

14 Marketing-Led Gifting Ideas

Upgrade Your Marketing Campaigns with these Gifting Plays



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Introduction

Delivering a memorable experience for your audience is the ultimate way to keep your brand top of mind. Whether you're marketing an upcoming event, asking for content, building a community, or supporting your partners, gifting can make your ordinary experiences extraordinary.

This guide covers 14 ideas you can incorporate into your next B2B marketing campaign to provide more moments of surprise and delight to your audience, including:

Event Engagement:

1. Incentivize your registrants to attend by buying them lunch
2. Mark their calendars with "save the date" gifts
3. Strengthen your sales pipeline with thank you gifts and post-event surveys
4. Provide a hands-on swag store with a digital twist
5. Encourage full-day attendance with session-specific gifts
6. Customize kits for your top customers

Content Marketing:

7. Roll out the red carpet for guest contributors
8. Create a secret buzzword for podcast listeners
9. Increase registrations to online courses
10. Solicit UGC for future campaigns
11. Drive engagement urgency

Community Engagement

12. Increase participation with graduating value gifts

Partner Marketing

13. Celebrate top performers
14. Let them know you couldn't have done it without them



Event engagement ideas



Idea 1: Lunch and Learn

Use Case: “Lunch on us!” pre-event gifts

Virtual events are often scheduled during lunch breaks when your target audience has free time in their calendar.

Don't let them go hungry! Surprise and delight them when they register for the event with a gift card and a note saying that lunch is on you.

How to run this play using Alyce:

1. Set up a 1:many campaign in Alyce and connect it to a dynamic program inside of your marketing automation platform
2. Develop and send an email that includes your 1:many gift campaign link
3. Schedule your email to send right after someone registers or a few days before the live event as a way to increase show rates



EVENT ENGAGEMENT IDEAS

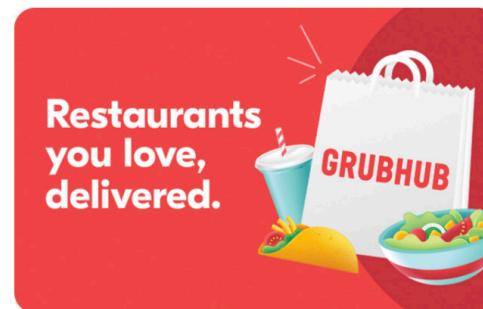
Enjoy lunch on us!



We are so excited you'll be joining us for our Alyce Unwrapped - Q2 Product Webinar on May 27th!

Enjoy lunch on us while MK and I walk you through what is new in our product.

See you then!



\$20 Grubhub Gift Card

Grubhub

CONTINUE

Have questions? [Contact support](#)



Idea 2: Mark Your Calendar

Use Case: “Save the date” pre-event gifts

Are you excited for your next event that has an awesome theme or is hosted in a fun location? Perhaps you’re hosting at a spa resort, or in a city like Austin, TX with great food and live music?

Send your event registrants a surprise “save the date” gift and utilize a **Themed Marketplace** (like our health and wellness Themed Marketplace) or create your own **Custom Marketplace** with music and food-inspired gifts.

A save the date gift is a great way to build anticipation and excitement pre-event.

Bonus points if you utilize a **post-gift CTA** that drives registrants to pre-event content like a survey, waiver, or agenda.

How to run this play using Alyce:

1. Set up a 1:many campaign in Alyce and connect it to a static list inside of your marketing automation platform
2. Set a post gift CTA on your campaign and link to the relevant pre-event asset
3. Set up **Campaign Branding** so the gift recipient landing page matches the branding of your event (if applicable)
4. Write and send an email that includes your 1:many gift campaign link



Suhayl, I got you something I think you'll love!

Our [Alyce Wellness](#) at the beautiful Ritz-Carlton [Dove Mountain in Arizona](#) will be here before we know it. To get you in the mood to recharge, reset and rejuvenate, we'd love to send you a wellness-inspired gift powered by Alyce.

You can also exchange this item for one you may prefer in their gift marketplace or can donate its value to a charity close to your heart.

I can't wait to see you soon!



A Little Pampering Gift Set

Alyce Wellness

[View details](#)

Accept your gift

* Limited to US recipients

OR

Exchange your gift

Donate gift value

By clicking and proceeding I understand and acknowledge Alyce's [privacy policy](#).

