



WHAT'S WORKING IN DIRECT MAIL?

Physical Sending Campaigns
Are Entering The Virtual World For
Increased Flexibility & Customization

INTRODUCTION

Although email is essential to successful marketing strategies, there's no question it's one of the most heavily trafficked, oversaturated channels. Due to its predisposition for content overload, B2B organizations are leveraging direct mail to incentivize further action with their brands.

With **21% of marketers** prioritizing direct mail initiatives in 2022 — a marked increase from 2021's 15% — the focus is on unlocking omnichannel personalization and standing out from the crowd. It's not just about cutting through the digital noise, however, as direct mail also takes the forms of E-gifting and online marketplaces.

"Using direct mail as a touchpoint in a full omnichannel experience has been the key to successful direct mail campaigns in 2021-22," said Whitney Donaldson, Head of Demand Generation for [impact.com](#). "Two years ago, finding addresses was easy; we had office addresses and IP matching, but nowadays marketers have to provide really compelling reasons for people to provide their home or preferred addresses."

With nearly **50% of businesses** indicating they intend to increase the frequency of their gift giving post-Covid-19, it's time to examine the key tactics and strategies marketers are implementing to maximize their gifting efforts. Specific topics of discussion will include:

- How marketers are creating sending campaigns that feature an online element to engage recipients digitally post-send;
- The tactics and strategies marketers are implementing to generate relevant information on targets to provide them with attention-grabbing materials;
- How to develop re-targeting campaigns that warm cold leads and generate better ROI;
- The technologies and solutions practitioners are using to power their direct mail sends; and
- How organizations are leveraging direct mail in their ABM campaigns to target prospects on all fronts.



LEVERAGE GIFTING CAMPAIGNS ACROSS THE FUNNEL

Direct mail campaigns are applicable to all stages of the buyer's journey, including pre- and post-sale. This key touchpoint helps buyers realize they're not just another number; the sales rep they're engaging with — or about to engage with — understands their needs and interests.

For example, Donaldson explained that impact.com has "door openers" in the **pre-MQL stage** for targets playing hard to get, such as sending macaroons for Valentine's Day. Looking ahead to **pre-demo sales outreach**, she continued that the team hosts lunch and learns for buying committees that feature a demo of their platform and a meal credit.

Beyond that, in the **post-MQL/pre-sale stage**, Donaldson explained that reps can send coffee gift cards an hour before a demo meeting, as "consumers may have urgency when they first request a demo, but the urgency can fade within the week it takes to actually hold the demo — sending a coffee gift card ahead of that meeting can give the buyer the friendly boost they need to show up for the demo."

Finally, the **post-sale stage** is ideal for physical gifting. This is where companies are sending out welcoming gift packages with branded swag and content that feature best practices and tools to ease the onboarding process for new customers. Despite the plethora of opportunities the sales funnel presents, organizations must ensure their gifting initiatives are worth their customers' while.

"Where these incentives are the most attractive is when the gift is balanced with the time and depth of the ask," said Brooke Bartos, Director of Marketing Operations and Analytics at [InvoiceCloud](#). "Offering someone a \$5 gift card to Starbucks for an hour of their time disrespects the expertise that they bring to the conversation and isn't going to get the results you're looking for. Instead, look to offer a card for DoorDash or Grubhub to cover their lunch for your conversation to show that you value their time."

Proof Point: How SIA Decreased "No Shows" Through E-gift Cards

The Sales Impact Academy (SIA), an online B2B education platform, leveraged account-focused direct mail to take the burden of sourcing, warehousing and sending direct mail off its teams. To add value for clients, SIA gave them access to great courses and opened the doors using their own networks by incentivizing prospects and customers with E-gift cards.

With a scalable solution in place that pushed data through its CRM to set campaigns and schedule sends for multiple clients in a few steps, the incentives SIA offered achieved:

- **Deeper customer relationships;**
- A **decrease in prospect meeting no shows;** and
- An **increase in "Impact Assessments" completions.**



WHAT'S THE REAL COST OF CORPORATE GIFTING?

