

M&S
CORPORATE GIFTS

**Use your tech
to build deeper
connections**





From virtual reality (VR) to Martech, technology has evolved in some incredible ways over the past few years.

Many businesses are harnessing these new tools to develop deeper and longer lasting connections with their customers – but with so many tech-savvy competitors out there, it's only becoming more challenging to cut through all the noise.

So, in an increasingly competitive market, how can you ensure your offering stands out? In this guide, we'll cover some key [tips and tricks to help you...](#)

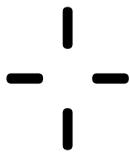


Drive powerful experiences with personalisation



When targeting businesses as opposed to individual customers, it's easy for the message to feel generic or depersonalised. But, the reality is no matter who you're communicating with, an individual will always be on the receiving end. That's why finding ways to personalise the experience to each person is vital.

The difference between receiving a generic message and a personalised one is pretty significant – in fact, **personalised emails deliver six times higher transaction rates.**¹ Customers want to feel valued and understood, and personalisation can go a long way in delivering both.



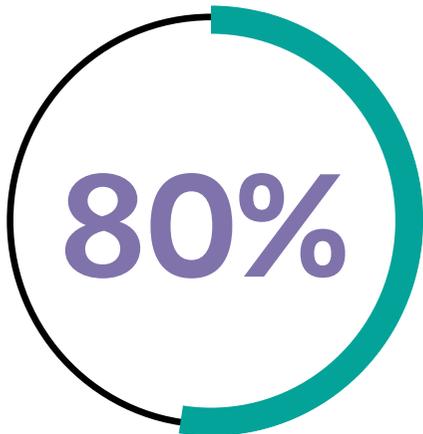
Understanding your customers

Whilst using your customer's first name in your communications is certainly worthwhile, if the content doesn't appeal to the individual's unique challenges, it's unlikely to be very effective.

In order to truly connect with your customers, the **message you send needs to feel personal** – from sponsored ads and product recommendations to your email body copy and call to action.

This requires thorough research – which it turns out a lot of people are comfortable with...

Once you've gathered and/or purchased the data you need to **identify a pattern** in your customers' challenges, likes and dislikes, buying behaviours and their personalities, you can start making the most of the tools available...



80% of customers are more likely to purchase a product or service from a brand who provides personalised experiences.²





Website **personalisation** technology

Website personalisation tools give you the power to tailor your homepage to visiting businesses in real-time. This will enable you to create a unique and memorable experience from your first engagement with prospects, by targeting them with industry or business-specific imagery and messaging.



.....

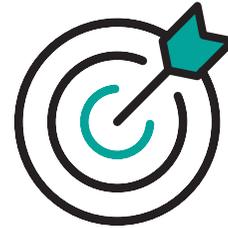
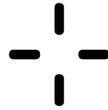
Website personalisation isn't just for prospects. You can also use this tool to build greater customer loyalty.

Not only can you leverage behavioural data to optimise your user experience for each industry or business you're targeting, you can also reference specific communications you've had with the business you're working with to demonstrate that you go above and beyond, just for them.



There's also the opportunity to serve your segmented audiences with tailored content that answers their specific pain points, as well as upselling and cross-selling to your existing customers with targeted product recommendations.

Accounts-based marketing (ABM)



Using an ABM strategy means homing in on individual decision-makers or businesses you're looking to target with highly relevant communications. Whilst it might sound like an expensive investment, the value of a single contract makes the juice worth the squeeze.

Within an ABM strategy, there are a number of powerful marketing tools you can adopt to increase the likelihood of connecting with your prospect.

Targeted display ads can work wonders – especially if they're positioned in locations where key decision-makers will see them, like on other sites they visit after leaving yours.

If you're thinking about employing this strategy, try to send gifts that are **both useful and memorable** – like an item that people will want to keep on their desk and show to colleagues.



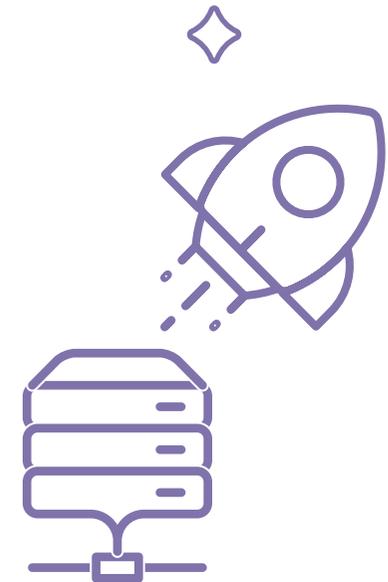
Utilising personalised direct mails within an ABM strategy can also be incredibly powerful – especially when you send a gift that reflects **the individual's unique interests.**



Use the full potential of your technology

You likely already use a wide range of technological tools – but are you using them to their full potential?

Instead of investing in new software and solutions, we recommend analysing each of the tools you're already using to determine which functions you're not taking full advantage of...

