

101 Unforgettable Corporate Gift Ideas



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83% of consumers feel positively about receiving packages.

SOURCE

The Revenue-Generating Impact of Thoughtful Gifting

Today's customers have lofty expectations. Purchasing decisions are no longer only based on product and price—people want to have a good experience with your brand. And buy from businesses they like and trust.

Research shows that customer experience **will overtake price and product** as the key brand differentiator by 2020. But what most companies fail to realize is that our digital lives are overcrowded, so blanketing the market with “spray and pray” strategies is not an enjoyable experience for consumers.

Think of it this way: The average office worker **receives 147 emails per day**. That's more than 1,000 emails every single week! Not to mention that almost half of those are considered spam.

Your potential buyers are habituated toward unwanted cold calls, generic email blasts, and irrelevant ad messages. So, how can you break through the noise and connect with people in more meaningful ways?

By getting on their desk, not just in their inbox.



Direct Mail by the Numbers

Integrating direct mail into your campaigns creates an omnichannel strategy that bridges the digital and physical worlds, builds stronger relationships, and—ultimately—wins customers.

48%

On average, consumers delete 48% of the emails they receive every day in just five minutes.

[SOURCE](#)

65%

of consumers report that a positive brand experience is more influential than great advertising.

[SOURCE](#)

5.1%

Response rate for direct mail is 5.1% (compared to 0.6% email, 0.6% paid search, 0.2% online display, 0.4% social media).

[SOURCE](#)

30x

Response rates for letter-sized direct mail sent to houses are more than 30 times the response rate for email.

[SOURCE](#)

50%

Targeting customers on a one-to-one basis increases response rates up to 50% or more.

[SOURCE](#)

83%

of consumers feel positively about receiving packages.

[SOURCE](#)

And more than 90% of people enjoy receiving letters and cards, so what better way to build a strong relationship with anyone who's important to your business? But skip the mediocre mouse pads. We've made you a list of 100 fun, delicious, and personalized gifts to open doors and create conversations with the people you want to reach.

Personalized Gifts

1. Alma Mater Yeti Mug
2. Thoughtful Handwritten Note
3. Branded Football

Have everyone on your team sign it for an even more personal touch!

4. Custom Message Fortune Cookie
5. Branded Slippers
6. Local Products

Send something unique or specific to your region—drinks, snacks, knick-knacks or local swag.

7. Sports Team Jersey
8. Custom Calendar
9. Personalized Luggage Tags
10. Charitable Gift
11. Fitbit

Or another activity tracker for the fitness lover.

12. Tree Seedling
13. Custom Candy Hearts
14. Pinata with Positive Reviews of Recipient's Company and Candy/Swag
15. Massage

Choose a spa local to your recipient or send via Soothe app.

16. Multi-Tool
17. Custom Dartboard
18. Personalized Grill Set



Entertaining Gifts

- 19. Custom Bobble Head
- 20. Branded Yo-Yo
- 21. Silly Handwritten Poem or Limerick

Bonus points for including a pun!

- 22. Mini Basketball Backboard
- 23. Custom Painting of LinkedIn Photo
- 24. Branded Frisbee
- 25. Foosball Table
- 26. Branded Toilet Paper
- 27. Funny Desk Signs

Think: "I'm Kind of a Big Deal" or "What Would Beyonce Do?"

- 28. Balance Board
- 29. Branded Golf Balls
- 30. Nerf Guns

- 31. Carry-On Cocktail Kit
- 32. Fathead Cutout of Recipient
- 33. Motiv Ring

Put the ring in a box, then include a note that says, "We'd like to engage with you, so you can engage with your customers."

- 34. Ugly Holiday Sweater
- 35. Polaroid Camera
- 36. Booze Pinata

Get a fun pinata filled with tiny bottles of liquor!

- 37. VR Headset

Targeting customers on a one-to-one basis increases response rates up to 50% or more.⁸

SOURCE

GIFTING GUIDE



Subscription Gifts

- 38. UrthBox
- 39. Sock of the Month
- 40. Graze
- 41. Year of Spotify Premium
- 42. Book of the Month
- 43. Inspire Box
- 44. Craft Beer Club
- 45. Trade Publication

Get an annual subscription for something like Harvard Business Review, AdAge or Scientific American.

