



THE ULTIMATE GUIDE TO

# International Gifting With Alyce

How to stay personal, culturally appropriate,  
and relevant in your International Gifting.



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# Introduction

Existing on the internet may make companies known around the world, not just in their home country.

But that doesn't make you an international business yet.

Once you start putting a concerted effort into selling internationally, it's exciting. Your business is growing and expanding into new markets.

With that expansion comes a knowledge of the laws, regulations, and cultural norms of a country or region, especially when you're thinking about the marketing channels of direct mail and corporate gifting.

Just like any huge business change, we recommend starting small, getting a feel for your international audiences and phasing out your international corporate gifting approach.

This e-book will teach you to do just that - learn to combine the power of Personal Experience (PX) with an empathy for different cultures and norms, and your international gifting campaign will go off without a hitch!



## GIFTING IN THE UK AND IRELAND WITH ALYCE

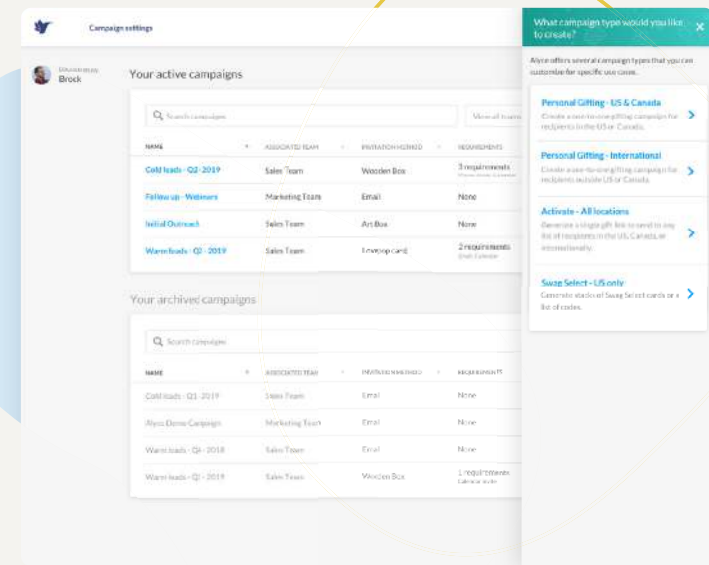
We like to take privacy and data protection very seriously here at Alyce and we want to make it easier for you to gift internationally without the stress, without the potential for privacy mishaps, while also helping you create a personal experience for everyone you do business with.

Today, we're excited to announce that you can now enhance your outreach to UK prospects and customers with Alyce. Alyce for the UK and Ireland helps you deliver a similar personal experience as you would in the US that makes recipients want to opt in.

With Alyce for the UK and Ireland, you will be able to set up both **Personal Gifting Campaigns** and **Activate Campaigns** that target the region of your choice.

With this new improvement, you will be able to choose from hundreds of e-gifts and donations to send to your prospects in the UK and Ireland while still giving them the power to choose the gift that best suits them.

Not only this but with the rest of our latest releases, you'll be able to schedule gifts to send across the pond at the appropriate time and brand your gift redemption landing pages for your international campaigns to create a cohesive gifting program that aligns with the rest of your marketing programming.