[Thanks, but I'm not interested.](#)

Powered by Alyce [Privacy policy](#) [Contact Support](#)



EVENT ENGAGEMENT IDEAS

[← Back](#)

Exchange

Confirm

Thanks

Explore your options

Find and choose something you'll really love

Country
United States


Q

Gift type (1)


Categories

Brand

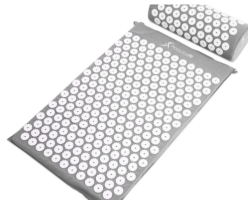
Sort
Most popular




20 Liter DrySák
Skog A Kust




DIY Organic Home Spa Kit
Alyce Wellness




Acupressure Mat and Pillow Set
Alyce Wellness




Tea Forte Wellbeing Organic Wellness Tea Box
Alyce Wellness



5 Minute Journal
Alyce Wellness



12" Chirp Wheel
Alyce Wellness



Dodow
Alyce Wellness

[Help](#)



Idea 3: Show Your Appreciation

Use Case: “Thank you for attending” post-event gift

If you host an experiential, interest-based event, like a cooking class or wine tasting, a themed post-event gift is the perfect way to keep the experience going and ensure your brand is top of mind post-event.

Hosting a wine tasting event? Send attendees a wine-themed gift. Include a required action to book a meeting when they accept their gift or make it a soft CTA and send them to a post-event survey to capture their feedback on the event experience.

How to run this play using Alyce:

1. Set up a Custom Marketplace of experiential gifts
2. Set up a 1:many campaign in Alyce using your Custom Marketplace. During campaign set up, connect it to a dynamic program inside of your marketing automation platform
3. Set up Campaign Branding so the gift recipient landing page matches the branding of your event (if applicable)
4. Use the **“Send as” feature** to have the gifts appear to come from the event host
5. Write and send an email and include your 1:many gift campaign link



EVENT ENGAGEMENT IDEAS

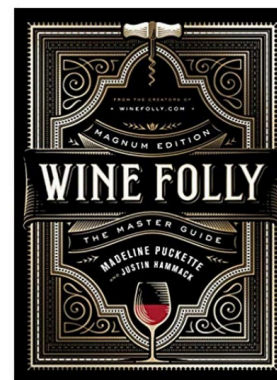
Nina, I got you something I think you'll love!

Thank you for being a **Breakthrough VIP**! Enjoy this wine-inspired gift as a little token of our appreciation for you. I hope it helps you "break through" some extra bottles of wine!

As always, we'd love to hear your thoughts on yesterday's wine tasting event — the good, the not so good, and how we can make it better for YOU. We want to hear it all.

Please take a few moments to share your feedback with us:

Cheers!



Wine Folly: The Master Guide

Amazon

[View details](#)

Accept your gift

* Limited to US recipients

OR

Exchange your gift

Donate gift value

By clicking and proceeding I understand and acknowledge Alyce's [privacy policy](#).

[Thanks, but I'm not interested.](#)

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Idea 4: See the Swag, Send the Swag

Use Case: In-person swag store

With the return of in-person events, the pressure is on to create buzz-worthy booth experiences. Deliver the physical atmosphere of a swag store, without having to pre-purchase all the inventory using **Swag Select™** add on.

Simply buy a few samples to have on display in your booth and hand attendees a Swag Select™ card. This creates an experience that's tangible as well as sustainable. They can pick whatever gift they'd like without having to pack it in their suitcase.

How to run this play using Alyce:

1. Set up swag store through Alyce using your event or company logo
2. Set up a custom marketplace of curated gifts that reflect what you want in your Swag Select™ campaign
3. Set up a Swag Select™ campaign in Alyce using your custom marketplace
4. Order your Swag Select™ cards directly inside Alyce
5. Set up Campaign branding so the gift recipient landing page matches the branding of your event (if applicable)
6. Bring your Swag Select™ cards with you to pass out at the event



Thank you for joining us at Breakthrough!

On behalf of Alyce and our friends at 6sense, thank you for joining this year's Breakthrough event. Here is a little momento to remind you of your time in Austin, long after we're all back home.

We want to make sure you leave with something you love! With Alyce, you have the ability to exchange this gift for one you may prefer better from right within the marketplace. Simply click "Exchange your code" to be taken to the gift marketplace filled with lots of other options to browse and accept.

Cheers,



Nina Butler
Director, Event Experience at Alyce
nina@alyce.com



Breakthrough 12oz Circe Thermal Tumbler

Available in: United States

Accept your code

OR




Exchange your code

Donate code value


By clicking and proceeding I understand and acknowledge Alyce's [privacy policy](#).





