

## **Importance of Corporate Gifts**

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In most corporate cultures, gift-giving is important. The basic motivation for gift-giving is the same whether you are aiming to thank long-standing clientele, remind someone of your company, or recognise an outstanding employee.

Corporate gifts are seen as an important tool for boosting both established and new business operations. These are also helpful in maintaining and expanding the present relationship.

Every organisation's primary demand is to attract more clients and gain a greater market share by utilising the greatest advertising tactics. Marketing that recognises existing employees and new customers helps reach the desired audience while creating new recommendations and leads.

### **What is Corporate Gift-Giving?**

Company gifting is the process of creating an interaction with employees, clients, or prospects through the usage of a present—whether it is a tangible object such as handy swag, a delicious treat, or a personalised fashion item, or a non-physical gift such as an eGift card or an event (such as airfare or concert tickets).

### ***Why are Corporate Gifts Important?***

Receiving gifts is a meaningful experience since it creates a connection with the giver and may improve relationships with people or companies. Companies and businesses have long relied on the ability of gifting to enhance existing and future client connections, as well as to demonstrate thanks for their patronage. When used as part of your overall marketing or employee retention activities, gifting may be quite effective in terms of ROI and happiness.

### **The Psychology of Corporate Gifts**

The psychological impact of corporate gift-giving on the receiver is closely related to its effectiveness. You've seen these phenomena in action if you've ever gotten a surprise or treat (either in person or through direct mail). Personal touch with a present, according to studies on the influence of corporate gifting outcomes, resulting in the Endowment effect—a sense of control across an object that transfers into an individual valuing it more highly. It also influences feelings of reciprocity and trust. This influence may be seen in the effects of marketing and gift-giving in a number of common corporate gifting contexts.

#### **For Prospects**

Gift-giving can entice people who are not already clients to become ones. According to [Instapage, personalised gifting experiences make 80 per cent of consumers](#) more inclined to do business with companies. Sending the appropriate gift at the right time might motivate prospects to take the desired action, such as purchasing, signing up for a service, or making a discovery call.

#### **For Clients**

Clients can benefit from a well-timed gift as well. This could assure consumers that their business is valued, encourage more people to their service or become brand ambassadors, and has the power to bring your company back into the limelight of their minds after a prolonged period of inactivity.

#### **For Employees**

Businesses must examine more than just their clients and prospects. In many situations, the secret to excellent customer service begins much closer to home. According to [one](#) survey, 57 per cent of respondents believe that getting letters helps them feel more valuable. This statistic

applies to direct mail presents; but, if you've ever received any nicely-branded, high-quality clothes, you know it may also work for your workers.

These gifts, especially when of high quality and well-personalized, generate a sense of belonging and connection to the team and develop a sense of belonging and connection to the team. These emotions influence how people perform their jobs and the level of service they deliver to external stakeholders, consumers, and clients.

While corporate giving is a good type of marketing, going overboard can have a negative impact on the company's reputation. Including promotional flyers and other types of advertising would be excessive and would make the firm appear desperate.

As a result, a more delicate approach would be preferable. After all, business presents are intended to commemorate a special event.

One giving out these gifts there is certain things you would want to avoid such as;

***Repeating the same gifts***

Repeating the same gifts can make the recipient feel like no thought is being taken into the gifts and that they are just being handed the last thing that could have been thought of. Gifting the same thing every year could make people feel that way and may cause a sense of contempt when receiving their gifts.

Although, there may be instances where the repetition of similar gifts has gotten the same amount of reactions from the recipients and they like them then in that case keep it going.

### References

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