

M&S  
CORPORATE GIFTS

First impressions  
your customers  
will remember



# Only 15% of shoppers say they experienced love at first sight of the brand.<sup>1</sup>

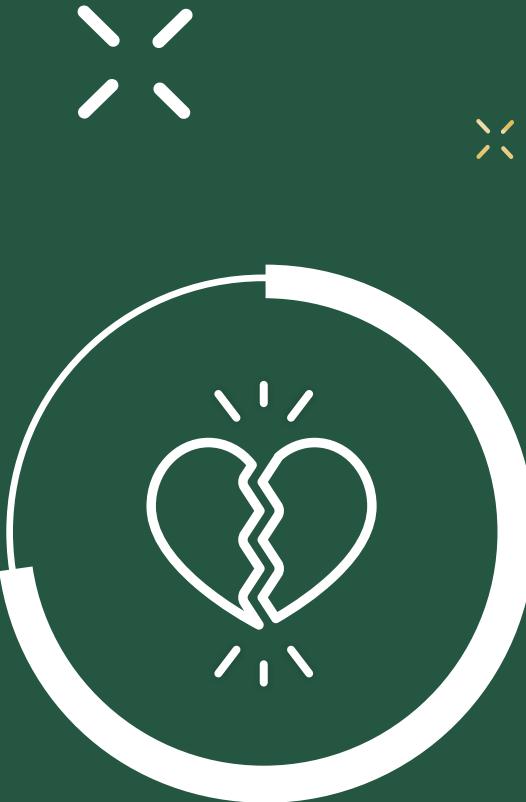
Making a good first impression in our personal lives is important, but it's just as crucial when it comes to attracting and retaining customers.

With nearly 70% of customers saying that it's more difficult than ever for a business to maintain their loyalty<sup>2</sup>, it's increasingly important to think of cost-effective and engaging ways to make a fantastic first impression and keep them coming back to you.

Look at how your customers interact with you, are they seeing the best side of your business at every step of the way - from your website, to your customer service and after sales support?

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**68% of customers leave** because they feel that the **company doesn't care** about their business.<sup>3</sup>





