

THE OFFICIAL GUIDE TO
CLIENT GIFTING
MARIGOLD & GREY



THANK YOU SO MUCH
FOR CHOOSING US
TO CAPTURE THE BEST DAY EVER!
YOUR GIFT CAN HELP YOU
GET EVEN MORE EXCITED.

Welcome



Your clients chose you for a reason. They saw something in your branding or in your portfolio and felt drawn to you. With so much competition in the industry and clients being inundated with perfect images via social media, blogs and print publications, it's harder than ever for clients to make decisions about vendors. But once they commit, you're on THEIR team and they want to connect with YOU. They want to know more about your business and how you operate. If given the chance to come hang out in your studio for a day and see how things work, they just might. They want to rely on your expertise along the way. And more than ever, they want to feel a sense of pride for working with you. Gifting really CAN be a great way for clients to further connect with you and your brand. It isn't just about a box with random items thrown in it. It can be much more than that!

Not convinced you should gift your clients? Trust me, I understand. In my previous corporate life, I HATED client gifting. My clients expected it and all but TOLD ME what they wanted me to gift them and when it wasn't nice enough or luxe enough, well, I heard about it. It left such a sour taste in my mouth.

I hear similar things in the creative world such as "People only do client gifts so they can get more Instagram followers" or "throwing a bunch of items in a box doesn't seem like it does anything for my brand". I'm here to say that when done systematically with thought and creativity, client gifting can enhance your client experience and take it to the next level!

— JAMIE KUTCHMAN WYNNE,
FOUNDER & CEO

Part 1:

REASONS FOR CLIENT GIFTING



ALWAYS MINERAL

Botanical Facial Steam

100% ALL NATURAL

ZINNIA

'LILLIPUT SALMON'

Zinna elegans





GOAL ONE

REAFFIRMING A BRAND

Perhaps a business considers themselves a luxury brand and they're successful in attracting the ideal client, or they aspire to improve in this area. They want to send an on-brand gift to reaffirm their company's luxe vibe. This can be accomplished with upscale packaging, high end contents, and expert curation.

GOAL TWO

RELATIONSHIP BUILDING

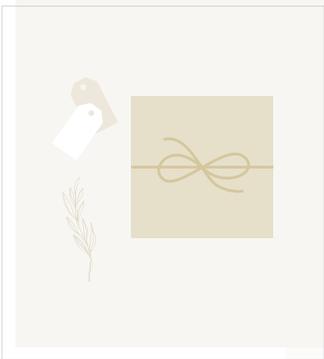
In the beginning, the client is typically the one answering most of the questions about themselves so the business owner can best serve them. But a good business relationship is a two-way street. Some businesses wish to allow their clients to get to know them on a more personal level by gifting items that have special meaning to them.



GOAL THREE

UPLEVELING CLIENT EXPERIENCE

In order to try and differentiate themselves in the market, many business owners hope to "up their game" and create a memorable client experience. This could mean sending an on-boarding gift as soon as clients sign the contract or even a 'thank you' gift at the end of the entire project. The gifting is treated as a formal part of the brand's workflow where gifting is just as important as any other step in the client experience.



GOAL FOUR

BRAND LAUNCH & REBRAND

Business owners are consistently launching new brands or even re-branding completely. This is a great time to begin a new gifting program to show off the new color palette and branding elements as well as generate buzz! The gifts can be sent to not only existing clients but also clients they aspire to work with.

GOAL FIVE

EXPRESS GRATITUDE

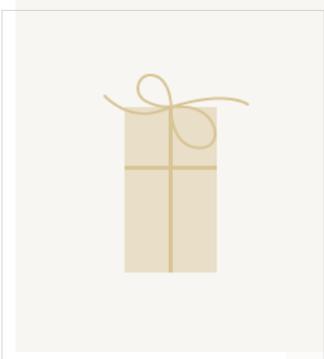
It seems obvious, but this is a significant and valid reason for gifting to your clients. Whether you're a small business or an expansive firm, you would not be where you are without your clients' loyalty. They trust you. They refer you to others. Let's face it, they pay the bills. Sending them a gift is a great way to show your genuine appreciation and gratitude.



GOAL SIX

AVOID BUYER'S REMORSE

There's no denying that buyer's remorse is a thing. We've all felt it. Sending your clients a gift immediately upon signing a contract with you reassures them that you were the right choice. At the very moment they sign the contract and could be inclined to think "Yikes! Did I just spend too much?" and potentially back out, your gift arrives. Their fears are put to rest. They know they're in good hands and you were the right choice all along.



