

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 itⁱ.

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 signupsⁱⁱⁱ.

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^v.



USE TECHNOLOGY TO HELP CUSTOMERS



82%

of the top-performing companies report paying **close attention to consumers' experiences** around digital and tech^v. 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^{vi}.



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^{vii}.



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

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

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

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

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

^v 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

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

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