EVENT ENGAGEMENT IDEAS





Exchange Confirm Thanks


 **United States Marketplace**






Gift type 


Categories 


Brand 





 Nina's gift to you
























6sense Breakthrough 12oz Circe Thermal Tumbler
6sense Breakthrough Conference 


6sense Breakthrough 20 oz. Yeti Tumbler with Magslider Lid
6sense Breakthrough Conference 


Symphonized Premium Wood Noise-Isolating Headphones copy
6sense Breakthrough Conference 

6sense Breakthrough 14 oz. Yeti Rambler Mug with Magslider Lid
6sense Breakthrough Conference 

6sense Breakthrough x Corkcicle 16oz. Canteen
6sense Breakthrough Conference 

6Sense Woven Fabric Bluetooth Speaker
6sense Breakthrough Conference 

6Sense Neighborhoods City Coasters
6sense Breakthrough Conference 

Mamba Whiskey Stones Set
6sense Breakthrough Conference 

14 MARKETING-LED GIFTING IDEAS

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osense

Breaxthrough
the revolution is now **2021**

**Leave Austin with
something you
LOVE!**

HOW TO ACCEPT YOUR GIFT

1. visit alyce.com/card
2. enter this single-use code
XXXX-XXXX
3. choose to accept or exchange
your gift

GIFT EXPERIENCE POWERED BY  alyce



Idea 5: Encourage Audience Participation

Use Case: Reward event engagement with gifts

Do you want to maximize attendance at your keynote or marquee session? Gifting is a great way to incentivize audience participation.

At Alyce's YOUNiverse annual event, we encouraged attendees to tune in for the entire event, all the way through to the final product keynote session, by promising a gift. Post-event, we delivered on our promise, emailed the gift to attendees, and it was smiles across the board.

How to run this play using Alyce:

1. Set up a 1:many campaign in Alyce and connect it to a static list of qualified people inside of your marketing automation platform
2. Set up Campaign branding so the gift recipient landing page matches the branding of your event (if applicable)
3. Use the "Send as" feature to make the gifts look like they are coming from whoever delivered the keynote or marquee session
4. Write and send an email and include your 1:many gift campaign link for qualifying members



EVENT ENGAGEMENT IDEAS

Matt, I got you something I think you'll love!



Kellie and I are so glad you joined us during our session at YOUuniverse yesterday! As a thank you for sticking with us until the end, please enjoy this special gift on us.

In true Alyce fashion, you can exchange this gift for another one you may prefer better in the marketplace, or you can even donate the value to a charity of your choosing.

We hope you enjoyed attending yesterday as much as we did hosting you.

Now go out there and create some memorable moments!

Daria



Daria Marmer
Head of Product at Alyce
daria@alyce.com



\$25 Starbucks Card eGift

Starbucks

[View details](#)

Accept your gift

* Limited to US recipients ⓘ

OR

Exchange your gift

Donate gift value

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[Thanks, but I'm not interested.](#)

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Idea 6: Exclusive Kits for Your Top Customers

Use Case: ABM event gifts

When you want to surprise and delight your top-tier accounts prior to or after attending an event, a branded kit is a sure way to catch their attention.

After Alyce hosted its annual YOUNiverse event, we sent a subset of attendees a YOUNiverse branded box designed by our partner, [Staples Promotional Products](#). Included in the gift was a personalized note with a CTA to attend an upcoming webinar to dive deeper into topics they learned at YOUNiverse.

How to run this play using Alyce:

1. Work with your Alyce CSM and Staples to design your kit
2. Set up a 1:many campaign in Alyce and connect it to a static list of qualified people inside of your marketing automation platform
3. Make your campaign accept only
4. Set up Campaign branding so the gift recipient landing page matches the branding of your kit
5. Use "Send as" feature to make the gifts look like they are coming from your marketing or sales team
6. Write and send an email and include your 1:many gift campaign link for target prospects



EVENT ENGAGEMENT IDEAS





Content marketing ideas



Idea 7: The Red Carpet Treatment

Use Case: Thank people for contributing content with gifts

Do you have a podcast, webinar series, or content stream that needs additional guest contributors?

Make a wish list of guests, and entice them to team up with you by using a personalized gift!

How to run this play using Alyce:

1. Set up a 1:many campaign in Alyce and connect it to a static list inside of your marketing automation platform
2. Set a post gift CTA on your campaign and link to existing content in the series to prepare your guest contributors for the live event
3. Set up Campaign branding so the gift recipient landing page matches the branding of your content series (if applicable)
4. Write and send an email and include your 1:many gift campaign link for potential contributors




CONTENT MARKETING IDEAS

Nina, I got you something I think you'll love!

Thank you for lending our community your pragmatic insights on how to be an Architect of Growth, aka a Marchitect.

I would have loved to have sent you diamonds, backstage passes to your favourite concert, or like Oprah, a car, but alas, we are a not-for-profit.

