



GoGift.

IT'S TIME TO GIFT

**How to grow your
business with rewards
and incentives!**

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Ready to recognize your employees and customers with the right incentive or rewards?

By GoGift

Every business has a gifting need, starting with a special occasion or motivational tool. GoGift has been a leader in the gifting industry since 2003, and it's our experience that many companies don't take advantage of all the ways gift cards can help boost business growth. **This white paper is here to help you become, first and foremost, a corporate gift card enthusiast, understanding what a gift card can do for your employees, customers, clients, and, more importantly, your business.**

At their core, incentives, rewards, and recognition are much more than just a gift, and a gift card can go beyond satisfying recipients on anniversaries or birthdays. Most business relations rely on an engaging bond with stakeholders. At every turn of a business, we have people, there is a world of work-related and personal needs, and we must find a way to meet both. But conditions can change.

Behaviours shift. Work picks up. Meetings can quickly take up most of our time. The holidays loom in, and gifting comes into mind. We'd argue that feeling overwhelmed and unsure is a shared feeling amongst all of us when it comes to finding the right incentives or rewards for those very important people who help our business thrive.

Gift cards tend to be a popular choice for every gifting occasion. Today, they are one of the most highly requested gift items, with 80% of consumers saying they plan to purchase gift cards in 2022, according to a recent study by First Data¹. Within your work relations, you may have many clients, customers, and dedicated employees (the backbone of a business). Every individual in and out of the working environment is unique.

This makes gift cards a simple solution for every gifting occasion because what you are giving your recipient is the freedom to choose something they want. But gifting isn't just about showing appreciation and gratitude, even if those are important factors.

Gift cards are empowering

The exponential growth of the gift card industry reflects a consensus that gift cards are one of the best alternatives to cash incentives because they serve as more than a gift – they can be empowering.

TEN PROVEN WAYS GIFT CARDS ENABLE BUSINESS GROWTH

- ✓ **Marketing** – Promoting products and services through upsell opportunities, cross-promotion, and sweepstakes
- ✓ **Business Development** – Need to book more meetings? Motivate your prospects and connect with lost leads
- ✓ **Compensational Benefit** – Payment for time invested in a project or study, or as a relocation compensation
- ✓ **Product Trade-Ins** – For returning old electronic gadgets, like cell phones or computers
- ✓ **Automotive** – Incentive for an appraisal at a trade show or for test driving a vehicle
- ✓ **Relationship Building** – Foster long-term loyalty amongst stakeholders and grow brand awareness
- ✓ **Insurance** – Benefits payouts, thank-you for on-time payments, and rewards for safe behaviours
- ✓ **Sales Engagement** – Rewards for creating contracts with customers or cross-selling bundles
- ✓ **Training Motivation** – Incentivize your staff to improve their knowledge
- ✓ **Referral Bonuses** – Rewarding those who recommend your company, product, or services



IMPLEMENTING GIFT CARDS INTO MARKETING STRATEGIES!

One of the most undermined uses of gift cards is their proven ability to strengthen campaign strategies helping you attract, engage, and convert your targets. Gift cards are a great way to gain customers' attention and motivate them to make a purchase and continue using your services. **Consider them stand-ins as a metaphor for loyalty.**

“
... *a metaphor for loyalty*
”

We have helped thousands of businesses worldwide implement gift cards to help improve marketing campaigns by encouraging brand ambassadorship, increasing brand awareness, converting customers, and helping to initiate repeat purchases.

Need more upsell opportunities? Push new products by offering gift cards together with a purchase. You can generate demand by sending an incentive that every type of buyer in the marketing funnel can enjoy, and at the same time, you gain a competitive advantage.