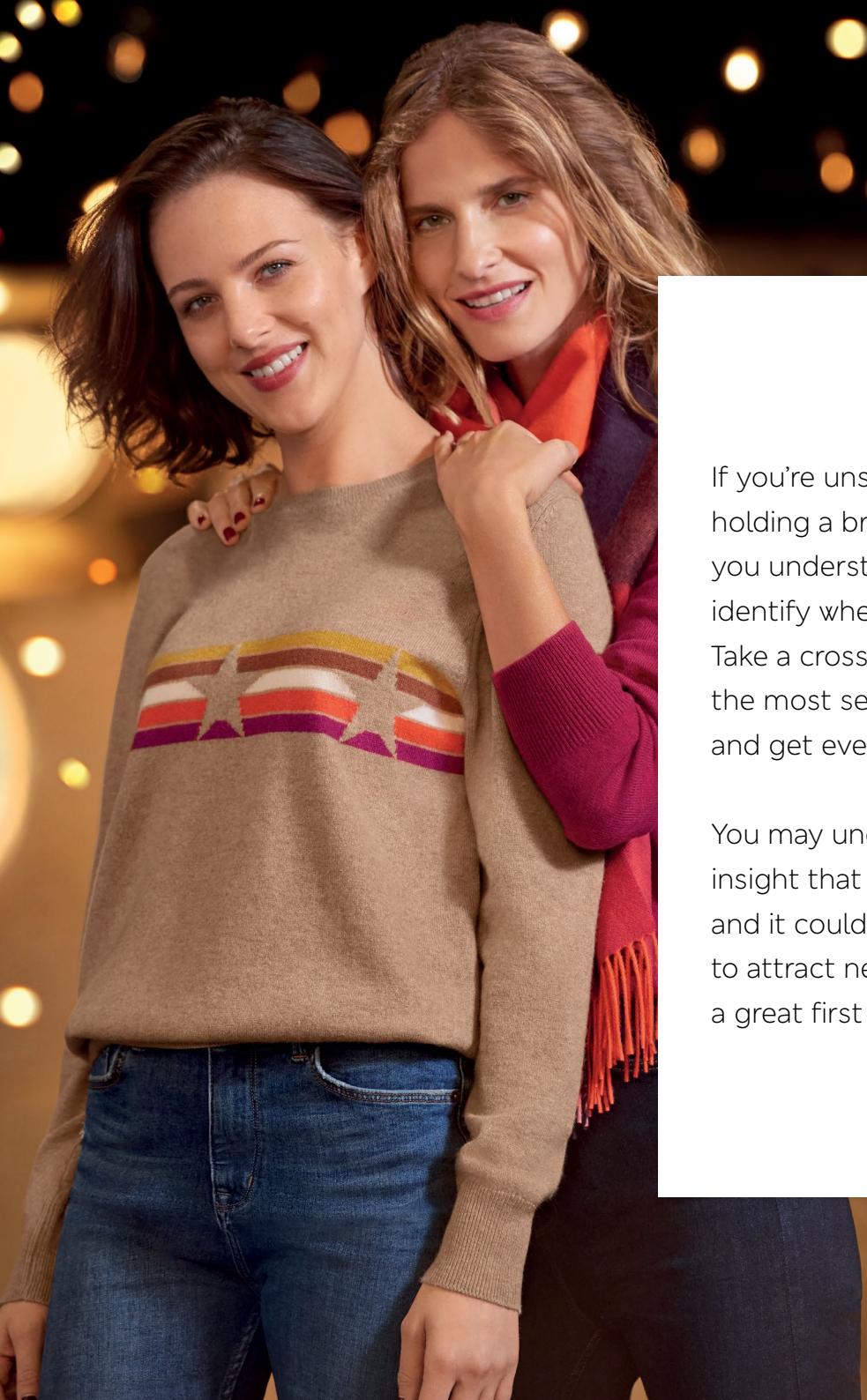
# Strengthening your brand

It takes just 10 seconds for people to form an impression of your brand<sup>4</sup>... so is yours up to scratch?

If you can't remember the last time you evaluated your brand, then it might be well overdue. Going deeper than a simple logo or visual refresh, you need to delve into the bones of your company and consider:

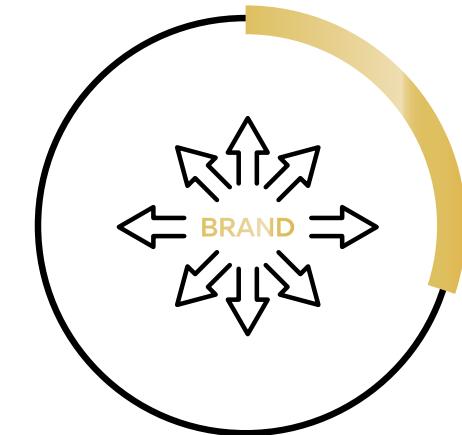
- Are you still aligned with your values?
- Is your mission still what you want to achieve?
- Has your target audience evolved?
- Is your brand relevant?
- Are you recognisable?
- Do you stand out for positive reasons?
- Is your messaging consistent across all customer touchpoints?





If you're unsure where to start, holding a brand workshop could help you understand your current brand and identify where changes could be made. Take a cross section of employees from the most senior to those on the ground, and get everyone talking.

You may uncover nuggets of insight that you never knew existed, and it could help your brand evolve to attract new customers and make a great first impression.

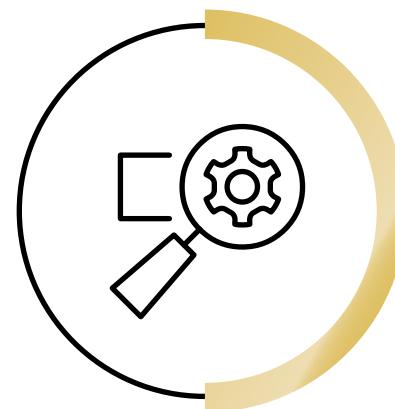


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**Consistent branding increases revenue by up to 23%.<sup>5</sup>**

# Is your website user friendly?

A better user experience that has been informed by user testing can increase a company's conversion rate by 400%<sup>6</sup> – so ensuring your website is user friendly and attractive to new customers is essential.

Here are a few ways you could make your website work harder and convert potential new customers into future brand advocates.



