversary gifts or decorative succulents to encourage their continued "growth." [Special touches](#) like this help ensure employee turnover is low.

Another option to keep the morale of a remote or hybrid workforce high is to implement virtual team-building events. [Sendoso Virtual Experiences](#) aren't just a gift option for prospects or customers. HR teams can also use them internally and include events like making pourover coffee, cocktails, or boba tea to bring everyone together—virtually—while making fun memories across time zones and computer screens.





CONCLUSION: A GIFTING PROGRAM IS A NO-BRAINER

Despite rocky economic times, revenue leaders will still be held accountable for generating interest, delivering leads, closing deals, and keeping customers happy. **Strategic sending will help deliver on your promises, despite lower headcounts, fewer resources, and shrinking budgets.**

Finding the budget for corporate gifting isn't just a no-brainer—it's a **must-have**. Use a Sending Management Platform in both bull and bear markets and watch your marketing, sales, HR, and CX teams hit goals like:

- Improving employee engagement
- Creating successful ABM strategies
- Boosting customer retention
- Driving increased sales enablement
- Winning more closed deals and revenue

Infuse intelligent gifting into your budget today. See why an all-in-one Sending Management Platform is a must-have in every economy.

[Request a Demo](#)



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