Part 2:

CLIENT GIFTING TIPS

Wild Flower
ORGANIC FACIAL STEAM

HEY FRIENDS!
I AM SO LOOKING FORWARD TO
OUR ADVENTURE TOGETHER,
AND I CANNOT THANK YOU ENOUGH
FOR COMING ALONG WITH ME!
PLEASE ENJOY THIS WELCOME GIFT AS A
THANK YOU FOR BEING WONDERFUL.
I CAN'T WAIT TO HUG YOU SOON!



TIP ONE

REFLECT YOUR BRAND

Describe your brand in three words and then make sure that each and every element of the gift expresses these words. Your gift needs to make sense and elicit the same feelings that your brand does. For example, if your brand is centered around adventure, include items like travel mugs or a gourmet trail mix that convey this message to your recipients.

TIP TWO

BUDGET

Decide upon a gifting budget up-front and be sure to factor in the cost of the gifts when determining your pricing. It's no different than updating your website, ordering letterpress business cards, or hiring outside experts. These are all business expenses that you take into consideration when calculating your pricing and gifting should be no different.





TIP THREE

UNIFORMITY

Create the same gift each time. You're more likely to overspend, waste precious time, and erode profit if you hit up Home Goods or Target every time you book a client. And let's face it, no one can go to Target and keep it limited to their shopping list. Stick to the same design every time and your bank account will thank you.

TIP FOUR

BALANCE

Unless your gift follows a distinct theme (i.e. "breakfast in bed" or "date night in a box"), find a nice balance of items. For example, steer clear of gifts containing all food or all drinks. Mix it up! Choose one or two snacks, a beverage and a functional item. Air on the side of caution and keep it gender neutral so as not to alienate any recipients.





TIP FIVE

VISUAL ELEMENTS

Include visual elements to tie in your branding that the client will recognize such as color palette, logo, and other accents. For example, if a key is used in your logo, use a key as an accent to tie onto the gift. Or, if your logo has a succulent, pop a succulent into each gift box. Doing this keeps things cohesive and shows intention.

TIP SIX

WORKFLOW

Whether you outsource or DIY, make gifting part of your workflow. For example, whichever checklist you use to determine the stage the client is in, add gifting to the list.

Inquiry → Proposal → Contract → Welcome Gift → Etc...

This will save you time and ensure no one is forgotten.





TIP SEVEN

GIFT CONTENTS

Gift contents should be relevant to your specific working relationship with your client. For example, we all know web development is a stressful process. If you're a web designer, consider sending spa or relaxation items at the conclusion of a project.

TIP EIGHT

LESS IS MORE

Less really can be more. You don't need a gazillion items in a basket to impress a client. A small box with on-brand, well curated elements can have a bigger impact and create a deeper connection with your brand than random items without any thought. Think quality over quantity.



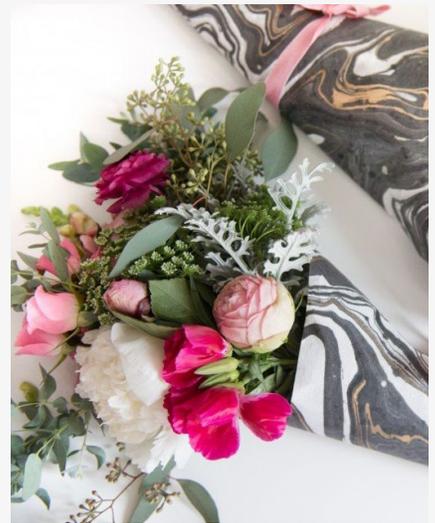
ADDITIONAL RESOURCES



TOP CLIENT APPRECIATION
CURATED GIFT BOX
DESIGNS OF 2018



TOP CLIENT
APPRECIATION GIFT
DESIGNS OF 2017



4 REASONS TO SPLURGE
ON CLIENT GIFTS DURING
THE HOLIDAYS



HOW TO CONVEY YOUR
BRAND MESSAGE WITH
CLIENT GIFTS



MOST POPULAR THEME
FOR CLIENT GIFT BOXES



CLIENT GIFTING:
CASE STUDIES

SHOP OUR
READY-TO-SHIP
COLLECTION



WE'RE HERE TO MAKE GIFTING *stress free!*

If you believe in creating an unforgettable experience for your clients, but your time is better spent doing what you do best, you're in the right place! We believe gifting is an art form. And as much as it's our job to curate gifts that perfectly communicate your brand, it's equally our mission to give you a stress-free and enjoyable experience so you don't lift a finger from start to finish. We really do value our clients as much as you do yours! To get started, *visit here.*



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