

The Ultimate B2B Gifting Guide

A playbook for your organization to create and automate memorable experiences at scale.



POSTAL.IO 

EXECUTIVE SUMMARY

Building Meaningful Connections in Today's Digital World

According to a [report](#) conducted by Havas Media Group which surveyed 395,000 people globally, we've entered the "age of cynicism" where brand trust is at an all time low. In fact, less than half of brands, 47% to be exact, are seen as trustworthy.

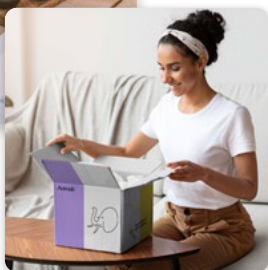
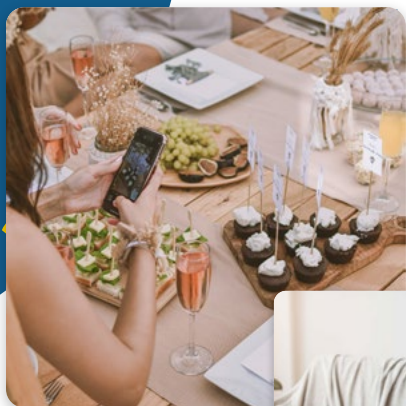
With the digital landscape forever changed, it's no secret that building meaningful connections and trust with prospects, customers, and employees is critical now more than ever. Because of this B2B professionals, are constantly looking for innovative ways to elevate their playbooks and break through the noise.

Many have acknowledged the answer: finding the right balance in an omni-channel strategy. There's one channel that's scientifically proven to leave more memorable impressions with recipients as compared to online advertising and email: offline experiences. Integrating offline communications with digital channels, however, has been historically proven difficult to track, manage, and coordinate logistics. Offline Marketing Automation platforms provide a new solution to this challenge to help enable organizations leverage and measure this channel.

Over the past year, Postal customers have sent thousands of gifts and experiences from our Offline Marketing Automation Platform. We've aggregated their interactions and compiled this idea guide to provide inspiration and share what's proven to help improve outcomes in today's environment.

We hope our Offline Marketing Automation Idea Guide provides the foundation you need to exceed your goals and drive more revenue at your organization.

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SECTION 1

Using Offline Marketing Automation to Drive Leads for Your Top of Funnel

The most successful Demand Generation teams focus on optimizing each stage of the marketing funnel and know that even a 1 or 2% improvement could translate into millions of dollars in pipeline later in the sales process. The best organizations already have proven channels, but they continuously iterate and make small tweaks to achieve better results.

Offline Marketing Automation can help you get quick wins on your landing page conversion rates, email marketing engagement rates, and expand your organic reach on social media. Not to mention, all the ideas in this guide can be automated and scaled in a way like never before via Offline Marketing Automation Platforms such as Postal.

Demand Generation

Offer a gift anywhere you'd use a hyperlink—in an email, social media caption, LinkedIn message, and more. It's as easy as copy and paste using a MagicLink from Postal.

Average results when including Postal MagicLink in a cold email:

- » Open rate: 50%
- » Click Rate: 12%
- » On-page acceptance rate: 92%

Leverage 'incentive marketing' for 3x the engagement with your content

Give away a \$15 Amazon, GrubHub, Target, UberEats, or other gift card to each person who downloads the content. Yields a **60% on-page conversion rate** to form fill.

Hide MagicLinks to gift baskets or bottles of wine on a landing page or eBook to incentivize scrolling and clicking. **MagicLinks increase time spent on page by 2x.**

Broadly, an online reputation and review management program has seen a 100% QoQ growth in referrals for their business since implementing Postal. [Read their case study here.](#)

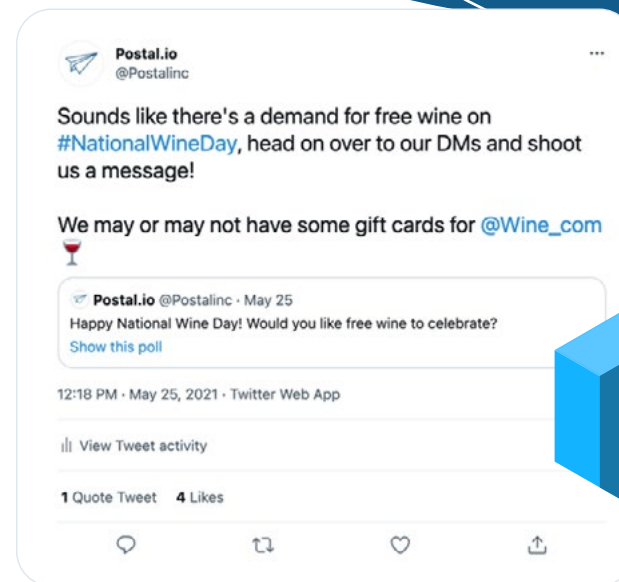


Get more organic reach on social media

Create virality for **2x organic impressions**.