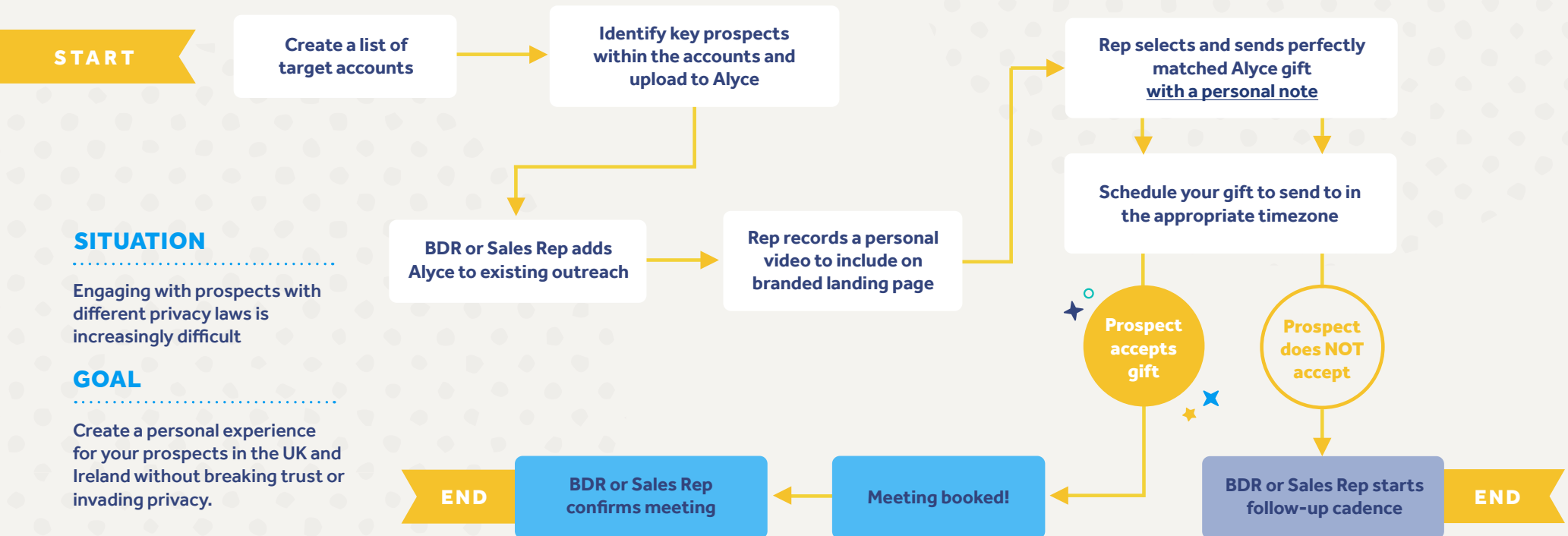


# HOW TO CREATE YOUR FIRST INTERNATIONAL GIFTING CAMPAIGN WITH ALYCE

We're all about creating Personal Experience Moments throughout the customer lifecycle, and international prospects and customers should be treated no differently. However the process for engaging your prospects situat-

ed outside of the United States and Canada requires a bit of a different process to make sure you're accounting for time zones, different sports teams or stores to use for gifting, and overall a different tone.

## So here is your PX Play for International Personal Gifting:



### SITUATION

Engaging with prospects with different privacy laws is increasingly difficult

### GOAL

Create a personal experience for your prospects in the UK and Ireland without breaking trust or invading privacy.



# HOW TO CREATE YOUR FIRST INTERNATIONAL GIFTING CAMPAIGN WITH ALYCE - INSIDE THE PLAY

✦ Increased awareness of your brand and solution with target accounts

**BENCHMARKS**

## PLAY STEPS

### Identify target accounts

Sales and marketing align to identify ICP accounts.

### Identify key prospects and upload to Alyce

Use tools such as (DiscoverOrg, Clearbit, etc.) to identify 3-5 ideal prospects at key accounts. Upload names and emails to Alyce for research.

### Add prospect to sales cadence including Alyce

Alyce should NOT be the first touch with a cold prospect. Create awareness with traditional outreach before sending them an Alyce gift.

### Schedule Your Gift

Our data shows that gifts have a higher acceptance rate earlier in the morning and late at night versus during business hours. Make sure to get in front of prospects during the optimal time in their timezone with scheduled gifting .

### Rep sends Alyce gift

Because research isn't enabled for International Gifts, make sure that you're making your message relevant to your persona. Whether you want to do a quick look on their social media profiles to get a better sense for where they live, the sports teams they may support, or tailor your messaging to their recent social posts, making sure your message is relevant is the most important part of this gifting process.

## DOES NOT ACCEPT

### Rep follow-up

If a gift is not accepted right away—don't panic! Customers who have the most success follow-up on gifts 3-5 times before securing a meeting.

## ACCEPTS GIFT

### Meeting is booked

You can require recipients to book a meeting in order to receive the gift. If so, they'll book time on your integrated calendar.

### Confirming meeting!

Depending on your calendar settings, your prospect may book a meeting a week or more in the future. To help make sure your recipient attends, send a reminder, ask them a question, or continue your conversation to make sure they stay engaged.



## WHAT THEMED CAMPAIGNS CAN YOU RUN WITH ALYCE UK AND IRELAND?

With international gifting with Alyce limited at the moment to gift cards, we thought we'd help get your wheels turning with themed campaigns you could run with your international prospects that feel personal, without getting too close, and are relevant to their cultural norms.

