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CORPORATE GIFTS

Keep on giving to your customers

When it comes to thanking your customers for their business and continued loyalty, it has a much bigger impact when it doesn't feel like a one-off gesture. Regular recognition and gratitude can help develop long-term customer relationships that encourage your business to grow and thrive. Here, we take a look at how gifting your new and existing customers regularly can help your business flourish and be kind to the bottom line.



It can cost between **6 & 7** times more to acquire a new customer than retain a current one.¹

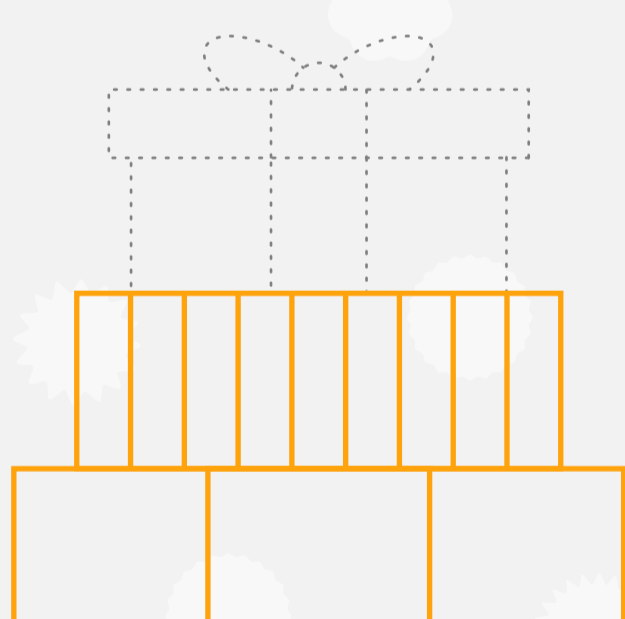


85% of businesses with a **loyalty scheme** in place said their corporate gifting strategy **strengthened valuable relationships**.²

Customers who are emotionally connected have a lifetime value that's **four times greater** than those who don't.³



Surprise offers or gifts are the best ways to engage **61%** of customers.⁴



It's crucial for business performance to keep your loyal customers connected to your brand, and consistently giving is the ideal way to do this.

Showing your gratitude strengthens the bond with your loyal clients, boosts customer retention and saves money on prospect acquisition.

Engaged customers are a valuable asset to your business, so make your business unforgettable with M&S Corporate Gifts.

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SOURCES: ¹<https://www.struto.co.uk/blog/exploring-customer-acquisition-cost-vs-retention-costs/> ²<https://www.onrec.com/news/news-archive/new-research-reveals-what-employees-want-from-corporate-gifts/> ³<https://www.smallbizgenius.net/by-the-numbers/brand-loyalty-statistics/> ⁴<https://www.smallbizgenius.net/by-the-numbers/brand-loyalty-statistics/> ⁵<https://www.nitecrest.com/news/gift-cards-numbers/>