**Almost half of customers believe that the ability to easily find items online is the most important aspect of customer service.<sup>7</sup>**



## Pick up the pace

Customers expect websites to load in only two seconds.<sup>8</sup> So, if you're hoping to grab their attention you will need to do it quickly, even on mobile devices. There are tools out there that can help you check your site speed, but doing things like optimising images can be a quick fix.

## Intuitive navigation

Does your navigation bar clearly map out the customer journey when they land on your site? Undertaking some user testing with different positions on the page, wording and categories will help you understand how customers are using your website and what you can do to improve their journey.

## Strengthen CTAs

Don't be subtle when it comes to your CTAs. If you want them to sign up to the newsletter or enquire for more information then make it obvious and easy to access. Things like eye-catching wording, size, shape, colour and placement of a button can all make a difference.

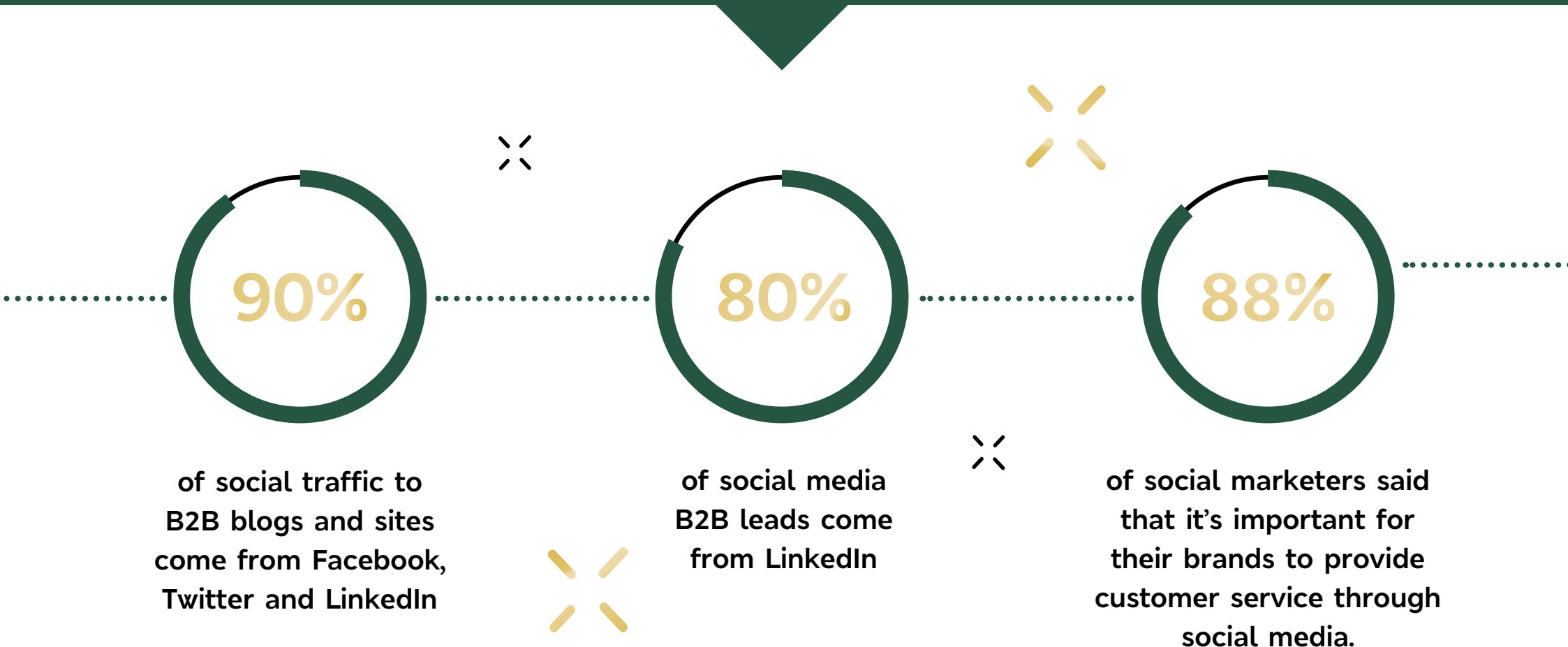


# Engaging on social media

80% of companies online are under the impression that they deliver exceptional social media customer service, while only 8% of their customers say that they agree.<sup>9</sup>