Consumer engagement is often one of the most critical focus points for value creation within a business. **With an all-in-one incentive, such as The Global Gift Card, you can get people interested in your brand and create a meaningful customer journey by rewarding advocacy.**



Reward those who rave about your services and products and drive more sales to your business. And speaking of evolving loyalty and customer experience, **use gift cards as a brand engagement tool to win new customers and improve customer interaction.**

Offer gift cards to resolve conflicts and maintain long-term relationships giving loyal customers the ability to choose from thousands of reward options instead of a discount.

Or switch up your advertising, campaign, and marketing approach with:

- ✓ **Cost-Effective Advertising** – Create brand awareness with our free personalization and customization options
- ✓ **ABM Campaigns** – Quickly convert your leads into customers through memorable relationship building
- ✓ **Field Marketing** – Stand out and drive attendance while generating leads by wowing your prospects at in-person events or virtual experiences

The Global Gift Card is the perfect marketing tool; consider it an experienced partner ready to boost your campaign approaches creatively. At GoGift, we can help improve your gift card program with a solution tailored to your company's specific goals, needs, and consumers.

The Global Gift Card is the perfect marketing tool, ready to boost your campaign approaches



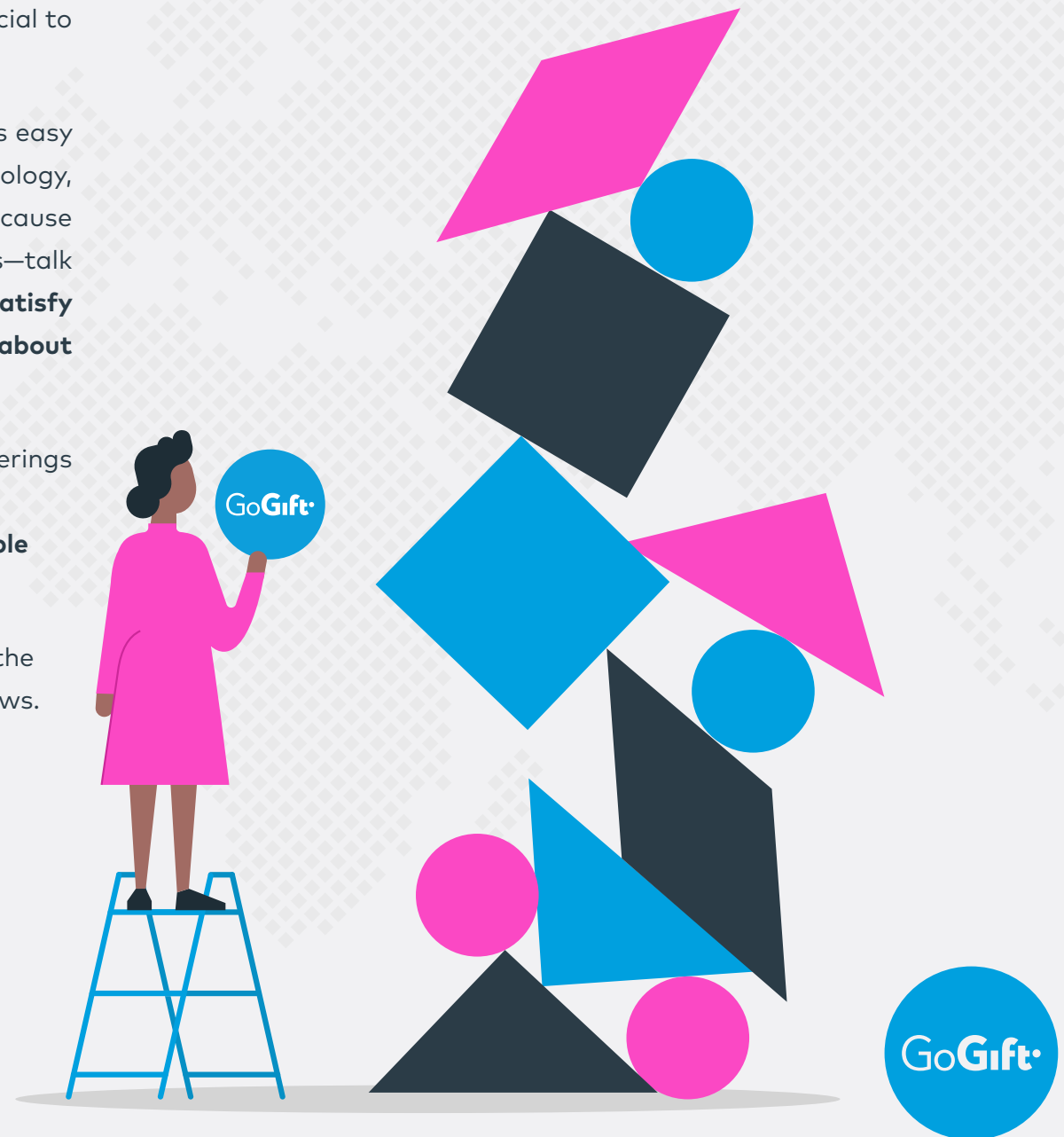
FIND THE BENEFITS IN EVERY INDUSTRY!