As such, courtesy of our wonderful partners, Alyce, please accept this  branded Yeti mug - would love it if you strike a pose and send it my way!

Onward!



[View details](#)

Accept your gift

* Limited to US recipients 

OR

Exchange your gift

Donate gift value

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[Thanks, but I'm not interested.](#)



Idea 8: Secret Password Swag

Use Case: Drive offline traffic back to your website with gifts

It's a challenge to get offline traffic back to your website. For instance, how do you get listeners to a podcast your company is featured on back to site? You can encourage podcast listeners to visit your website with a gift.



Ask the podcast host to share a special buzzword with their listeners as well as a custom URL to your company's website.

Then, when listeners reach the landing page, have a chatbot pop up asking for the buzzword. After they answer correctly, let your automation platforms work their magic and send the listener their gift!

How to run this play using Alyce:


1. Set up a 1:many campaign in Alyce, connecting it to a dynamic program in your marketing automation platform
2. Deploy a chatbot that is connected to the same program in your MAP system
3. In the chat playbook, set your keyword and URL
4. Give the keyword and URL to the podcast host






Turn gifting into your highest performing channel

Alyce is the first and only AI-Powered Smart Gifting Platform™ for business swag services that uses its best-in-class experience, intelligence, and execution to drive greater impact.



Personal Gifts

**Alyce Bot**





TODAY 5:29 PM


Alyce Bot

Hey there! Thanks for listening to Samantha's recent MarketingPros webinar 🎧

You can redeem your gift right in this conversation!

Just one quick question: What was the keyword that Samantha told you to tell me?





Idea 9: Always Be Learning

Use Case: Encourage enrollment or subscriptions with gifts

Perhaps your team is launching a certification program or wants to encourage enrollment in a continuous learning environment. Gifting is a compelling incentive.

YOUiversity is Alyce's continuous learning environment where people can access our content repository with the end goal of educating our target market on gifting.

To incentivize sign-ups, we provide a gift after a new user enrolls in YOUiversity. It's easy to set up the gift campaign, run it in the background, and provide a thoughtful enrollment experience for our audience.

How to run this play using Alyce:

1. Set up a swag store through Alyce featuring branded products that rep your group
2. Set up a 1:many campaign in Alyce using swag. During campaign set up, connect it to a dynamic program for enrollees inside of your marketing automation platform
3. Set up Campaign branding so the gift recipient landing page matches the branding of your group (if applicable)
4. Write and set up an email (including your 1:many gift campaign link) to send the moment they enroll



CONTENT MARKETING IDEAS

Thanks for enrolling in YOUiversity!



Thank you for enrolling in Alyce's YOUiversity, your one-stop shop for best practices, ideas, and inspiration as you look to make your marketing, sales, and customer success teams more personal with the people you do business with.

To get you in the back to school spirit, check out our exclusive branded marketplace we've designed for YOUiversity.

Always Be Personal.

- Nina



Nina Butler
Director, Event Experience at Alyce
nina@alyce.com



YOUiversity 25 oz H2Go Ascent Thermal Bottle

YOUiversity

CONTINUE

Have questions? [Contact support](#)



Idea 10: Something Special for Your Creators

Use Case: Give gifts in exchange for user-generated content

Do you want UGC for an upcoming campaign or event? Incentivize submissions with a gift!

At our YOUNiversity launch, we asked our prospects, customers, and Alyce team members to submit school and class photos as part of our back-to-school launch theme. Once they did, we sent them a gift to choose any piece of YOUNiversity swag they wanted.

This is a thoughtful and creative way to get UGC, something users are often resistant to share. It also added a fun social activation to the YOUNiversity launch.

How to run this play using Alyce:

1. Set up a swag store through Alyce featuring branded products that rep your group
2. Set up a 1:many campaign in Alyce using swag. During campaign setup, use a static list of people who qualify for your offer
3. Set up Campaign branding so the gift recipient landing page matches the branding of your group (if applicable)
4. Write and send an email and include your 1:many gift campaign link for eligible people



CONTENT MARKETING IDEAS

Nina, I got you something I think you'll love!



Hi Nina,

Thank you for contributing that AMAZING school photo to be used in our upcoming marketing campaign to celebrate the launch of Alyce's YOUiversity.

As a gesture of our gratitude, we hope you enjoy a gift from the exclusive marketplace we've designed for YOUiversity.



YOUiversity Wilson Ultra 500 Golf Ball - 12 Pack

YOUiversity

[View details](#)

Accept your gift

* Limited to US recipients ⓘ

OR

Exchange your gift

Donate gift value

By clicking and proceeding I understand and acknowledge Alyce's [privacy policy](#).



