

M&S
CORPORATE GIFTS

First impressions
your customers
will remember



53% of consumers feel brands fail to meet their experience standards.¹

Making a good first impression in our personal lives is important, but it's just as crucial when it comes to attracting and retaining customers.

With 54% of customers saying they will leave a business if they are not being made to feel engaged,² it's increasingly important to think of cost-effective and engaging ways to make a fantastic first impression to keep them coming back to you.

Look at how your customers interact with you: are they seeing the best side of your business at every step of the way - from your website, to your customer service and after-sales support?



33% of consumers tell friends and family about a bad experience with a brand.³



Strengthening your brand

It takes 7 seconds for people to form an impression of your brand... so is yours up to scratch?

If you can't remember the last time you evaluated your brand, then it might be well overdue. Going deeper than a simple logo or visual refresh, you'll need to delve into the bones of your company and consider:

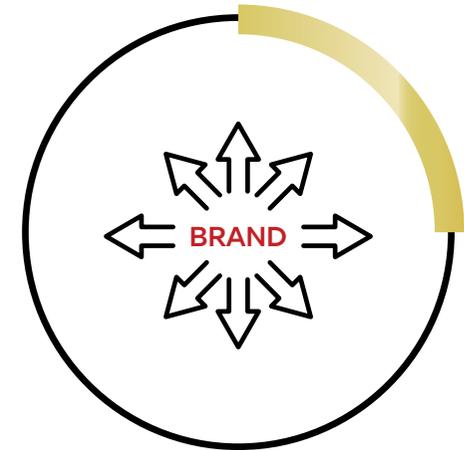


- Are you still aligned with your values?
- Is your mission still what you want to achieve?
- Has your target audience evolved?
- Is your brand relevant?
- Are you recognisable?
- Do you stand out for positive reasons?
- Is your messaging consistent across all customer touchpoints?



If you're unsure where to start, holding a brand workshop could help you understand your current brand and identify where changes could be made. Take a cross section of employees from the most senior to those on the ground, and get everyone talking.

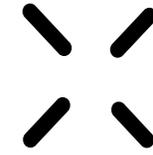
You may uncover nuggets of insight that you never knew existed, and it could help your brand evolve to attract new customers and make a great first impression. Additionally, these changes could also help retain your existing customers who are already spending at your business.



.....

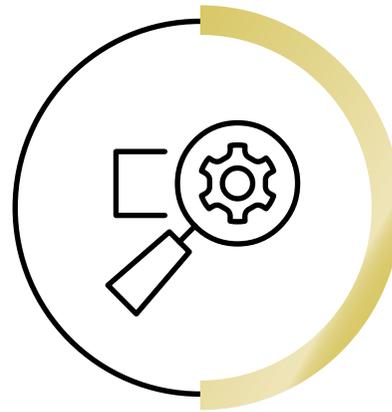
By 2023, 25% of organisations expect they will integrate marketing, sales, and customer experience (CX) into a single function.⁴

Is your website user friendly?



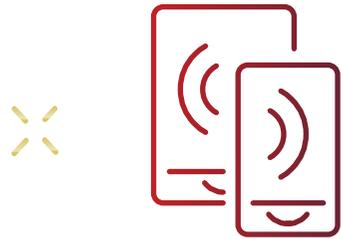
User-centred design can generate ROI of 1,000%⁵ - so ensuring your website is user friendly and attractive to new (and existing) customers is essential.

Here are a few ways you could make your website work harder and convert potential new customers into future brand advocates.



Almost **half of customers** believe that the ability to **easily find items online** is the most important aspect of **customer service**.





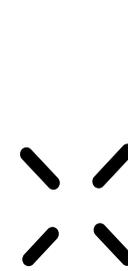
Pick up the pace

Customers expect websites to load in only two seconds. So, if you're hoping to grab their attention you will need to do it quickly, even on mobile devices. There are tools out there that can help you check your site speed, but doing things like optimising images can be a quick fix.