People seem to forget that gift-giving and incentives are beneficial to *all* industries.

Gift cards have made sharing and growing business endeavours easy and rewarding for givers and recipients, as well as financial, technology, healthcare, and automotive companies alike. This is important because today, too many gift card options are available for consumers—talk about decision fatigue. **But when you have a gift card that can satisfy all needs anywhere in the world, you no longer have to worry about making the right choice.**

The consumer industry now emphasizes digital channels and offerings more than ever. **Echoing consumer trends, The Global Gift Card from GoGift has become a significant digital incentive redeemable for gift vouchers worldwide.**

B2B sales have been growing with resilience, and the picture of the gift card industry as targeting a consumer-only market is old news.



AUTOMOTIVE

The automotive industry has preferred gift cards for promotions for quite a long time. In fact, according to McKinsey², between 10% to 20% of an automaker's revenue is used on incentives. When we look at dealerships, the revenue from incentives more than covers the cost of acquiring them.



... gift cards are the perfect incentive from promoting your products to test-driving a vehicle



Branded gift cards, for example, are the perfect incentive for an appraisal at a trade show or for test-driving a vehicle. Customers feel valued when they receive a gift card and are more likely to make a purchase from a dealer who offers them a little something extra. They are the less haphazard choice with the smartest intentions.

MANUFACTURING

In the manufacturing business, incentives are beneficial for rewarding partners and customers to purchase your products.

The top goal for manufacturers is to find new ways to promote their brand and products and win over channel partners by standing out amongst competitors. The Incentive Research Foundation³ even studied how the manufacturing industry and its top players recognize and use incentives as a competitive advantage. The result was a positive outlook for **incentives as tools for promoting commitment and helping establish a solid channel management strategy for manufacturing companies.**

HEALTHCARE

Gift cards are also used in healthcare in a myriad of scenarios, from promoting health and wellness programs to increasing patient satisfaction and rewarding medical staff for their demanding work efforts. The healthcare industry is currently seeing a magnitude of mergers, where companies see people moving across different departments. Reward your teams for their sacrifices, compensating them for the time invested in tedious projects.

Many times, the healthcare industry is hit hard by a shortage of staff, and gift cards are a great way to combat such situations, where



they can be offered as relocation allowances to obtain basic necessities during a transition period. **A gift card is useful as a token of appreciation**, showing support to patients and healthcare heroes alike, and can also help motivate and push staff growth during pressing times.

FINANCIAL

Most companies working with people have an incentive need. The financial service industry understands that a lot of time and effort is invested in designing an engaging reward experience.

Engagement isn't limited to customers; it can also be accomplished with dealers and sales teams. For example, sales personnel can use cards to increase awareness with targeted audiences and appeal to multiple cultures. Sales personnel can also be motivated through rewards for creating contracts with customers or cross-selling bundles like insurance or warranties.