Idea 11: Limited Time Only

Use Case: Drive urgency with your offers

Need to create momentum when launching an event registration or piece of content? Use gifting as a way to drive urgency with your offer through email and/or social media.

For example, you can advertise that the first 100 users who register or download content will receive a gift.

How to run this play using Alyce:

1. Set up a 1:many campaign in Alyce and connect it to a static list of qualified people inside of your marketing automation platform
2. Set up Campaign branding so the gift recipient landing page matches the branding of your event or campaign (if applicable)
3. Write and send an email and include your 1:many gift campaign link for qualifying leads



Thanks for signing up for RevCon!

Congratulations on being one of the first 100 registrants for our first annual conference! We are excited to see you around virtually, enjoy the conference!



Yeti Rambler 36 oz. with Chug Cap

Dick's Sporting Goods

CONTINUE

Have questions? [Contact support](#)



Community engagement ideas



Idea 12: The More You Attend, The More You Win

Use Case: Use graduating gifts to increase audience engagement

Do you run a community or have a standing series of events that need to keep up momentum post-launch?

Gifting is a great way to incentivize repeat attendance and sustained engagement. The more sessions you attend or engaged you become, the more valuable the gifts are.

How to run this play using Alyce:

1. Set up a swag store through Alyce featuring branded products with your logo
2. Set up a 1:many campaign in Alyce and connect it to a static list of qualified people inside of your marketing automation platform
3. Set up Campaign branding so the gift recipient landing page matches the branding of your event or campaign (if applicable)
4. Write and send an email and include your 1:many gift campaign link for qualifying members



Enjoy your gift!

Thank you for sharing your valuable insights with the **CMO Coffee Talk** community on a regular basis. Your ongoing support inside this special group has helped to create value for all of the members and it doesn't go unnoticed. Please enjoy this gift as a token of our appreciation of you.

Cheers,



Comfort Colors™ Garment Dyed Short Sleeve Shirt with a Pocket

[View details](#)

Accept your gift

* Limited to US recipients ⓘ

OR

Exchange your gift

Donate gift value

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[Thanks, but I'm not interested.](#)



Partner marketing ideas





Idea 13: Top Performer Awards

Use Case: Celebrate prospect and customer achievements with gifts

Do you recognize prospects and customers with an annual award for their achievements? Celebrate these moments with a gift!

You can even create a custom celebratory video to embed on the gift recipient landing page for extra fanfare.

How to run this play using Alyce:

1. Set up a 1:many campaign in Alyce, connecting it to a static list of people who qualify for your offer
2. **Embed a video** to celebrate the occasion
3. Write and send an email and include your 1:many gift campaign link for eligible people



**Thank you for your entry to
the Leadership Excellence
Awards**



Google Nest Mini

Target

First name

Last name

Enter your email

CONTINUE

Have questions? [Contact support](#)



Idea 14: Couldn't Have Done It Without You

Use Case: “Thank you for your partnership” gifts

Do you have an upcoming event, campaign, or launch and want to show your partners just how much you value their participation?

Create a gift campaign to show your thanks! You can even use the [marketing-led gifting feature](#) in Alyce to set up one campaign and make it look like it's coming from various people on your team who owns the relationship.

These partnership gifts help thank, reward, and incentivize people to participate in next year's programs with your brand.

How to run this play using Alyce:

1. Set up a 1:many campaign in Alyce and connect it to a static list inside of your marketing automation platform
2. Set up Campaign Branding so the gift recipient landing page matches the branding of your event or campaign (if applicable)
3. Write and send multiple versions of your email depending on which team member the gift should come from. Then include that person's specific 1:many gift campaign link for their partners.



A Gift For You from the INBOUND Sponsorship Team

Hi Nina,

We are so excited that you will be joining us for [redacted]. As a token of our appreciation for your partnership, we want to send you this Bluetooth speaker to make your at-home [redacted] sponsoring experience all the better. You can also swap out your gift through the Alyce platform for another gift. Once you redeem your gift, it will be sent directly to your home.



Waterproof Speaker

[View details](#)

Accept your gift

* Limited to US recipients

OR

Exchange your gift

Donate gift value

By clicking and proceeding I understand and acknowledge Alyce's [privacy policy](#).

[Thanks, but I'm not interested.](#)

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Closing

Alyce's Gifting Platform offers endless options to create unique experiences for your prospects, partners, community, and customers.

Whether you're planning your next event, building a community of product fans, or crowdsourcing new content, let Alyce help you optimize your campaigns for outcomes, over outputs.