

# M&S

CORPORATE GIFTS

**How to create  
brand champions  
with customer gifts**

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**In the world of social media, peer recommendations are more powerful than any advertising or marketing strategy.**

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And when you consider that 70% of purchase experiences are based on how your customer feels they're being treated – the effect of your customers' experiences on the success of your business cannot be understated. Fortunately, there are many ways to transform your customers into brand champions, and to give you a hand, we've compiled some of our favourites...



# Learn to listen

If you want to know what your customers want, one of the simplest solutions we can offer is to listen. Simple, no? But unfortunately, businesses are so often preoccupied with hitting their latest targets or getting their product to market fastest, that they fail to take the time to listen to their audience...





### No.1

Try using social listening software to learn more about your key demographics, including what they're most interested in, what they're talking about and what's got their goat.



### No.2

Use the information you discover from the social listening process to create engaging, topical and relevant content.



### No.3

Pay attention to what people are saying about your business on social media. Make sure you respond as often as possible to posts and tweets to demonstrate that you're more than happy to engage with your audience.



### No.4

Host polls on your social media accounts to get feedback from your audience on your services, products, what you're doing well and what you could improve on.





# Get creative

Creativity is a vital component of any successful business – and it's what underlies the content that people are most attracted to. Nothing sparks

conversation more than an intriguing ad, clever packaging or a thought-provoking social media campaign. Creative strategizing will not

only improve your customer relationships, but will also have a positive impact on your business' ROI...



## No.5

When planning your social media campaigns, don't be afraid to think big. Be unique, creative and encourage audience participation to show your customers you value their opinion and involvement.



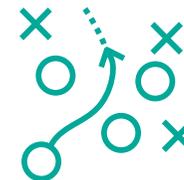
## No.7

Reward your loyal customers with a gift that engages them creatively – one that empowers them to explore their identity and express themselves fully.



## No.6

Humour, when used correctly, can work wonders in engaging your audience, and showing them you're on their level. Try cracking a few topical, safe for work jokes on your social media channel and across your content – we bet you'll see positive results.



## No.8

Consider your current content strategy – are you providing your audience with engaging, relevant content that encourages discussion? This is a great way to get people talking about your brand, both online and at the watercooler.

# Tell a story

Memories are built from stories – from those experiences brands share with their customers, to the stories told between friends and families. So, whether you're creating a social post,

a website or a video advert for your brand, it's vitally important that you present a story your customers can understand, remember and relate back to their loved ones...





No.9

Share the positive personal stories of your customers on your social media, including direct quotes. This will humanise your brand and position you as a business who cares about each and every one of your customers.



No.10

Consider the story your brand tells across all of the channels you engage with your audience on. Ensure it's consistent, creative and compelling.



No.12

One of the best ways to be a memorable business to every one of your customers is to give them a positive experience they can share with their friends and family. We recommend rewarding them with an M&S Gift Card. This will empower your customers to get themselves a luxury item that they will be raring to tell their loved ones about.



No.11

When crafting your brand's story, don't forget to think about the variety of different customers of varying ages and cultures that make up your audience – and try to find a narrative that resonates with everyone.



# Be memorable with an M&S Gift Card



To create brand champions of your business, show your customers that you respect their interests and value their opinions. Empower them to spend it well with an M&S gift card. To find out more about **M&S Corporate Gifts**, contact

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