

The real cost of corporate gifting

If you're someone who's intrigued by the notion of corporate gifting but turned off because you think you have to spend a fortune to see a return, this one's for you!

When it comes to your marketing efforts, you might be surprised to hear that not only does corporate gifting cost less than you think, but it can also have an impressive ROI.

In this whitepaper, we share data from Reachdesk customers and from our own experiments to prove that you don't have to splash out on luxurious gifts to see great results.

Finally, we'll give you some tips and tricks to help you make the most of your corporate gifting efforts.

Introduction to corporate gifting

When it comes to corporate gifting, the clue is in the name: you're giving something to somebody you know in a professional capacity, without expecting anything in return.

Gifting, at least the way we do it, is all about building and nurturing strong personal connections through personalized, timely, and relevant messaging and gifts. After all, people don't do business with businesses—they do business with people.

Sounds simple enough, right?

In fact, it is. Of course, you could gift expensive goods (and, depending on your industry, that might be wholly appropriate). But, the spirit of gifting is about offering up something without expectation. Get it right, and it can help you stand out for all the best reasons, and you might be shocked by the success you experience.

Our clients enjoy some impressive returns on their investments, including:

600%

↑ [uplift in response rates](#)

384%

[return on investment](#)

2x

↑ [direct mail pipeline](#)

\$1M+

[in opportunity pipeline generated](#)
(and 100 : 1 ROI)

Intrigued? We'll talk you through the data and then the inside track on how to position yourself so you can enjoy a profitable ROI, and reap the benefits of corporate gifting without breaking the bank.

Contents

In this whitepaper, we want to prove to you that you don't need to spend lots of money to see great results with corporate gifting and that the quality of your outreach and messaging matters more than the value of your gifts.

We know that you're busy and working within budgets, so consider this your first port of call for finding cost-effective and cost-efficient ways to use corporate gifting.

We've also included plenty of stats and figures, many coming from ourselves or our beloved Reachdesk clients, and all of which can help you buy into your corporate gifting efforts from the top.

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Why you should consider corporate gifting

Let's get down to brass tacks for a moment. When corporate gifting is used as part of a comprehensive strategy, it can improve ROI, accelerate sales pipeline, and help your account-based marketing efforts.

But you don't have to take our word for it. According to [Forbes](#):

80%

of top executives believe that corporate gifting generates measurable, positive ROI.

94%

of C-suite executives are swayed by a gift that fosters a deeper personal connection.

While these statistics are intriguing, notice that what they didn't mention here was the price. You don't have to drop a lot of money at Fortnum & Mason or Neiman Marcus to show that you care. In fact, the first step to success in corporate gifting comes from what we call gift storytelling.

When you take part in gift storytelling, you're putting an individual, a human being, as the main character of your marketing efforts. By speaking directly and specifically to them, corporate gifting veers away from buying attention or affection, and instead focuses more on maturing the relationship between your business kingdoms.

It's also key to remember that sometimes it's nice to be nice. The world, particularly post-COVID, can feel brutal and unforgiving. Yet, little gestures, showing care and compassion for individuals, can go a long way.

Testing the real cost of gifting

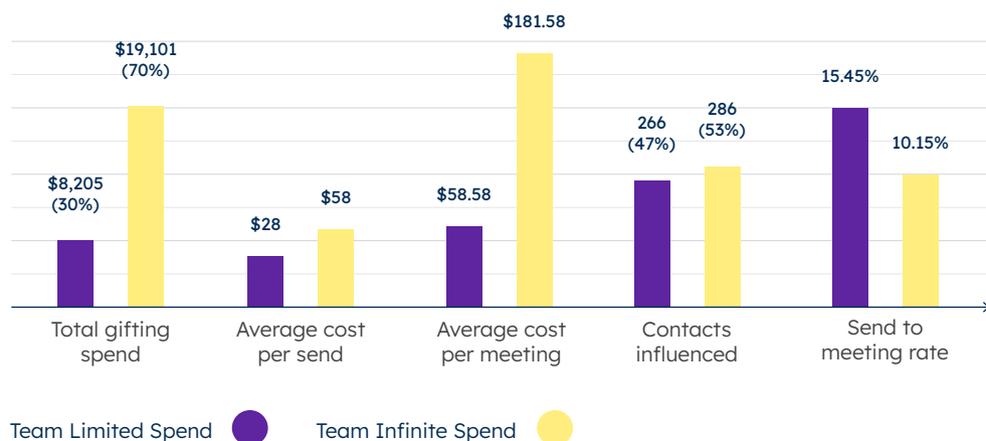
At Reachdesk, we really love to experiment wherever possible because we know this is how you get that sweet, sweet data.

So we put our BDRs to the test to find out if our theory was correct: “When it comes to gifting it’s the thought, not the dollar amount, that counts”.

Over a month during the summer of 2021, we split our BDRs into two teams: Team 1 was given unlimited budget for gifting and was encouraged to splash out. Team 2 was given a much tighter budget with absolutely no flex.

On average, Team Infinite Budget spent almost \$58 per send. Meanwhile, Team Limited Spend had an average spend of \$28 per send.

The results were so conclusive they blew us away. With 30% of our gifting spend for the month, Team Limited Spend ended up generating 47% of the revenue. Our hunch was correct - when it comes to gifting for prospecting, it’s not the value of the gift that matters, but the quality of the outreach.



(Want to know how our sales team structure their outreach to generate amazing results with gifting? We’ve got a blog post you might like here: [How to build a winning B2B sales sequence.](#))

The nitty gritty of ROI

So our experiment proved that you don't need to splash out on luxurious gifts to impress with your gifting strategy, but what about the bottom line?