Intuitive navigation

Does your navigation bar clearly map out the customer journey when they land on your site? Undertaking some user testing with different positions on the page, wording and categories will help you understand how customers are using your website and what you can do to improve their journey.



Strengthen call-to-action (CTA)

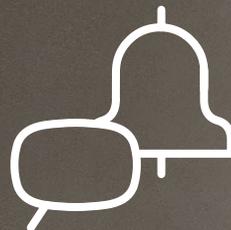
Don't be subtle when it comes to your CTAs. If you want them to sign up to the newsletter or enquire for more information then make it obvious and easy to access. Things like eye-catching wording, size, shape, colour and placement of a button can all make a difference.



Engaging on social media

54% of people have a more favourable view of brands that respond to customer service questions or complaints on social media.⁶

Social media is an effective channel to interact with customers, publish content and act as a sales tool too. With its worth truly realised, brands should consider using their platforms to create wonderful experiences – and the first step is to make sure all the information is up-to-date.



Use your social channels wisely



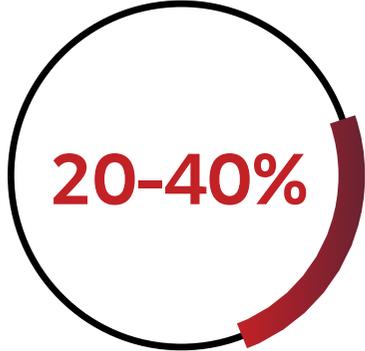
91%

of people visit a brand's website after following the brand on social media.⁷



83%

of Instagram users say they discover new products on the platform.⁸



20-40%

more revenue per customer is generated from businesses that engage with customer service requests via social media.⁹

Social media is now an intrinsic part of business operations. So, sharing things like new blogs, articles and even case studies can help drive traffic from social channels to your website which all helps with your SEO (Search Engine Optimisation) too.

Building a recognisable tone of voice and character for your business on social media not only improves the customers' first impressions of your brand. But, also prompts them to click through to your website. This consistency of messaging makes the journey seamless and helps build a rapport with potential buyers and customers.



.....

**78% of salespeople
outsell their peers
by using social media
for their business.¹⁰**





Offline brand improvements



With the world having been kept in lockdown or socially distant for the past two years, consumers are now chomping at the bit to get back into physical stores. Whether it's simply to touch products again or to experience the social interaction of shopping, footfall is expected to rise. So, before this tidal wave of shoppers arrives, make sure you are doing all you can to tempt new buyers and welcome back existing customers.

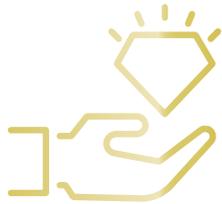


70%

of consumers plan significant return to the high street.¹¹



Taking care of your outward appearance gives new customers all the information, visual cues and prompts they need to form their initial opinion. It's your job to make sure they:



Remember you in a good light...

With a clean, tidy and fuss-free premises, nice touches like small freebies or complementary gifts and warm, welcoming and knowledgeable employees.



Draw them back...

By making sure they know what sets you apart from competitors and that you're the only destination to get this kind of product or service in this particular way.



Convert them to regular customers...

By aligning your values with the customers that you most want to target. Birds of a feather flock together and if they see that you prioritise the same things they do, they'll soon become loyal.

Create memorable impressions with M&S Corporate Gifts.

It's clear that the relationship between customers and brands has shifted from simple transactions, to emotional connections. Making a memorable impression is the foundation your business needs to keep them coming back time and time again – which saves you money on retention campaigns too.

Delighting your customers with an exceptional experience and perks right from their first interaction can help towards encouraging them back and converting them to be advocates for your business.

Speak to our team to show your gratitude with an M&S Gift Card or Hamper, simply contact:

0330 0580 734

or

Place an order now