Incentivize people in your network to share your post— “1 share=1 bag of coffee”. DM a MagicLink to each person who shares your post.

Give away gift cards, free drinks, or snacks to your network with Postal MagicLink to support a holiday, event, or social cause.



Ideas for Lead Nurturing

Include gifts such as books, office supplies, desk toys, charitable donations sent on their behalf, and gift cards into your nurture campaigns to give leads a better reason to take your call-to-action. Set **Triggers** to automate after lead reaches a certain criteria in your campaign or workflow.

» **Get Started**

Field Marketing

Ever since the shift to hybrid events, Zoom fatigue has made it increasingly difficult to host virtual events that are fun and drive attendance. Additionally, most field marketers have limited bandwidth to budget and plan for such experiences.

How can small teams extend the reach of their virtual programs without breaking the bank?

Postal's event marketplace gives you plenty of immersive experiences to choose from to create lasting impressions with others at the top of your marketing funnel.

Host experiences that drive attendance and engagement

Use one of the following events as a high-volume lead gen program: Virtual game show bingo, virtual scavenger hunt, trivia, or a comedy show.

With Postal, Lessonly is seeing a **2x higher attendance rate** for marketing virtual events by pairing them with physical touch points.

These events drive upwards of 1000 sign-ups! In fact, the first one we ever hosted yielded 1200 sign-ups and drove a 50% attendance rate (a good industry average for public events is about a 35% attendance rate). You can read more about how we pulled that off [here](#).

» **Explore Postal Events**



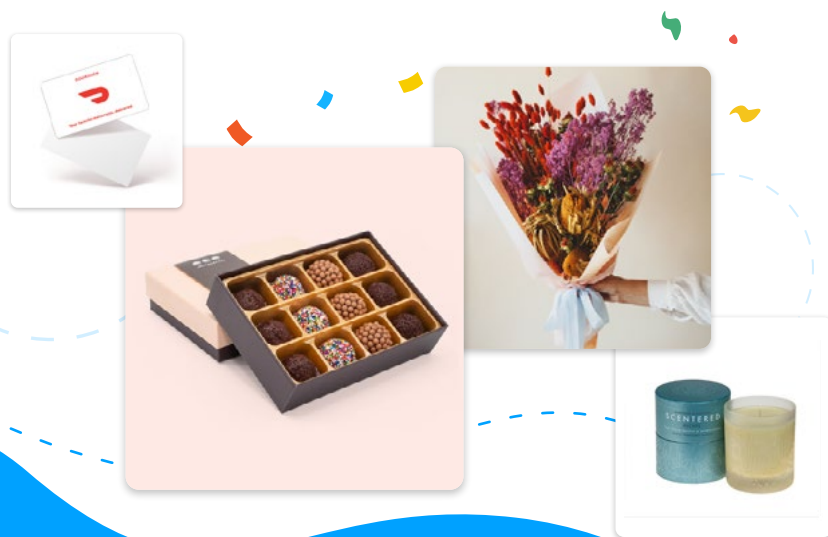
Account-Based Execution

Did you know that 87% of B2B marketers are using ABM to drive higher ROI? Account-based marketing, account-based experience, hyper-personalization are the humanizing element ties everything together. Here's some ways you can incorporate Offline Marketing Automation into your account-based programs.

Boost cold email open rates to 50% and click-through rates to 10% with MagicLink

Ideas of items to include in your emails to boost engagement and click-through rates to content:

Personalized engraved tequila bottle, 3 pack of Brigaderos chocolate, coffee or tea, a charitable donation sent on their behalf, or a desk toy. "Request a trial and we'll donate \$10 to the charity of your choice."



Send handwritten notes from leadership in your organization

Following an event, leading up to an event, thanking someone after a nice conversation, or even hyperlinked from a landing page—a handwritten note from leadership creates an sense of authority appreciation for the recipient.

Direct mail has a median ROI of 29% compared to the 1-2% ROI from traditional marketing methods alone.

Automate the sending of items to 3x the performance of your CTAs **Postal Triggers** enable you to create steps that trigger sends based off a criteria within your workflows, sequences, cadences, or whatever marketing automation you use.

