M&S
CORPORATE GIFTS

Improve customer loyalty with small gestures

The festive season is in full swing...

And there is no better time to show your appreciation to your most valuable customers and clients. When you think that 80% of future profit is likely to come from a fifth of your loyal customers[1], it's essential to encourage them to come back time and time again with small, yet consistent acts of recognition.
And with Christmas just around the corner, there's no better time.

Budget friendly rewards such as reduced prices and offers can make all the difference to your customers.

So, how can you use business gifts this season to be the first choice for those all-important loyal customers?

Make them feel special...

Keeping customers happy boosts loyalty,

47%
of customers
say they won't engage with a business after they've been disappointed.[2]

27%
more customers
increase their spending habits with brands who establish emotional connections.[4]

73%
of customers
will be loyal to a brand because of strong customer service.[3]

36%
of customers
commit to a brand because of personalised experiences[5], so wish them a

Happy Christmas in Style

32%
of customers
like surprises from brands[6] and a Christmas gift is the perfect opportunity to do this.

63%
of consumers
believe they are recognised as an individual when sent special offers.[7]

4 out of 5
people are more likely to engage with a brand that offers incentives.[8]

With the unmistakable buzz of Christmas in the air, you can reward your devoted customers with marvellous gifts.

With M&S Corporate Gifts, you can delight your most valuable customers with small but surprising incentives that keep them engaged and make you unforgettable during Christmas, and throughout the year.

Get in touch today on
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or by email
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to find out more.

1 https://www.morethanaccountants.co.uk/ultimate-customer-loyalty-statistics-2019
2 https://blog.hubspot.com/service/customer-loyalty-trends
3 https://blog.smile.io/essential-customer-loyalty-statistics
4 https://cdn2.hubspot.net/hubfs/352767/Loyalty%20Report%202018%20Files/Bond_TheLoyaltyReport%202018%20US_Exec%20Summary.pdf
5 https://blog.smile.io/essential-customer-loyalty-statistics
6 https://apnews.com/2d25352183624383ae898a384c0dce79
7 https://www.retailcustomerexperience.com/news/consumers-expect-personalization-reveals-report/?utm_source=RCE&utm_medium=email&utm_campaign=EMNA&utm_content=2019-04-09
8 https://loyalty360.org/getattachment/59164f48-ba86-4b0d-8375-1afecdf1ea28/PL_PrizingReport_FINAL.pdf?lang=en-US&ext=.pdf
9 http://www.snipp.com/blog/2017-06-21/the-power-of-gamification-participation-engagement-loyalty/