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## **Corporate Gifts 101:**

# **Expand Your Business Through Gifts, Rewards & Incentives**

Jeffrey Brenner, CPIM Seiko Watch of America LLC  
Lore Rincon/Continental Premium Corp.



**Sales** as a function is changing. In a recent report by Gartner, 80% of all **B2B sales** transactions are predicted to happen over **digital channels** by 2025. Moreover, 20% of B2B companies will see revenue coming from multi-experience sales channels.



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*Jamal Watkins*

*Captivate Prime Learning Evangelist, Adobe Digital Learning Solutions*

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# Corporate Gift or Promotional Product?

**Gift** = offered with no expectation of collaboration/business

**Promo Product** = advertising purposes

**Incentive** = Earned



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# Importance of Gifting



- Gifts make employees feel happy, thankful, valued and appreciated
- One study noted that employees prefer a gift to a Holiday party
- Adds value to the client relationship
- Keeps the business with you (don't send your client elsewhere)
- Expands business with current customer base



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# Gifting Categories



- **Name-brand/retail merchandise**
- **Gift cards (closed loop/universal)**
- **Travel (group & individual)**

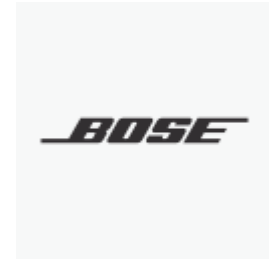


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# Retail Brands

- Swag Gift Bags
- Years of Service
- Team Celebrations
- Board of Director Gifts
- Holiday/Business Gifts
- Safety/Wellness
- Events/Experiential/Room Drops



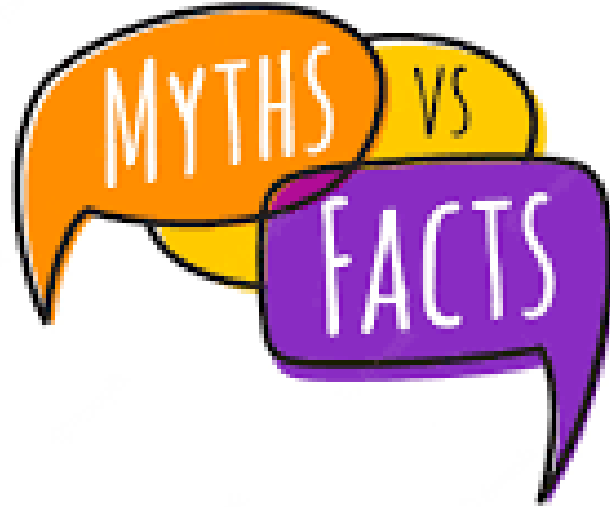
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# Merchandise

## Myths:

1. Too complicated
2. Customer can compare pricing
3. Adds a distribution layer (mark-up)
4. **Low margin**
5. Availability challenges
6. No Imprint Capabilities
7. **My customer doesn't use "incentives" or corporate gifts**
8. **Need to work through reps (they will steal the business)**



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# Retail Brands – Advantages

- Known entity
- **Quality** associated with a Brand
- Reinforce **your client's** brand attributes
- High Perceived Value
- **Distributor discounts/strong margins**
- Multiple Price Ranges
- **Aspirational**
- Premium Rep is available for **Support**



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# Merchandise Provider Capabilities

- Customization
- Personalization
- Single units
- Individual Drop-shipping
- Scheduled Shipping
- Wrapping/Note Insertion
- On-site Gift Experiences



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# Gift Cards

- Spot awards (Peer-to-Peer)
- Team celebrations
- Trade show give-away
- Loyalty programs
- Thank You
- Referral



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# Gift Card Myths

- **My client isn't using gift cards**
- Difficult to order multiple brands from multiple sources
- Hard to fulfill; challenges with delivery and recipient experience/support
- Risk of fraud or loss with prepaid inventory
- **No margin**
- Can't be delivered with branding or personalization
- **It's easier for me to buy them at a local store vs an industry source**



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# Gift Card Opportunity Data

- Gift cards are a Strong Option
  - 61% of large companies buy gift cards
  - 68% of mid-sized companies buy gift cards
  - Mid-size firms spend over \$450k annually on gift cards across all channels
- Larger firms spend over \$1 million annually
- 73% Brand specific
- 60% of companies purchase/order online
- 30% buy at retail



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# Gift Card Advantages

- Gift card aggregators offer a variety of cards from one source
- Ability to charge additional fees for additional services
  - Recipient customer support
  - Digital cards with branding, music, animation, video, etc.
- Pair the gift card with a custom “carrier” or additional merchandise gift
- Ease of distribution: ordered/distributed/redeemed online
- Bill the client directly & commission distributor
- Use suppliers in the ASI and Incentive marketplace