Here are some other ideas of items you can trigger to create more authentic connections at the top of the funnel.

- » A candle to reference how your solution will light up your lead's world
- » A piggy bank to give your leads a place to put all the money they'll save
- » A customized brochure
- » eCards to provide lunch for your recipient
- » Flowers or a box of chocolate around the holidays

» Get Started

SECTION 2

Using Offline Marketing Automation to Drive More Pipeline for Sales Teams

Modern sales is all about building and maintaining connections with high-value accounts, yet executing on this is easier said than done. As organizations of all sizes are challenged with maintaining relationships at scale, Offline Marketing Automation enables teams to automate these moments and increased meaningful touchpoints.

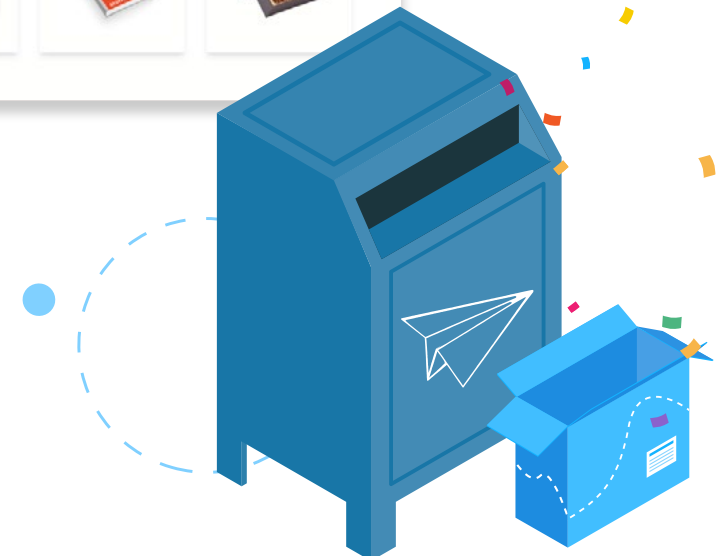
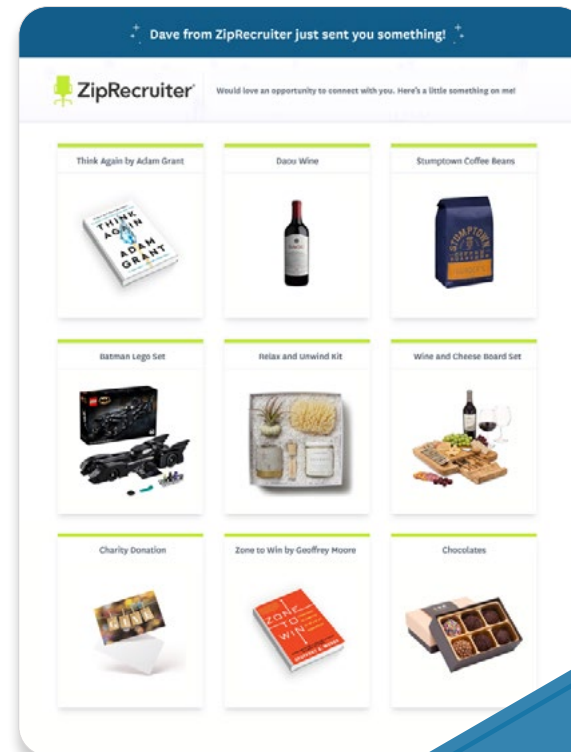
Whether your bottom line is booking meetings, closing deals, or providing a seamless onboarding experience, this section includes a plethora of ideas to help your team cut through the clutter.