By Alex Olley, Co-founder and CRO of Reachdesk

When was the last time you received a gift as part of a marketing or sales process? How did it feel? Did you wonder if gifting campaigns worked?

Corporate gifting helps build and strengthen the relationships you have with your prospects and clients. Although this might sound like expensive work, don't be fooled – it doesn't have to be.

In fact, having a solid corporate gifting strategy in place that runs alongside your other marketing efforts can garner huge returns — **as much as 384% ROI** — while costing less than you might think.

It might sound bold, but our belief in the effectiveness of the corporate gifting model isn't a coincidence. As we've watched the usage and growth rate of our direct mail and corporate gifting tool increase 217% from 2020 to 2021, it's become clear that we aren't the only ones placing trust in the power of corporate gifting.

Using insights from our customers, we delved into the data surrounding the facts of the cost of corporate gifting. Here's what we've learned:

Corporate Gifting Doesn't Need To Cost The Earth

Getting straight into the nitty gritty, here is the average cost per send, per year for Reachdesk users:

- 2019: \$12.19
- 2020: \$26.60
- 2021: \$29.15



We found that, on average, our customers spent \$29.15 per send in 2021 — not exactly a figure that breaks the marketing budget. Our experiments show that it's not expensive luxury gifts that impress people but rather timely, personalized outreach and smart messaging.

Keeping the environmental cost of gifting low also doesn't have to be difficult if you're partnering with local vendors to avoid international shipping and cut down your carbon footprint.

The Most Popular Gifts Are Treats For Sweet Tooths

By looking at Reachdesk data, we saw which items available in our marketplace were sent most often by our customers in 2021. The top three product categories were:

- Food, which made up 40% of all sends;
- Drink, which comprised 25% of all sends — up from 19% in 2020; and
- Gift boxes, which accounted for 16% of all sends — and more than doubled in popularity after coming in at 6% in 2020.

The most popular gifts sent by our customers included brownies, cookies and alcohol. These are all modest, thoughtful and relatively inexpensive items that can be personalized to a person's taste, are sure to brighten up their day and could help spark a meaningful conversation.

You Can See Great Results Without Breaking The Bank

Whether your goal is to generate pipeline or build stronger relationships with your existing customers, you don't need to spend a fortune on gifts to generate great returns.

Our own BDR team proved this in 2021 when they achieved 731.3% ROI while spending an average of just \$28 on each gift send.

When it comes to gifting, it's not only the dollar amount that counts. Instead, it matters far more to be specific, playful and deliberate with your outreach.



The 3 Golden Rules Of Gifting

When devising a new gifting campaign, here's what you need to remember:

1. **Know your target** — whether they're a customer or prospect, make sure to do your research to find out their likes and interests so that you can send them the most relevant and effective gift possible.
2. **Choose your gifts carefully** — personalize each gift to each prospect or customer accordingly, whether it's handwritten notes or references to their hobbies, and focus on the finer details.
3. **Pick the right time to send** — if the gift you're sending is time or date sensitive, make sure that all your facts are correct. If the timing isn't perfect, it's a wasted opportunity.

The main lesson here is that the quality of your outreach and the messaging surrounding it is paramount. After all, it's not the value of the gift that matters, it's the sentiment.

If you're curious about further understanding the cost of gifting and want advice on how to better utilize corporate gifting as a strategy, look at our "[Real Cost of Gifting Guide](#)."

“The quality of your [direct mail] outreach and the messaging surrounding it is paramount. After all, it’s not the value of the gift that matters, it’s the sentiment.”

-ALEX OLLEY, REACHDESK





USE ABM TO REFINED TARGETING & INCREASE INTERNAL ALIGNMENT

ABM is nearly synonymous with successful B2B strategies, and for good reason: Account-based campaigns connect deeper with targets and deliver a high level of personalization. As “direct mail must be a touchpoint in ABM campaigns,” according to impact.com’s Donaldson, there are three main considerations with ABM gifting: Management software, creating an internal and external “feedback loop” and leveraging research and data points. A key component of those feedback loops is harnessing the voice of existing customers to identify areas of improvement.