- 46. Audible
- 47. State Park Membership
- 48. Birch Box
- 49. Candle of the Month
- 50. Year of Amazon Prime
- 51. Membership to Airline Lounge



Food & Beverage Gifts

- 52. Wine and Cheese
- 53. Branded Coffee Kit
- 54. Fresh Fruit
- 55. Fancy Bag of Mixed Nuts
- 56. Herbal Tea Kit
- 57. Whiskey Tumblers
- 58. Hydro Flask Water Bottle
- 59. Champagne and Flutes
- 60. Dry Cookie Mix in Mason Jar

You can also just send branded brownies, cookies, truffles, or other sweet treats.

- 61. Astronaut Ice Cream
- 62. Magnetic Bottle Opener



The response rate for direct mail is 5.1%

(compared to 0.6% email, 0.6% paid search, 0.2 online display, 0.4% social media).

SOURCE

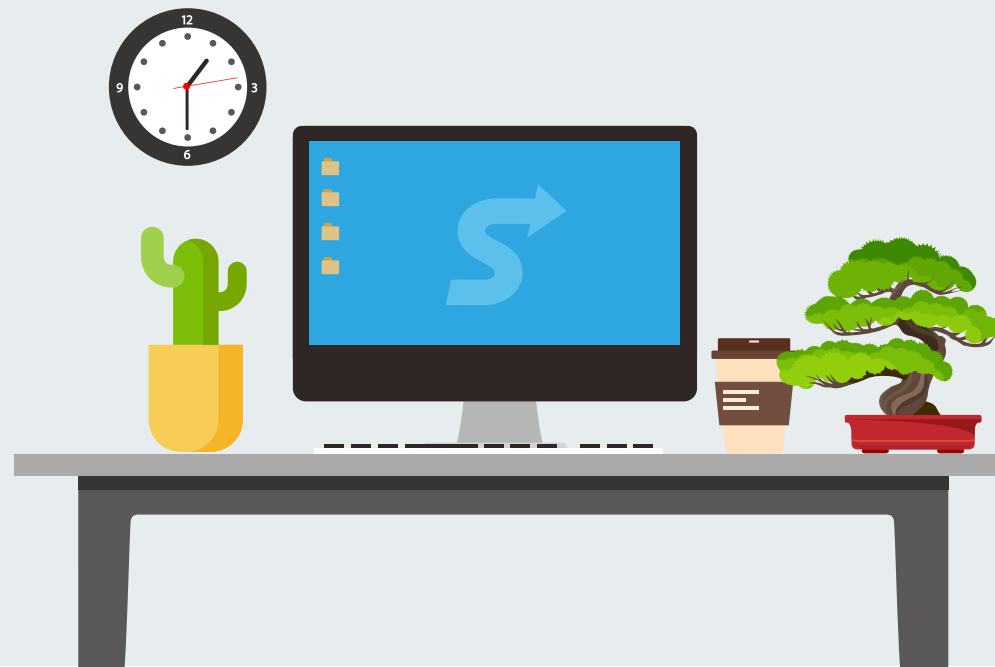
Desk Gifts

- 63. Mini Terrarium
- 64. Zen Garden
- 65. Echo Show
- 66. Lava Lamp
- 67. Super Hero Stress Ball
- 68. Bonsai Tree
- 69. Desk Feet Hammock
- 70. Mini Desk Cornhole
- 71. Moon Lamp
- 72. Himalayan Salt Rock

- 73. Game for Office

Consider The Voting Game, Cards Against Humanity, Settlers of Catan or even Jenga.

- 74. Desk Succulent
- 75. Mug Warmer
- 76. Custom Legos
- 77. Nanodots
- 78. Cloud Magnetic Key Holder
- 79. Desk Punching Bag
- 80. Pet Rock



Professional Gifts

- 81. Office Hammock
- 82. Book for Professional Development
Amazon is your friend here. Check out “To Sell is Human” by Daniel Pink or “Unmarketing” by Scott Stratten and Alison Stratten.
- 83. Branded Notebook
- 84. Amazon Alexa
- 85. Custom PopSockets
- 86. Professional Development Course
Online or in person!
- 87. Leather Tech Organizer
- 88. Cufflinks
- 89. Branded Socks

58% of consumers want a personalized experience.