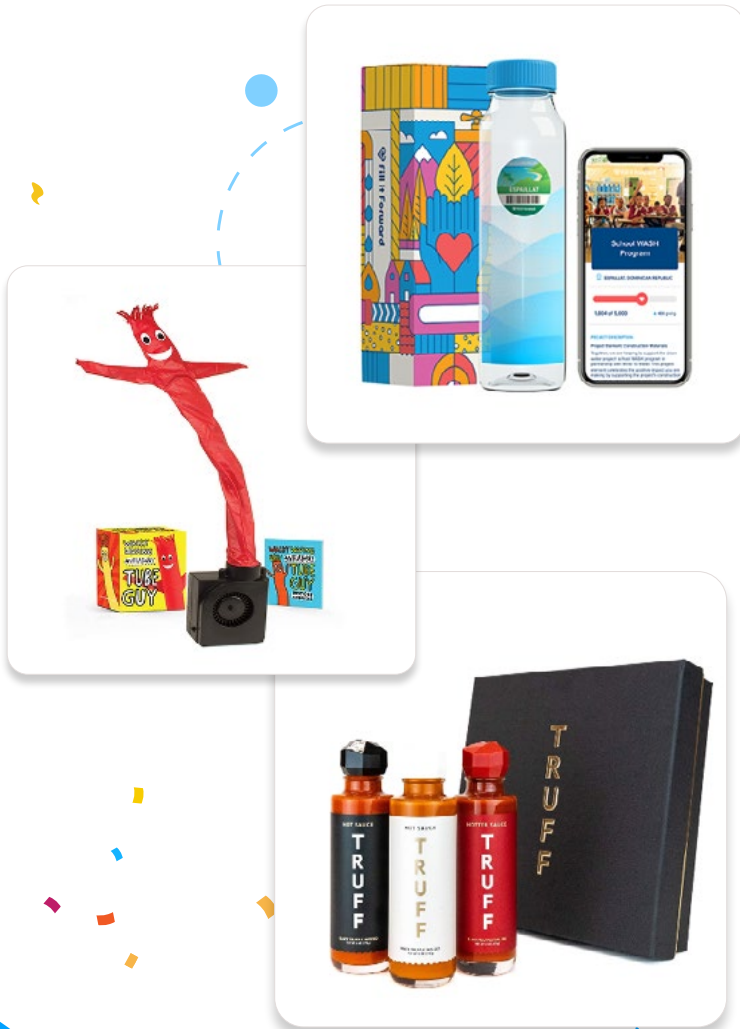
IDEAS

How to Book Meetings with Prospects

Postal customers are improving sales conversion rates by 55% with direct mail and gifting.

Sometimes figuring out what your prospect likes takes time, and when you're trying to hit your meeting quota, you don't have the resources or established relationship to know their interests. Book more meetings by generating a [Postal Collection](#) full of items that run the gamut.





Brigadeiros from Obrigaderia

“I want to show you something sweet! Here’s some gourmet truffles on me.”

Sustainable Water Bottle

“Wanted to share a sustainable method of staying hydrated. Let’s chat soon!”

Local Coffee Shop Gift Card

“Here’s \$10 for 10 minutes of your time. Grab a coffee or a treat and let’s sync up.”

Inflatable Tube Guy

“A fun little desk toy for you to enjoy. Let’s grab a coffee and chat.”

Hot Sauce Kit

“Would love to show you how our solution can spice up your strategy, here’s some hot sauce for you to think it over. Looking forward to chatting soon!”

» [Book More Meetings](#)

IDEAS

Re-engage with Cold Leads or People Who Have Ghosted You

By offering personalized boxes of cookies to prospects who went cold, Broadly was able to increase their close rate by a whopping 30%. You can [read their case study here](#).

- » Cookies in a branded box with their name or company logo - “Haven’t heard from you in a while, here’s some delicious cookies in your own branded box. How sweet is that?”
- » A personalized gin-making kit - includes the executive’s last name monogrammed on the gin bottle. You’ll be top of mind every time they see it. [Postal Concierge](#) can make special requests like this come to life.



Desk Plant

“I hope everything is going well, wanted to give you something to spruce up your WFH setup.”

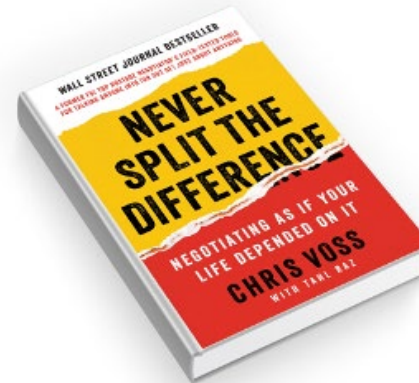
Stress Relievers

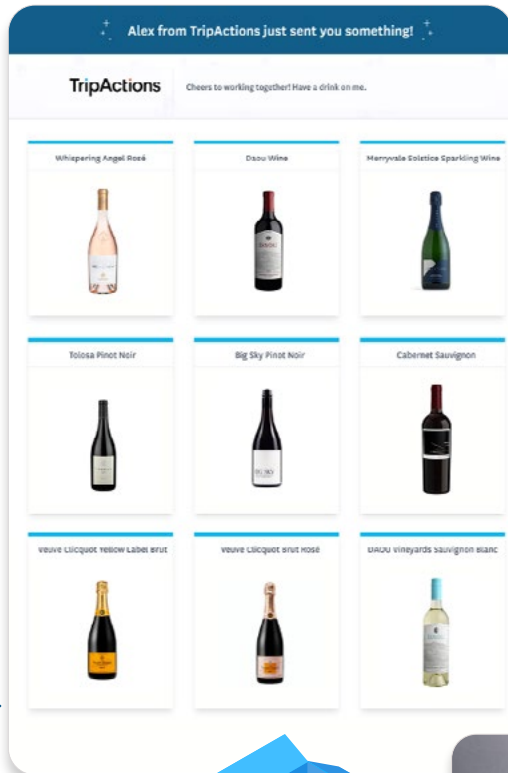
“I get it...you’re probably slammed at work and the last thing you need is someone trying to sell you something. Here’s something from me to alleviate your stress.”