“What better way to understand industry pain points than talking to current customers?” said Donaldson. “They struggled with the same challenges as our prospects and (hopefully) solved those challenges by working with us. I’d recommend voice of customer work as much as possible.”

Alongside customer feedback is a close alignment between marketing and sales, as Donaldson and InvoiceCloud’s Bartos explained that their respective organizations work to ensure that both departments are constantly talking, optimizing campaigns and learning what’s working across each job function, vertical and segment.

“We’ve developed a full ABM research project,” explained Donaldson. “Based on the top 25 target accounts, internal employees are tasked with researching as much as they can about key individuals: Their alma matter, what Slack communities they hang out in, their hobbies and interests, their family and more.”

Proof Point: ContentSquare Generated More Than \$1M In Opportunity Pipeline With Key Accounts

ContentSquare, a digital experience analytics and optimization platform, leveraged a network of warehouses to store items and send 1:1 direct mailers to key accounts on a campaign and ad-hoc basis. It also adopted E-gifting for virtual lunch and learns, pre-demo coffees and post-call thank you messages to engage them throughout the lifecycle.

As a result of its efforts, the ContentSquare team:

- Has more time to spend on **value-generating work**, such as content creation and data analysis;
- Can **break into key target accounts** with various incentives for actions;
- Created more than **\$1 million in opportunity pipeline**; and
- Achieved **100:1 ROI**.

“What better way to understand industry pain points than talking to current customers?”

-WHITNEY DONALDSON, IMPACT.COM

HOW DIVVY INCREASED MEETING SHOW RATES BY 15%

Divvy is a spend management solution that helps modernize the process of company purchases by providing businesses with cards, credit and the software needed to manage spending. Divvy turned to direct mail to improve its marketing and sales outreach and increase the show rates to its sales meetings.

The Challenge

Direct mail wasn't something the company tried before, but, after weighing its options, Divvy worked with Reachdesk to help increase brand awareness, attendance to demos and overall sales.

Additionally, Divvy was in the process of changing card providers when it first partnered with Reachdesk. Due to the admin load on customers, Divvy was seeking ways to incentivize them to get the switch completed in a timely fashion.

To help increase brand awareness, Divvy wanted a one-stop solution for branded gifts that could be sent out and subsequently shared on social media, generating more attention and buzz for the company.

The Solution

Divvy's marketing, sales and customer success teams partnered with Reachdesk to deliver memorable experiences for prospects and customers alike. The company built data-driven gifting campaigns to generate greater brand awareness and help incentivize its customers to complete a card provider transition.

On the incentive side, Divvy's customer success team relied on Reachdesk to source and provide gift cards for the admin teams performing card switchovers. To create personalized outreach that moved conversations faster, Reachdesk worked with Divvy's

marketing and sales teams to create various high-value, sports-themed bundles for customers and prospects during a time of large sales.

"Just seeing the thank you LinkedIn posts shows how impactful gifting can be in appreciating and thanking our customers," said Customer Success Manager Dani Mortimer.

The Results

Adding gifting to Divvy's outreach strategy accelerated its sales pipeline and helped them build deeper connections with prospects. When the customer success team was challenged with moving a certain number of customers to a new card provider in a short amount of time, they exceeded their goal by more than 100 companies.

Other outcomes of the partnership include:

- A **15% increase** in meeting show rates;
- **Increased brand awareness;** and
- **Memorable experiences** for prospects and customers.

With the successes seen across all areas of deployment, Divvy has recently renewed its partnership with Reachdesk to build deeper, more meaningful connections with customers and potentially leverage Reachdesk for employees and for branding.

"When we first started using Reachdesk, we saw a 15% increase in meeting show rates," said Kiera Griffis, Marketing Campaign Manager. "More shows equal more deals, which directly impacts our bottom line."