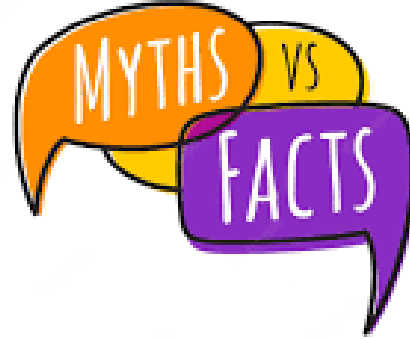


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# Travel Reward Myths

- Too difficult/don't understand it
- **Providers don't work with Distributors**
- **No margin**
- My clients don't use travel
- **My clients don't think of me for travel**



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# Travel Reward Advantages:

- Offer something **new** to your client
- Prevent your client from going elsewhere
- Typical travel program exceeds most merchandise/card orders
- Travel providers can commission you and will manage all the details
- Travel certificate companies can offer a discount or commission



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# Incentive Marketing Association “IMA”



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## The Incentive Resource Guide

Today's businesses are using more reward and recognition programs to improve employee engagement, increase sales and enhance customer loyalty. The Incentive Marketing Association (IMA) is a trade association that brings together the industry's top experts and incentive providers.

When you use IMA members, you are leveraging the power of a global network. IMA members include program design experts and suppliers that offer the best prices, services and the right rewards. They also have the latest systems and technology to help you with personalization, branding and automation so you can deliver truly memorable and engaging experiences, and the results you are looking for. Click on the sections below to learn more about how our experts can help you with the programs and resources you need or [download the PDF guide](#).

DOWNLOAD GUIDE →



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[Incentivemarketing.org](http://Incentivemarketing.org)

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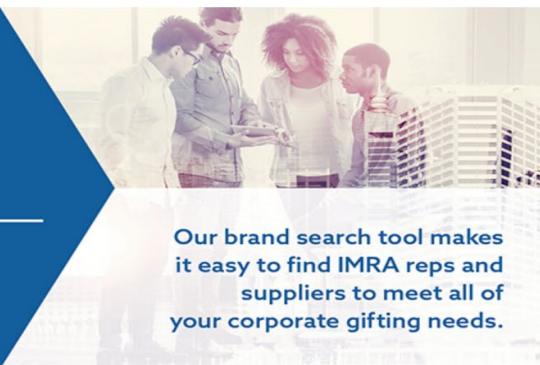
# Merchandise/Brand SEARCH

## IMRA Brand Search

Name Brand Gifts For Corporate Gifting

YOUR ULTIMATE  
RESOURCE FOR BRAND  
NAME CORPORATE  
GIFTS & INCENTIVES

**IMRA**  
BRAND SEARCH



Our brand search tool makes  
it easy to find IMRA reps and  
suppliers to meet all of  
your corporate gifting needs.



### UPCOMING EVENTS

7/11/2022 - 7/13/2022

[IMA Summit 2022](#)

10/11/2022 - 10/13/2022

[IMEX America](#)



### INDUSTRY NEWS

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[6/24/2022](#)

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[Helps Local Salt Lake Charity](#)



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[www.imraonline.org](http://www.imraonline.org)

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# Gift Card Search

**DO YOU BUY 10+ GIFT CARDS A YEAR FOR INCENTIVES OR GIFTS?**

*Did you know there is an entire industry dedicated to supporting your needs?*



**THERE'S AN EASY WAY TO BUY GIFT CARDS AT A DISCOUNT**

Whether you are looking to recognize employees, attract customers or accelerate your sales pipeline, gift cards may be the perfect solution. And when you need to buy gift cards in bulk, IGCC members bring you a wide variety of solutions that will help you save time, money and frustration.

## Find the best solutions for your company's gift card needs

A Specific Brand 

Multiple Brands, Paid Visa, Mastercard, Discover or American Express Cards 



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UseGiftCards.org

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7/11/2022 - 7/13/2022  
IMA Summit 2022

8/3/2022 - 8/3/2022  
IGCC Session: Unpacking the IMA Summit

8/17/2022 - 8/17/2022  
IGCC Webinar: Marketing & Budget Strategies

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# Search for Travel Providers



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## Incentive Travel Council Member Directory

Click "Find" for a complete list of members or insert specific information into the form below to search by state, name, etc. *Use of this directory for any type of unsolicited sales or promotion is strictly prohibited.*

Company/Employer	<input type="text"/>
Last Name	<input type="text"/>
First Name	<input type="text"/>
City	<input type="text"/>
State/Province	<input type="text" value="(Any)"/>



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7/11/2022 - 7/13/2022

[IMA Summit 2022](#)

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### NEWS

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[Incentivemarketing.org/ITC](https://incentivemarketing.org/ITC)

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- Incentive products, gift cards, and travel direct from leading suppliers
- **Over 100,000 US products from 2,500 brands**
- Pricing is 'supplier direct'
- Local support and service
- Refreshed nightly



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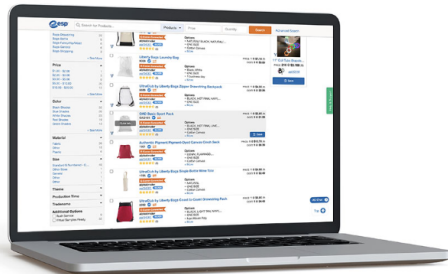


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## Conduct a promo search, source corporate gifts and enjoy ESP integration.