Insurance companies can also use gift cards as benefits payouts, thank-you for on-time payments, and rewards for safe behaviours from customers. The focus isn't solely on incentives but on ensuring satisfaction in every part of the customer journey in a saturated industry. **A gift card goes a long way in reinforcing brand loyalty and making your service the preferred choice.**

The Global Gift Card can help create a product-focused strategy for incremental growth in any industry

Gift cards have been helping all sorts of businesses attract customers and push sales. Incentives drive behaviour, and **The Global Gift Card can turn your potential customers into loyal advocates.** Who doesn't love receiving a reward just for testing a product or as a compensational benefit? **Gift cards help create a product-focused strategy for incremental growth in any industry.**

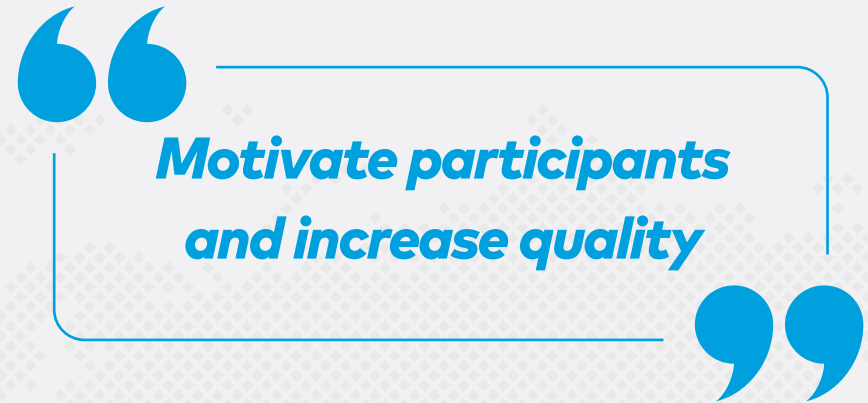


LEVEL UP YOUR RESEARCH GAME!

One of the most popular ways to reward participants and motivate them to submit quality responses to your research is through gift cards. Studies show that survey respondents are more likely to complete a survey⁴ with valuable input if they are compensated for their time.

How can The Global Gift Card be used to compensate for respondents' participation in research projects, studies, or surveys?

- ✓ **Commitment** – Varies depending on the length of study or survey (internal or a one-off), but when the nature of methodology requires a longer commitment, it ensures invested time from all types of participants
- ✓ **Online Surveys** – Reward your participants with compensation that could also vary based on different stages throughout the research process
- ✓ **Research Agencies** – Use incentives to increase the quality and response rate for a specific study
- ✓ **Academic Research Incentives** – Compensation for university studies or educational institutions that can also use gift cards as motivational rewards to increase campus culture
- ✓ **Attract Specific Audience** – Motivate a target audience for studies requiring segmentation



Incentivizing other people's time motivates them to participate in your research, leading to mutual gains. Whether it's customer input, satisfaction surveys, medical research, or data analysis, let your respondents know you appreciate their contribution. **The Global Gift Card will help you boost response rates, improve completion rates, strengthen relationships and encourage involvement.**



