

## **Corporate Gifting; a truly major win/win.**

If you're reading this, then it's likely that you're aware of 'Corporate Gifting' as the practice of interacting with a customer, prospective client or employee through a gift and that this interaction has at least two functions. As well as to show appreciation and gratitude from a company to those it interacts with, its other intention is to make an impression and create a connection, which, in turn, will help promote its brand, business and profits.

What you may not know, however, is that over 80% of C-suite executives believe that business gifts generate measurable, positive ROI and in a recent survey, respondents commented that, "Gifts humanize business", and "Corporate gifting...pays for itself two fold."

In addition to this positivity shown by 80% of the CEOs surveyed, new data suggests that the UK 'Corporate Gifting' market is worth £78.3 million.

With this in mind, it's worth looking, in more detail, at what the benefits are to everyone involved in the 'Corporate Gifting' business and whether it should be an integral part of every company's business strategy.

'Corporate Gifting' can be an inexpensive way to boost morale of employees and clients during difficult times. As long as the gifts are well thought out and as individual to the recipient as possible, they do not have to be expensive.

Positivity brings positivity, hence, giving to others and spreading goodwill will bring positivity to your business and show rather than tell the world that you and your business are considerate and generous.

It's so important to show your employees and clients that they're of value to you. 'Gifting' goes a long way for your business and it shows your employees and clients that they're valued and respected. People who feel valued are loyal.

'Corporate Gifting' helps form close relationships with your clients and employees by showing that you know them on a personal, not just a business, level. This personalised appreciation will set you apart from the company that gifted nothing or a generic gift.

How do you feel when someone goes out of their way to give you something personalised (however small the effort)? How does it make you feel about that person? This will be how other people and businesses view your company and that will translate into more business.

Gratitude leads to satisfaction leads to business relationships that are stronger and likely to stand the test of time!

If you've shown personalised consideration to your client, they are very unlikely to forget you in a hurry and more likely to want to work with you in the future.

Choosing the right online gift, bridges the gap of distance and when this is achieved, there is no doubt that a lifelong relationship is forged.

It's clear how important 'Corporate gifting' is to every party in the business relationship. Your company shows its appreciation, your client or employee feels valued and therefore reciprocates their appreciation by investing back into your company! It truly is, a major win/win!