With our ESP® search engine, you have access to hundreds of thousands of items so you can conduct a promotional product search, find corporate gifts and make purchases without the headache. We also offer ESP Integration, so product information is updated in real time directly from suppliers' systems.

ASI Chat ?



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# Who Provides/Supplies Corporate Gifts and Incentives?

- Promo Products Distributors
- Direct from Manufacturer/Special Markets Division
- Ad/Promo Agencies
- Retailers/Big Box Stores
- Gift Card aggregators
- Performance Improvement Companies
- Hotels/Airlines
- Travel Agencies/Companies
- Wholesale/Warehouse Stores/Online



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# Are Corporate Gifts and Incentives a Commodity?

## “No”

- **Bid the complete project** – include/add Gifts and Incentives
- **Expand** the Gift audience (employees/clients/suppliers)
- **Add** Carriers or Custom packaging
- **Add** Related products/Gift Cards



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# How do Sales Teams GIFT?

- Sales Division
  - Sales contests / Incentive programs
  - Team celebrations
  - New product introductions/product launches
  - Consumer offers
  - New customer acquisition
  - Holiday/business gifts to customers & suppliers
  - Supplier awards



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# Where to Find Contacts in Sales?

## Sales titles

- Director of Sales
- Sales Manager
- Regional Managers
- Sales Promotion Manager
- New Business Development



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# Where to Find Contacts by Title?

## Marketing Titles:

CMO (Chief Marketing Officer)  
Product Manager/Marketing  
Digital/Marketing Manager  
Regional Marketing Manager  
Director, Marketing  
Manager, Events & Trade Shows  
Brand Marketing  
Promotional Marketing  
Manager



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# HR GIFTS? HOW?

- Human Resources
  - Employee gifts
  - Years of Service
  - New Hire Onboarding
  - Wellness Program; Health Assessment & Rewards
  - Safety Programs
  - Rewards/Celebrations
  - Retirement



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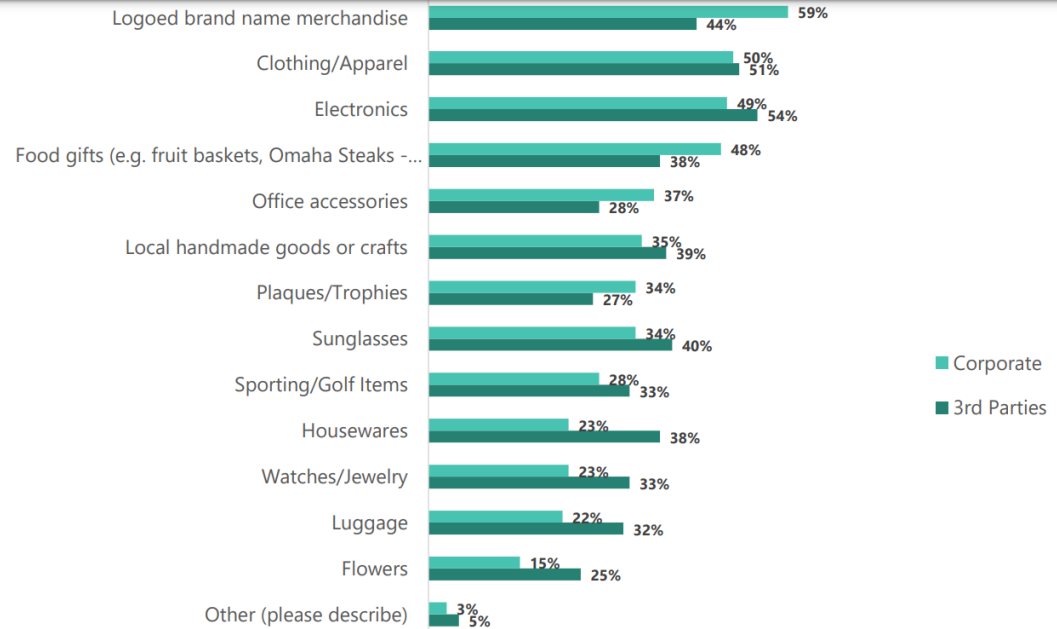
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# IRF Merchandise/Gift Cards Event Gifting

- Electronics and merchandise logoed with the company brand are the most common rewards with corporate respondents, while electronics and clothing are the most common merchandise gifts given by 3rd party providers.



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<https://bit.ly/3alwovl>

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# Why Sell Corporate Gifts?

Low-hanging fruit

**Defense (don't send your customer elsewhere)**

Expand your supplier base

Merch; discount from retail (higher perceived value)

**Increase average order size**

Take advantage of manufacturers capabilities

**Suppliers will do much of the work for you**

Bundle/sell additional products

One stop shop for your client



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# #1 REASON – EARN MORE MONEY



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Marketing content writer, social media strategy, inbound marketing and branding.

**Barb Hendrickson**  
**President at Visible Communication**



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