\$216,000 = 731.3%

in closed won influenced revenue

The impact on ARR in the following months (considering our avg. sales cycle) was a staggering \$216,000 in closed won influenced revenue. That's a whooping 731.3% ROI! You can only imagine the impact we would've seen if Team Infinite Budget was as efficient as Team Limited Spend. Something to look forward to in 2022!

Our most successful rep from Team Limited Spend with a send-to-meeting rate of **34.7%** securing 15 new opportunities. Now could that have been just that we have a superstar BDR with amazing powers of persuasion? (Actually, we'd say that about all of our BDRs, but in this case, no).

Instead, it's that without having a flashy, expensive gift to fall back on, the BDR had to be specific, playful, and deliberate in their outreach. The BDR in question did their research, found the right time to reach out, personalized their gift and message, and made a real connection.

And THAT's the secret to reaping the benefits of corporate gifting.

3 golden rules of gifting

So when it comes to incorporating corporate gifting and **making the most of it**, the trick **ISN'T** the amount you spend, but the way you spend it.

Once upon a time, corporate gifting wasn't so much about gifts as it was about mouse mats, and t-shirts, and keychains—and we're not criticizing these choices; they all have a time and a place. (Even the mouse mat, especially if your audience is gamers).

But what do you do if your budgets for corporate gifting are leaner than lean, and throwaway items might challenge your company's stance on sustainability?

We're so glad you asked. It all comes back to our three golden rules of gifting.



Know your target

Perhaps you've had a conversation with somebody and they mentioned their love of French bulldogs, or you know that they're a keen cyclist. These are the nuggets of information that can take a gesture from feeling typical to thoughtful. Also, consider the public profiles across LinkedIn or Instagram to see someone's interests. But a word to the wise: keep it professional, but speak to the person not the job title.



Choose your gifts carefully

Now you know who you're talking to, consider the type of gift that shows care, a sense of humor, or is a little outside of the box. Don't be afraid to be playful, or a little tongue-in-cheek—don't be afraid to let your target know who you are too, so they can build a closer connection to you.



Pick the right time

If budgets are tight and you're looking to make things as streamlined as possible, it's important to make sure your carefully chosen, personalized gift is reached at the same time. Maximum impact means getting the right moment.

(If you're looking for more reading on how to build corporate gifting into your sales sequence, we've got a helpful guide for you [over here on the blog.](#))

The best things in life are free

So, if you're wondering if it's possible to enjoy the benefits of corporate gifting without spending a penny or a cent, the answer is an unequivocal yes.

We so strongly believe in gifting things without expecting anything in return that you'll notice that we didn't ask for anything in exchange for this guide. No email. No phone number. No asking your job title or where you work.

90%

of B2B buyers say that online content has a moderate to significant effect on their purchasing decisions according to [Marketing Blender](#).

Helpful content is the number one gift you can give for free, encouraging customers to believe in your business. So opening up to your customers—potential and actual—says a lot about where your company puts its priorities.

Of course, we're not suggesting that you launch an entire content marketing program just to get the interest of a client. (Even if businesses that DO use content marketing enjoy conversion rates x6 higher than those who don't, according to the master of content marketing, [Neil Patel](#).)

But it's just as easy to reach out via email or LinkedIn message with insight or content that your prospect might find interesting or thought-provoking. That's because the kind of thought that goes into sharing content or thinking about what your potential audience might want to see comes from the same place as a thoughtful gift.

It's personalized, it's relevant, and it cuts through the noise.

And that's the heart of corporate gifting. By being the right person, at the right time, with the right gesture, you can make the world of difference to your bottom line.

Make the thought count

If you're looking for advice and insight on how to make the most of your outreach, or some low-spend ideas to enjoy maximum impact, don't forget that our blog is regularly updated with tips and tricks we've picked up along the way.

Here are some of our favorite ways that have helped our clients enjoy success.



Fancy a coffee?

Our clients at [Sailthru](#) were specialists at in-person and physical events looking for a way to garner the same kind of interest and excitement during COVID-19 restrictions (and when the [webinar fatigue](#) was real.)

As a result of working with us, Sailthru noticed a 76% increase in webinar attendance by offering small incentives to attendees. All thanks to an eGift card.

Meanwhile, BDRs noticed more people attending meetings when they comped a coffee cup with a Starbucks gift card. Because, again, it's not the big gestures that move the needle—just the little acts of showing you care.



Give it for them

Suppose you're concerned that gifting of any kind might be seen as ethically dubious or is downright banned in your industry. In that case, you can always consider taking advantage of charitable options. [Give the gift of giving](#) by allowing your recipients to donate to a cause instead of accepting a gift.

If the company you're trying to connect with is interested in sustainability or charity work, this is a great way to showcase that your business aligns with them.



Who doesn't like cupcakes?

Have you ever seen a box of cupcakes left untouched in the break room or office kitchen? (For us, it's donuts that hit the spot, any day of the week). In all environments where people are working their hardest, which, let's face it, is every workplace, it never hurts to show a business that you care about their people.

Ready. Set. Gift.

So if you're wary of spending too much on corporate gifting, remember that it's still possible to trigger small moments of wonder for your clients. All you have to do is keep in mind the three golden rules of gifting:

- 1 Be specific about who you reach out to
- 2 Personalize gifts to ensure maximum impact
- 3 Remember: less is more

So if you're feeling ready to see some of the stellar ROI that our clients have enjoyed, then perhaps it's time to rethink your stance on corporate gifting.

We'd love to hear from you

 Reachdesk

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 G2 Reviews

For help and support, and if you have any questions, get in touch with us at hello@reachdesk.com.

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