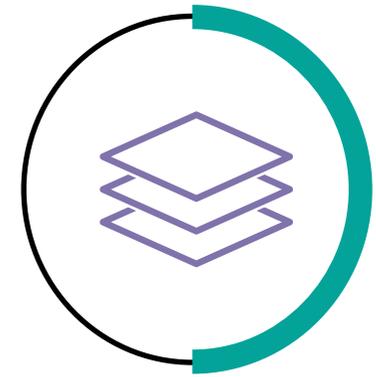




Make the most of Martech

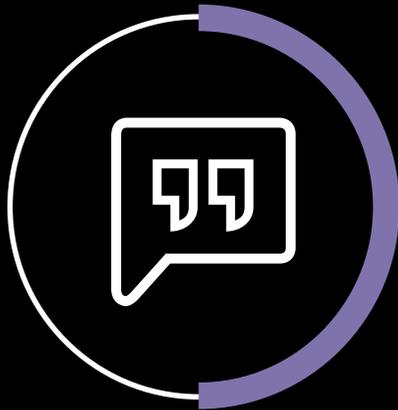
On average, a company has 16 Martech products in its stack.³ When working with all these different platforms, it's easy to miss a trick or two – especially given the various technologies you're using may not be connected, which can lead to data silos.

But before you start looking for the right tool to connect these workflows, you should **first clean each database**, ensuring they are up to date and compliant. Otherwise, you'll transfer your bad data from one tool to the next.



.....

Once you're confident that your data is clean and compliant, and you've connected your Martech solutions, the next step is to **educate yourself on your existing software's**. Work with your team to identify the capabilities of each software, and harness the power of free online tutorials to learn how to make the most of each of your tools.



Supercharge your social



Companies improving customer experience on social media platforms see a **30-50% improvement**

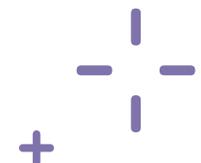


in key measures including likelihood to repeat purchase, upsell and recommend your product to others.⁴

So, how can you take your social channels to the next level?

When consumers connect with your business profile by direct messaging or tagging you with questions, you should of course ensure you respond promptly, but it's also worth collating their queries to get a better understanding of their unique challenges and needs.

Another great way to find out more about how your audience prefer to communicate with your business is to ask them questions – and with the option to poll on Twitter, Facebook and LinkedIn, this process can be both simple and effective.





.....

You might also want to consider investing in a partnership with a micro-influencer.

These are professionals who have developed a positive reputation online for their knowledge and expertise in specific areas. If you can find an influencer who is aligned with your business' offering, it's probable that they're already connected to your target audience, and are considered a trusted source.



Digitise your rewards

You likely already have a system in place to recognise and reward your loyal customers – but is it doing enough?

Whilst popular, monetary rewards and bonuses are often spent on necessities like the weekly shop or an unexpected bill. This is hardly a reward for your customers, and it's certainly not memorable.

If you want to create a customer-centric loyalty strategy, you need to map out how

you'll be interacting with your audience over the long-term – so, the more you understand how and when your customers want to communicate, the better.

Birthdays, holidays and membership anniversaries are all great opportunities to show your customers how much you value them, and with the ability to send e-gift cards, this process can be automated, so the admin time and cost to your business is minimised.



Create a customer-centric loyalty strategy



Be an unforgettable business

At M&S Corporate Gifts, we work with businesses to give customers gifts that really make a difference. And with our broad range of products, there really is something for everyone...



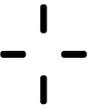
Peak performance

Your customers can kick-start their new fitness regime in style with M&S's latest sportswear collection. Whether they're hiking to the top of a hill or going for gold on the treadmill, we have the activewear, supportive leggings, shorts, tops and joggers to help your people reach their workout goals.



Wealth of wellbeing

Help your customers practise a little self-care with our range of wellbeing products. By using an aromatherapy diffuser to help them unwind, pampering their skin with a luxurious body oil or spritzing their pillow with sleep-enhancing scents, it's easy for them to recreate the atmosphere of a spa at home.

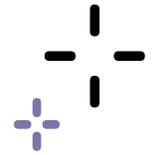




Plant kitchen

Whether your customers are going veggie, avoiding meat and dairy, or simply enjoy incorporating more plant-based foods into their diet, our Plant Kitchen range makes

every day delicious. The dishes span on-the-go sandwiches and grain bowls, hearty quick-fix suppers, no-beef burgers and much more.



Entertaining made easy

From the first drink to the final dish, your customers can add a wow factor to their next get-together with our fuss-free party ideas. Help them to avoid party prep with our canapés and desserts to order, or give them the freedom to add their own touch to each dish with our range of edible flowers and herbs.



Happy home

Help your customers refresh their interiors with our home furniture collection. It's the little things that make a house feel like home – printed cushions and soft throws let them change their colour scheme in a flash, while seasonal decor adds a festive flourish to their living space.

Show your customers that you value them as individuals.

Empower everyone with the freedom to choose their own unique gift... be unforgettable with an M&S gift card.

For more information, contact **0330 0580 734** or visit marksandspencerforbusiness.com today.



- ¹ <https://instapage.com/blog/personalization-statistics>
- ² <https://smarterhq.com/blog/personalization-statistics-roundup>
- ³ <https://marketing.toolbox.com/articles/optimize-your-martech-stack>
- ⁴ <https://acquire.io/blog/problems-solutions-ecommerce-faces/>