A Relevant Book

“It’s a minute since we’ve talked! Since you mentioned ___ last time, I wanted to share a piece of knowledge with you about that. Enjoy!”

» **Connect with more Cold Prospects**





Qualification Meetings

Lessonly is seeing >40% acceptance rate on all gifting experience emails helping drive more leads and renewals to their business.

A Wine Collection

Instead of guessing if your recipient is a white or red wine person, send them a diverse collection of reds, whites, roses, and more. They'll be delighted that you let them pick their favorite.

“Looking forward to this next meeting, if all goes well we'll be busting out the champagne! In the meantime, choose from this variety of my favorite wines and think things through.”

Money Tree Plant

“I hope our business partnership continues to blossom. Here's a little something for your office.”

Gourmet Snack Bundle

“Enjoy these tasty snacks while you think things through. I'm looking forward to this next meeting with you and your team!”

» **Get Started**



Saying 'Thank You' Following a Meeting or Closed Deal

A bottle of wine or champagne with a Thank You note - "Really appreciate your time, I wanted to surprise you with one of my favorite bottles of champagne. Hope you enjoy!"

A Wellness Care Package

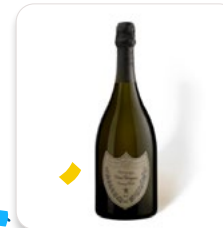
"Now that the official business is over, I wanted to express my gratitude by providing a little something for you to unwind."

Cocktail Kit

"Since you're such a go-getter, I wanted to give you this make-it-yourself cocktail kit to show my appreciation for your time."

A seasonal gift to celebrate an event or holiday - "Happy ___! Wanted to thank you for being such an amazing listener and offer you this care package to celebrate"

» **Get Started**





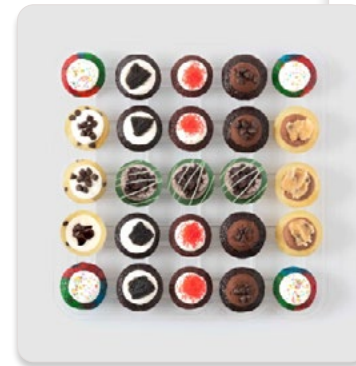
SECTION 3

Elevate the Customer Experience

Increasing customer retention rates by 5% leads to a 25-95% profit increase. Customers shouldn't be seen as a source of revenue but rather a network of mutually beneficial relationships. Here's how Offline Marketing Automation can enhance brand loyalty and create better connections with your customers.

Welcoming New Clients

Custom branded box of cookies: {your company} + {new customer logo}
“We’re looking forward to the future of this relationship! Welcome to our family.”



Champagne

“A little something to welcome you as our newest customer! Congrats and thank you for choosing us.”

Baked by Melissa Cupcakes

“It’s customary for us to give a warm welcome to new clients. If you haven’t had these cupcakes, now’s your chance! Enjoy and thanks again for choosing us.”

The Celebration Box

Send a box containing wine, chocolate, and confetti poppers with a note that says, “Congratulations and welcome! Here’s a little something to celebrate.”

Handwritten ‘Thank You’ Note

Use a handwriting automation tool to send personalized handwritten notes to each person who contributed to making the deal happen.

» **Get Started**

Boosting Retention and Creating Advocacy

Fully-automated retention campaigns

[Subscriptions from Postal](#) are a way to automate the sending of items from the Postal Marketplace over a certain period of time. For instance, you can create an onboarding Subscription that automatically sends a handwritten note, followed a few days later by a bottle of liquor, and then a wellness care package near the end of their contract.