SOURCE

- 90. Conference Tickets

Research industry events and trade shows coming up specific to the recipient’s role or industry.

- 91. Portable Phone Charger
- 92. Bluetooth Headphones
- 93. Branded Laptop Backpack
- 94. Inspirational Book

Again, do some Amazon searching. Consider “The Alchemist” by Paulo Coelho, “The Power of Now” by Eckhart Tolle or “Daring Greatly” by Brené Brown.

Customer experience will overtake price and product as the key brand differentiator by 2020.

SOURCE

Custom Bundle Gifts

95. Netflix and Chill

Netflix gift card and microwave popcorn.

96. Meeting in a Box

Custom water bottle, pen, notebook, and a USB flash drive.

97. Conference Survival Kit

Custom journal, coffee tumbler, pen, tide to go pen, and a handwritten note.

98. Decoder Message & Glasses Bundle

Hidden message that recipient “decodes” by putting on the special glasses you send.

99. Relax & Recharge Self Care Kit

Embroidered blanket, custom tea tumbler, candle, and a handwritten note.

100. Swag Box

Your best items in a branded box with crinkle paper for that special touch.

101. Baseball-Themed Bundle

Peanuts, baseball, and tickets to an upcoming game.

65% of consumers report that a positive brand experience is more influential than great advertising.

SOURCE



Quick Tips for Effective Gifting

Direct mail works because people love receiving tangible items. It's real; much more so than reading messages on a screen. But there are a lot of moving parts to be managed, so here are a few best practices to get the most out of your campaigns.

1. Start early.

The time to start thinking about your gifting strategy is right now. A direct mail campaign can take **5-10 weeks from start to finish**. Vendors and delivery services will be quickly inundated with orders as the year's end approaches, and many of the people you want to reach won't even be in the office after mid-December. So craft a plan ASAP, get the ordering process started and be patient. This will save you mountains of stress (and prevent any last-minute disasters).

2. Make it human.

Do some research and find something that your recipient will actually like. Whether it's sports

team gear from their hometown or an action figure from their favorite '80s movie, a specialized touch will demonstrate that you actually care. Find inspiration on their social media pages. Also, remember to use this as a relationship-building experience; don't ruin the moment with pushy sales messages!



Quick Tips for Effective Gifting (continued)

3. Have a follow-up plan.

Don't just send a gift and then expect the recipient to keep the ball rolling. Come up with a plan for how you'll continue the conversation once your gift is received. Consider shooting off a quick email to see how they liked the gift and then sending a handwritten note one month later to go over next steps. Even a simple text or phone call just to say you hoped they enjoy the gift will work (and it wouldn't hurt to propose reconnecting next month or next quarter).

4. Amplify with technology.

Direct mail campaigns can (and do) take a lot of time and resources. Utilizing [cloud-based direct mail and gifting software](#) can automate many of the manual processes and integrate into your

current tech stack. Our [engagement delivery platform](#), for example, stores and manages company swag, customers gifts, dimensional mailers, etc. and gives you instant access to send with a click of a button from many of the tools you already use. Sendoso customers see a [60% response rate](#) from sent packages, [5X increase in close rate](#) and save hundreds of hours of in-house efforts per month.





We help companies build revenue-generating relationships with prospects, customers, employees, and recruits. Our platform sources, sends, and centralizes direct mail, swag gifts, handwritten notes and anything else you want to send.

Send Anything, Anywhere

Sendoso stores and manages your company swag, customer gifts, dimensional mailers, etc and gives you instant access to send with a click of a button.

Drive Outreach as a Team

Sendoso is easily adopted by entire organizations, easily manage a team of users and assign budgets and gifts/items to groups.

Measure Your Engagement Success

Seamless integrations into Salesforce, Engagio, Marketo, Eloqua, HubSpot, Pardot, and more allow for a full view of direct mail campaigns and for multi-channel outreach.



Want to learn more? Simply email hello@sendoso.com.