

M&S

CORPORATE GIFTS

## Stand out and succeed in a saturated marketplace

### Competing in a saturated marketplace is a daunting task - especially when battling for your customers' attention.

Highly educated consumers, ever-changing technology, and fluctuating economics can all seem like barriers to change. But, there's plenty you can do to compete, stand out and even thrive in your industry.

#### KNOW WHO YOU ARE AS A BUSINESS



Telling your brand story can not only make your company favourable in your audience's eyes, it can also be up to **22x more memorable than facts!**

Remember, no other brand can copy YOUR story.

#### KNOW YOUR COMPETITION THEN OVERTAKE THEM



**74%**

of companies agreed that **competitive analysis** is "important or very important", but 57% admitted that they weren't very good at it<sup>i</sup>.

#### BE YOURSELF AND DON'T HIDE BEHIND A CORPORATE FRONT



When a company replaced a regular stock photo on one website for a **picture of a founder**, they got a **35% increase** in signups<sup>iii</sup>.

#### GIVE CUSTOMERS A PERSONALISED EXPERIENCE

Today's **personalisation** leaders have found proven ways to drive **5-15% increases in revenue** and 10-30% increases in marketing-spend efficiency<sup>iv</sup>.



#### USE TECHNOLOGY TO HELP CUSTOMERS



**82%**

of the top-performing companies report paying **close attention to consumers' experiences** around digital and tech<sup>v</sup>. Find and implement technology that improves the experiences of your customers.

#### PRIORITISE CUSTOMER EXPERIENCE

**73%**

of consumers say **customer experience** was an important determinant in their purchasing decisions. In fact, consumers are willing to pay as much as a **16%** price premium for a superior experience, and they are more likely to stay loyal to the brand that offers it<sup>vi</sup>.

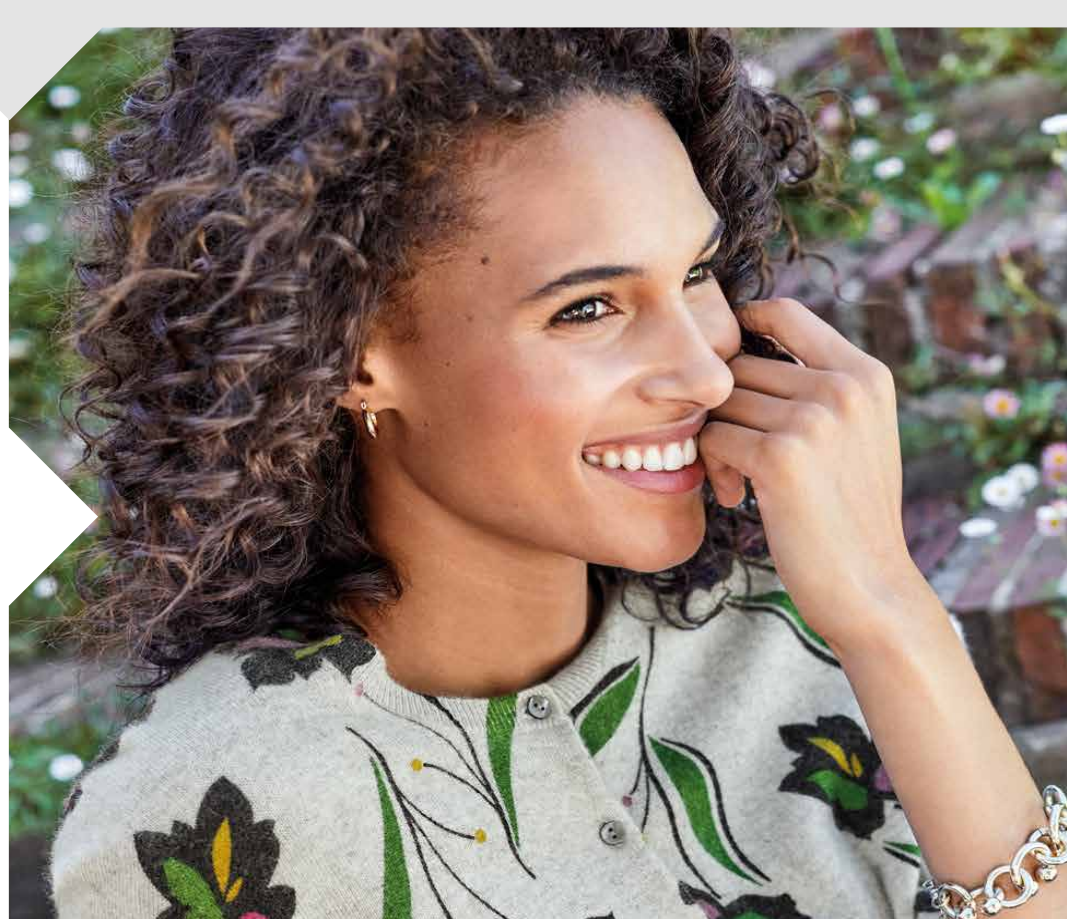


#### BE SO GOOD YOUR CUSTOMERS SPREAD THE WORD

According to Nielsen,

**92%**

of consumers **trust brand recommendations** from acquaintances more so than traditional forms of promotion<sup>vii</sup>.



If you want to create memorable customer experiences and stand out from your competitors, recognise and reward your loyal customers. At M&S Corporate Gifts, we enable businesses to give rewards that really make a difference. From sportswear and pampering kits, to plant-based foods and home furnishings, you can now empower everyone to choose their own unique gift.

**Be unforgettable with an M&S Gift Card.**

For more information contact us on:

**0330 0580 734**

or visit

**marksandspencerforbusiness.com**

<sup>i</sup> <https://www.forbes.com/sites/celinnedacosta/2019/01/31/3-reasons-why-brand-storytelling-is-the-future-of-marketing/#245f1cef55ff>

<sup>ii</sup> <https://cxl.com/blog/competitive-analysis/>

<sup>iii</sup> <https://justcreative.com/2019/09/16/how-to-create-a-stand-out-brand/>

<sup>iv</sup> <https://www.mckinsey.com/business-functions/marketing-and-sales/our-insights/the-future-of-personalization-and-how-to-get-ready-for-it>

<sup>v</sup> [https://www.pwc.com/us/en/advisory-services/publications/consumer-intelligence-series/pwc-consumer-intelligence-series-customer-experience.pdf?utm\\_campaign=sbpwc&utm\\_medium=site&utm\\_source=articletext](https://www.pwc.com/us/en/advisory-services/publications/consumer-intelligence-series/pwc-consumer-intelligence-series-customer-experience.pdf?utm_campaign=sbpwc&utm_medium=site&utm_source=articletext)

<sup>vi</sup> <https://www.strategy-business.com/article/How-to-stand-out-in-a-crowded-marketplace?gko=9a505>

<sup>vii</sup> <https://www.wagilecrm.com/blog/differentiate-your-brand-from-the-competition/>