More ideas of items to send for retention or advocacy:

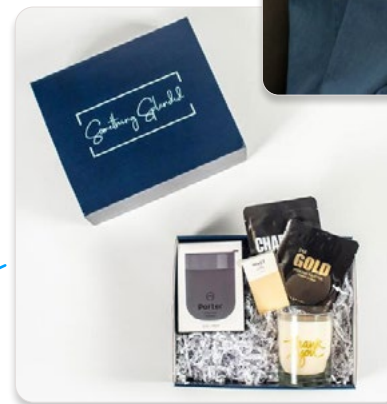
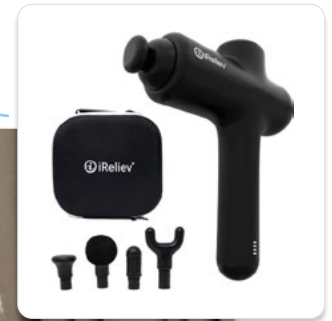
- » A personalized dartboard kit to reward top users of your product. Add the company logo or the champion user's name with a special stat that's relevant to them. Did they achieve a big user milestone that quarter? Engrave it on a dartboard case. [Postal Concierge](#) will accommodate requests like this.



IDEAS

- » Gift cards—offer your customers a \$20-30 gift card for leaving a review or providing feedback on their experience with your product.
- » Subscriptions—Give your customers a 3-month subscription to receive a new bag of coffee or a plant.
- » A bottle of top shelf whiskey a month out from when the contract expires: “I wanted to send you something special as the timeframe for your renewal comes around.”
- » Massage gun: “We can’t thank you enough for your business and would love for you to renew! Here’s something to relieve some stress and make this decision a bit easier.”
- » A ‘Thank You’ gift box that contains a candle, face mask, and coffee mug to show your gratitude.

» Increase Customer Retention





Establishing Brand Loyalty by Hosting an Unforgettable Experience

By sending event kits, you provide an interactive element to any virtual event, and will double your standard attendance rates.

One of the most important components to brand loyalty is trust. Trust is facilitated by meaningful, genuine interactions. Offline Marketing Automation can impact brand loyalty in a number of ways: whether that's a personalized note, gift, or a custom virtual event. Treat your customers with something special such as:

- » A Canvas and Cold Brew Tasting event
- » Sensory Chocolate Experience for your Customer Advisory Board
- » A Margarita Masterclass
- » A Yoga Class
- » Olive Oil and Balsamic tastings
- » Handmade Pasta Cooking Class

» **Get Started**



SECTION 4

Build an Amazing Company Culture and Boost Productivity

Working from home isn't always the most productive work environment. Factor in kids, puppies, and other pets—the distractions add up and often impact performance.

To keep your team focused on their objectives, Offline Marketing Automation will boost morale and bring teams closer together to drive more revenue.

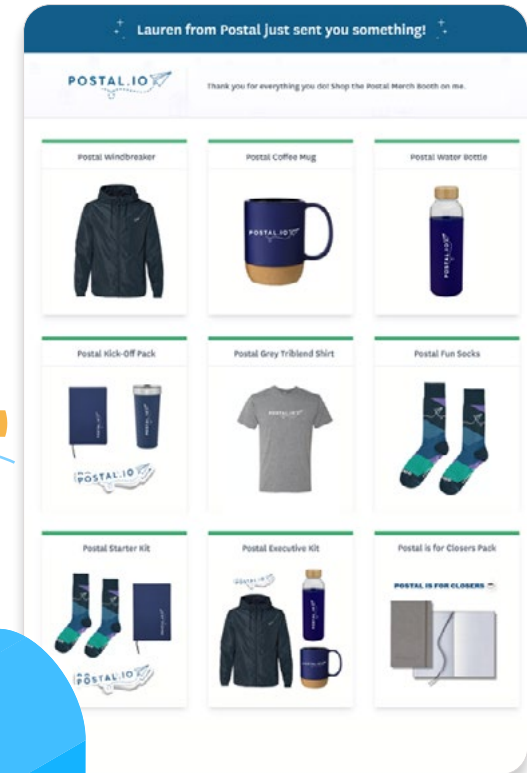
Reward Performance and Celebrate Milestones

Boost Productivity, Drive more Revenue

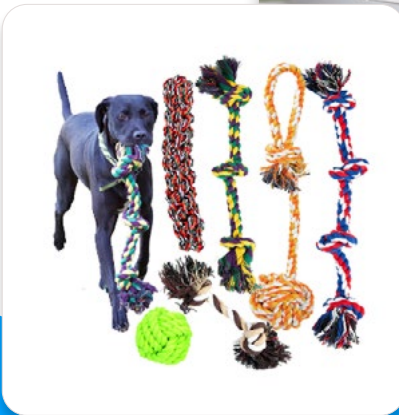
Read [here](#) how Nextiny used Postal to **increase their productivity by 5% to drive 33% more revenue**.