### Rep Their Favorite Team

Whether your prospect is a Manchester United Fan and wants to rep their jersey from Adidas or a Chelsea fan and needs that Nike swoosh, you can make your outreach personal with a gift card to help your prospects rep their favorite teams.

#### GIFT OPTIONS

Adidas and Nike Gift Cards

#### New Message

To name@company.com

Subject {{Name}} + Manchester United + {{Your Company Name}}

Hey {{name}},

Whether you've been a Manchester United fan since Ryan Giggs was on the field or you're more of a new fan to the league, I wanted to shoot you over this adidas gift card to get yourself some gear before the next game.

Of course, if this gift doesn't suit you please feel free to exchange it in the marketplace for something that does, or donate the dollar value to the charity of your choice.

Just like the best football players are creative, nimble, and problem solve in the moment —so are {{YOUR COMPANY'S PERSONA}}. But, you could also use some help.

That's what {{COMPANY NAME}} is all about, we {{COMPANY VALUE PROP}} and help {{PERSONAS}} solve their day to day problems creatively.

Can I show you how this would work for {{PROSPECT COMPANY}}?

Let's Chat,

{{Your Name}}



SEND



## WHAT THEMED CAMPAIGNS CAN YOU RUN WITH ALYCE UK AND IRELAND?

### Set The Table

For the foodies or those who love to host, the closest way to a strong prospect relationship can be through their stomach. Appealing to seasonal recipes or national holidays with this Waitrose gift card can help you make the right impression with the right prospect.

#### GIFT CARD OPTIONS

Waitrose, John Lewis & Partners, Asda, and Tesco

### New Message

To name@company.com

Subject {{Name}}, your recipe for success in this email

Hey {{name}},

With {{season}} in full swing, I've been exercising my cooking skills with some new recipes and figured I'd send along a way to get some ingredients of my favorite recipes.

Of course, if this gift doesn't suit you please feel free to exchange it in the marketplace for something that does, or donate the dollar value to the charity of your choice.

Just like we plan ahead to prep a meal for any reason to celebrate, or as we prep for a new {{quarter, month, fiscal year}}, how are you planning on **{{SOLVING THE PROBLEM YOUR COMPANY SOLVES}}**?

That's what **{{COMPANY NAME}}** is all about, we **{{COMPANY VALUE PROP}}** and help **{{PERSONAS}}** solve their day to day problems creatively.

Can I show you how this would work for **{{PROSPECT COMPANY}}**?

Let's Chat,

**{{Your Name}}**

SEND





## WHAT THEMED CAMPAIGNS CAN YOU RUN WITH ALYCE UK AND IRELAND?

### Appeal To The Wanderluster

With summer around the corner and the itch to travel in the air, let your prospect plan their next vacation with a little help from you! Choose a flight, hotel, or vacation rental gift card and talk to your prospect about the next vacation they're planning once you hop on a call.

#### GIFT CARD OPTIONS

Hotel gift card, flight gift card

New Message — ↗ ✕

To name@company.com

Subject **{{Name}}**, is your **{{product category}}** ready to takeoff?

Hey **{{name}}**,

Wanderlust has been on the brain and what better way to relax, reset, and get ready for the rest of the **{{year, month, quarter}}** with a little trip! I hope you enjoy this gift card and take a well deserved vacation or staycation.

Of course, if this gift doesn't suit you please feel free to exchange it in the marketplace for something that does, or donate the dollar value to the charity of your choice.

As we start to think about where this trip could take you, I can't help but ask where you're taking your **{{AREA OF FOCUS}}** into the rest of this year.

If you've been thinking about a **{{YOUR PRODUCT CATEGORY}}** solution, **{{YOUR COMPANY}}** could be the right fit. From **{{value prop}}** to **{{value prop}}**, our customers see a **{{ROI}}** when they use our product

Want to see how this could work for **{{prospect's company}}**?

My calendar is open!

**{{Your Name}}**

▼ | 🗑️ 😊 📎 **SEND**



## INTERNATIONAL GIFTING WITH ALYCE

**The message always matters. No matter if you're doing your own research on prospects or standing up an Activate campaign, connecting the gift back to something relevant to your buyer will always help you drive loyalty, build rapport, and earn trust with your gifting.**

**This is true for gifting in your native country and countries abroad. Being empathetic, going the extra mile to understand what the cultural norms are for another country, and staying personal will help you see the greatest successes in your International Gifting campaigns.**