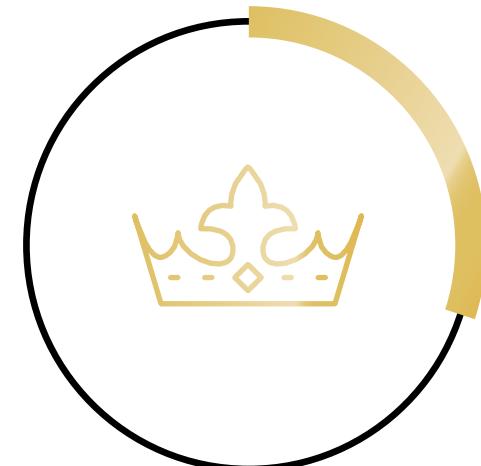
Social media is an effective channel to interact with customers, publish content and act as a sales tool too. With its worth truly realised, brands should consider using their platforms to create a wonderful first impression – and the first step is to make sure all the information is up-to-date.

# Use your social channels wisely



Don't treat your social media as a standalone channel, instead make it part of a holistic content strategy that works seamlessly alongside other touchpoints, like your website and physical premises, if you have one. Sharing things like new blogs, articles and even case studies can help drive traffic from social channels to your website which all helps with your SEO (Search Engine Optimisation) too.

Creating a natural flow to your website from your social channels helps nudge new customers through your desired journey – and if that journey feels seamless, you'll make a much more memorable first impression.



**29% of customers believe companies should be where they want, when they want and ready to share and communicate in a way they expect.<sup>11</sup>**





# Offline brand improvements

If you have a premises such as a shop or office, you can make use of physical, tangible things to make great first impressions. From a warm and welcoming reception area, to clean and tidy meeting rooms, you have the opportunity to create memorable experiences for new customers.



Almost

**60%**

**of consumers are more satisfied with customer service in store than online.<sup>12</sup>**



**Taking care of your outward appearance gives new customers all the information, visual cues and prompts they need to form their initial opinion. It's your job to make sure they:**



### **Remember you in a good light...**

With a clean, tidy and fuss-free premises, nice touches like small freebies or complementary gifts and warm, welcoming and knowledgeable employees.



### **Draw them back...**

By making sure they know what sets you apart from competitors and that you're the only destination to get this kind of product or service in this particular way.



### **Convert them to regular customers...**

By aligning your values with the customers that you most want to target. Birds of a feather flock together and if they see that you prioritise the same things they do, they'll soon become loyal.

# Make your business unforgettable with an M&S Gift Card.

It's clear that the relationship between customers and brands has shifted from simple transactions, to emotional connections. Making a memorable first impression is the foundation your business needs to keep them coming back time and time again – which saves you money on retention campaigns too.

Delighting your customers with an exceptional experience and perks right from their first interaction can help towards encouraging them back and converting them to be advocates for your business.

Speak to our team on **0330 0580 734**, or email **luke.baker@mands-corporategifts.com** and show your gratitude with an M&S gift card.



1 <https://innmoment.wpengine.com/blog/earning-and-destroying-customer-loyalty-retail-cx-trends-you-need-to-know/> | 2 <https://loyalty360.org/getattachment/6c5857ea-213f-4a34-b15e-08bbc6d4c38f/Clarus-Commerce-Premium-Loyalty-Study-2019-Final.pdf?lang=en-US&ext=.pdf> | 3 <https://www.fundera.com/resources/brand-loyalty-statistics> | 4 <https://actioncardapp.com/2016/02/11/11-branding-stats-crazier-than-miley/> | 5 <https://www.inc.com/tracy-leigh-hazzard/boost-profit-with-constant-brand-consistencyhtml> | 6 <https://www.entrepreneur.com/article/322036> | 7 <https://www.chainstorage.com/store-spaces/survey-good-customer-service-is-money-for-retailers/> | 8 <https://neilpatel.com/blog/loading-time/> | 9 <https://www.smartsights.com/customer-relationship-management/customer-service-and-support/rise-social-media-customer-care/> | 10 <https://sproutsocial.com/insights/social-media-statistics/> | 11 <https://cmocouncil.org/thought-leadership/reports/critical-channels-of-choice> | 12 <https://www.entrepreneur.com/article/322036> | 13 <https://www.chainstorage.com/store-spaces/survey-good-customer-service-is-money-for-retailers/>