Here are a few ways you can leverage Offline Marketing Automation to surprise and delight throughout your organization:

- » Put together customized branded swag collections to let new hires choose their favorite branded gear.
- » Motivate top candidates in your hiring funnel to continue the conversation with your recruiter by offering a gourmet snack pack or a bottle.



IDEAS



- » Motivate your sales or marketing team by hosting internal contests that align with their goals—some friendly competition can go a long way.
 - » Winners receive \$100 gift card to their favorite store.
- » Send seasonal gifts such as flowers in the spring or hot chocolate kits in the winter to show your appreciation.
- » Send pet toys to keep all the resident ‘fur babies’ within the company occupied.
- » Relieve stress after an end of quarter push by sending wellness care packages.
- » Send remote office care packages to employees to spruce up their WFH setup.

» Get Started



Fun Events to Bring Remote Teams Closer Together

Trivia for the Win

By hosting quarterly trivia nights, remote employees can have a chance to meet each other “face to face.” Employees will be placed on smaller teams, allowing them to meet coworkers they may not interact with on a daily basis. Trivia night will also bring a sense of community with friendly competition.

Company-Wide Tastings

Choose from over a dozen wine tasting experiences and a handful of other tastings—cold brew, beer, chocolate, even olive oil and balsamic tastings!

Yoga Class

This is a great option for a morning or lunch event. Get everyone's day started on the right note with a virtual yoga class to increase productivity and focus.

Candle Making or Painting Class

Another great option for team bonding that tickles the creative bone—send a paint party in a box, baking kits, cooking boxes or candle-making kits to team members and have a virtual instructor provides instruction and demonstration.

Virtual Scavenger Hunt

This three round event, hosted by a lively and fun facilitator, is part scavenger hunt and part trivia and you will be competing in teams to complete challenges as quickly as possible.

Make Your Own Cocktail Happy Hour

Take your virtual company happy hour to the next level! Send out do-it-yourself cocktail making kits and enjoy the fun as team members mix up their own drinks with each other.

» **Get Started**



SECTION 5

Occasions for One-off Sends

Here's some inspiration for additional occasions that may come up which you can capitalize on to enhance relationships.

IDEAS

Family / Personal Matters

Graduation - Reward recent graduates at the company. Send them a WFH gift bundle to decorate their home office or a treat package to celebrate their educational achievement.

Wedding - Give a gift basket containing wine or flowers to congratulate the newlyweds.

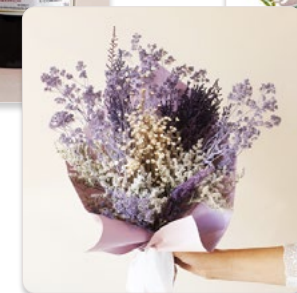
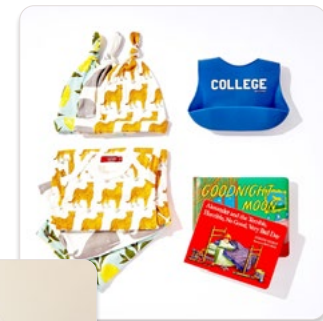
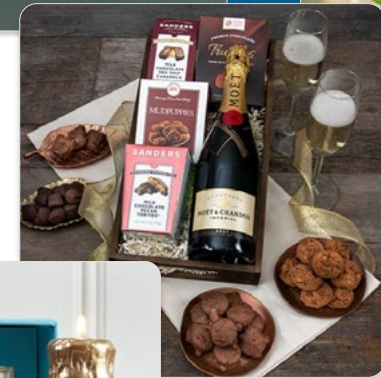
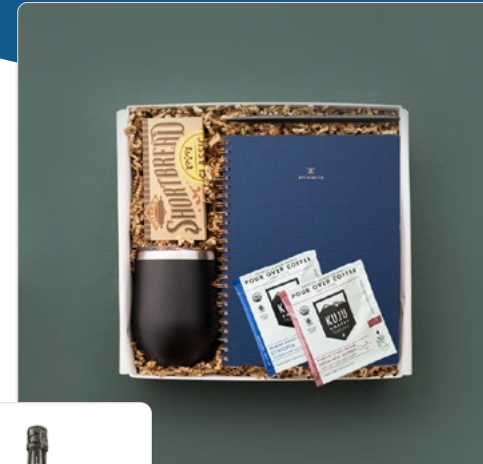
New Baby - Send new parents a curated gift bundle full of goodies to congratulate them on their newest addition.