LEVERAGE DIGITAL GIFTING TO STAND OUT & PROVIDE SELECTION

E-gifting might seem paradoxical given the loud digital noise and marketers' never-ending mission to cut through it, but it's a necessary addition. Between the Covid-19 pandemic's shift to working from home, a better opportunity to stand out in prospect's eyes and buyers' increased awareness of their carbon footprints, E-gifting is just as successful — and even more customizable.

"Digital gifting platforms often have the flexibility to choose a gift card that aligns with the recipient's values and lifestyle, adding non-monetary value to offers and creating a greater interest in redemption," said Bartos. "Digital gifts are a great alternative to yet-another-mug, the 57th pen or other branded items that may end up in the recycling bin instead of engaging your audience."

Taking that a step further, marketing teams can go beyond a stand-alone gift chosen on a client's behalf by allowing the target to choose it for themselves. Most gifting platforms feature an online marketplace, where marketing teams can let their prospects customize their gifts of choice.

"It's a seamless online experience, and our recipients were able to choose from a variety of categories — living, wellness, travel and tech, style, kitchen and dining and social impact," said Donaldson. "Consumers have the power now, so meet them where they are and let them choose what they want to receive."

Proof Point: Sailthru Drove 78% Webinar Attendance Rate

Sailthru, a unified and integrated omnichannel marketing automation solution, incorporated digital gifting to reach overseas prospects during the Covid-19 pandemic. The company recreated physical experiences in a remote environment, such as a virtual webinar/cooking class with Chef Lorraine Pascal. As part of that campaign, Sailthru's team created a handwritten recipe card and delivered an E-gift card for attendees to purchase the items needed for the class.

From the initiative, Sailthru:

- Drove a **78% attendance rate** to the class; and
- A **100% global reach**, extending from the U.S. to EMEA and APAC.

“Digital gifting platforms often have the flexibility to choose a gift card that aligns with the recipient’s values and lifestyle.”

-BROOKE BARTOS, INVOICECLOUD

CONCLUSION: THE DO'S OF DIRECT MAIL

When orchestrated correctly, direct mail is a marketing game changer that's easily folded into campaigns. However, it's very easy to misstep and send a gift that's irrelevant or meaningless to a prospect, or even offends them with their perceived lack of value. In general, the "must dos" of direct mail include:

- Focusing on the quality of the gifts — "We've all received cheap gifts, and it's obvious that the brand checked a box; I take one look and throw it out," noted Donaldson.
- Targeting the right audience, because a less expensive campaign to the right audience will be 10X more successful than a more targeted campaign to the wrong audience.
- Providing prospects with a self-service gifting portal.
- Applying gifting across all stages of the funnel.
- Leveraging direct mail in ABM campaign to stand out even more in prospects' minds.

"Direct mail is a channel where you can get hyper-personalized and highly creative, as you have the ability to really home in on a 1:1 experience," said Donaldson. "While many successful channels are digital — such as paid social and search, blog, email and virtual events — direct mail gives you the ability to engage with your audience outside of the computer. You're creating a personal touch, so you become more memorable."



Reachdesk is the only global, data-driven gifting platform that empowers B2B companies to deliver moments that matter at scale. We help businesses build deeper connections by sending thoughtful, timely, relevant gifts to prospects, customers, and employees. Reachdesk's technology powers valuable engagement insights and granular reporting on ROI so that your budget is spent where it matters most. Reachdesk integrates with your tech stack to deliver moments that matter across the entire customer and employee lifecycle. We take the guesswork and the busywork out of B2B gifting so that you can create, send, track, and report on creative and compelling gifting campaigns using the tools you know and love.

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Demand Gen Report is a targeted online publication that uncovers the strategies and solutions that help companies better align their sales and marketing organizations, and ultimately, drive growth. A key component of the publication's editorial coverage focuses on the sales and marketing automation tools that enable companies to better measure and manage their multichannel demand generation efforts.

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