Birthday - Send a birthday-themed celebratory bundle with a note wishing your recipient a 'Happy Birthday.'

Buying a House - Send a bottle of champagne to celebrate an employee buying a home.

Death in Family - Flower bouquets are a great way to send your condolences to your employee on behalf of your team.

» **Get Started**



Lunch or Coffee on Me

Grab a Meeting with Anyone - Whether your prospect no shows or you want to add an incentivizing edge in your cold outreach, try grabbing their attention by providing lunch or coffee for the meeting.

Appreciation - It's important to show your appreciation to your employees and coworkers. Send a gift card for lunch or coffee for no particular reason to show a small token of appreciation.



High Stress / Having a Bad Day - If you notice an employee having a rough day, buy them lunch or a coffee gift card to bring a bit of cheer to their day.

» Get Started



Workplace Achievements

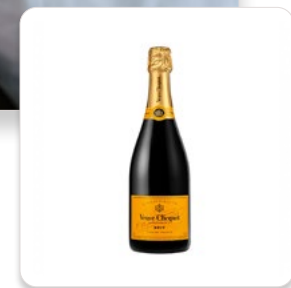
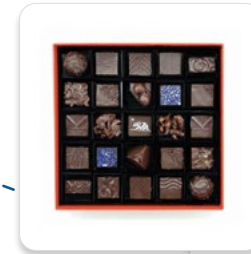
Promotion - Say congratulations with a handwritten note paired with a bottle of wine.

Exceeding Goals - It is a win-win when your employees are exceeding their goals. Make them feel appreciated and rewarded for their hard work with a bottle of champagne or box of chocolates.

Work Anniversary - Celebrate your employees dedication to your company by sending them work related swag for their work-iversary.

Company Acquisition - Help you clients celebrate with a bottle or champagne or gourmet chocolates on you.

» **Get Started**



IDEAS

Holidays and Other Occasions

Every holiday is an opportunity to enhance relationships with others. Here are some of our favorite holidays to send gifts to other professionals in your network.

Admin Day - Admin Day is a great workplace holiday to show appreciation to your support staff. Every year, this holiday falls on the Wednesday of the last full week of April.

Labor Day - Self care or wellbeing care package as a gesture to reward hard work and encourage relaxation

Mother's/Father's Day - We have kits specifically for moms and dads for these holidays.

New Years - There's no better way to start the New Year than with some self care to help reset. Send your employees a self care or spa gift set to help them start the New Year off right.

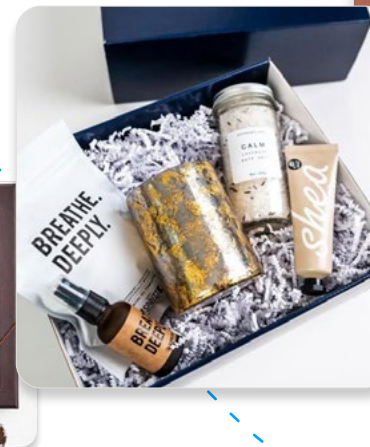
Kick-off a 3-day Weekend - Cocktail kit

Happy Friday/Happy Monday - Dunkin Donuts or Starbucks gift card

Company Anniversary - Ice Cream Office Party

Growing Partnership/Expansion Opportunity - Co-branded swag or celebratory gift box

» **Get Started**



What Our Customers Say

» Companies across various industries, from start-up to IPO have chosen Postal for their customer, partner, and employee engagement.



“I love the ease of setting up a campaign, importing all materials, and clicking a button while Postal takes care of the rest! And the ability to track. I love looking through the numbers and seeing how quickly everything gets delivered.”

Aly Wheeler, Marketing Manager,
Aunt Bertha



“The tools built into Postal are pretty advanced to give users a strong level of flexibility and options when looks to send gifts to other people.”

Chris Flores, Director,
Performance Marketing, Bennie



“Postal takes the headache out of managing customer send lists in spreadsheets, removes the human capital aspect of purchasing, packaging and sending in a timely manner, and lastly gives you eyes into ROI on your swag spend.”

Abe Bergan, Sr. Director of Business Operations,
Opendorse



“The marketplace on Postal has so many options for gift cards and is so easy to curate gifts. Around the holidays, the themed gift ideas/packages were especially thoughtful and fun. I like the optionality to make the emails my prospects/customers get more customized with our logo. I also like how I get notifications when they redeem their gift.”

Larla Halsey, Head of Partnerships, Xeal

» [Read More Reviews](#)