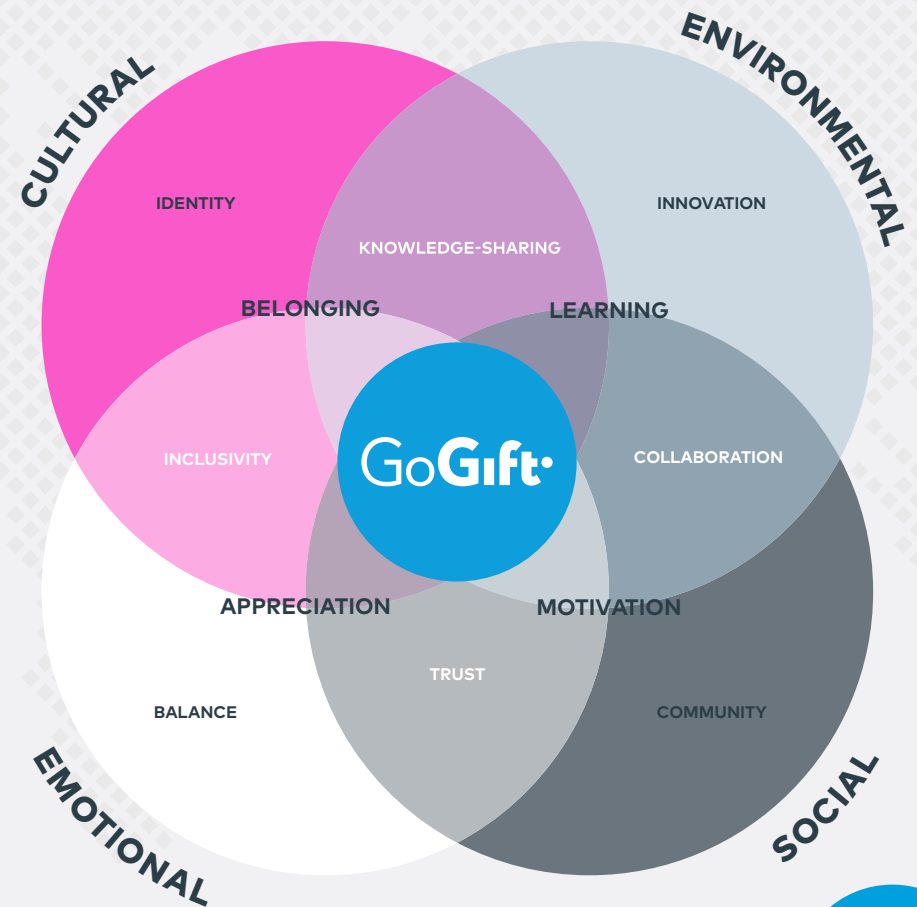
HAVE A HOLISTIC IMPACT ON BEHAVIOUR!

What about motivating remote and hybrid workers and attracting and retaining talent? Especially now, when many are working off-site, **gift cards are the best way to bring and keep the workforce together by increasing camaraderie, collaboration, trust, and appreciation.** Rewards signal a positive, caring culture that helps attract more applicants, even if the salary proposition may be slightly lower than the competition. Offer incentives for successful recruiters and employees who refer candidates. For example, you can try entering everyone who makes a qualified referral into a quarterly draw for gift cards.

Recruitment isn't just limited to hiring; it's also about participation. A gift card as an incentive can help you gain more participants in your new product training. Your employees become experts in their field and increase overall sales and purchases by ensuring confident buyers. You should encourage access to learning opportunities while finding methods for collaboration and managing peer recognition. **Show your appreciation with more than words and foster a team that values autonomy and accountability.**

A gift card incentive program can help you create a strong culture where knowledge-sharing is openly supported, and a significant focus is on teamwork and team building. The best thing is how this will affect your workforce, building personal resilience and leading to quality

workflows. **Consider gift cards your key to becoming immersed in inclusivity and value because while your recipients enjoy their reward, you create purpose and meaning for your business.**



ALL ABOUT MOTIVATION! LET'S GET YOUR INCENTIVES IN ORDER

Navigating the very saturated world of incentives, rewards, and recognition options can be overwhelming, not to say the least. But there's so much more to it than just gifting. **So why not choose a gift card that can meet everyone's needs and help maintain healthy relationships with all your stakeholders?**

The Global Gift Card can meet everyone's needs and help maintain healthy relationships with ALL your stakeholders

So to sum it up, **a gift card can help establish long-term relationships with clients, customers, and employees.** Your clients will love the special treatment and feel appreciated and comfortable working with you. Customers will view your business efforts positively and be more

inclined to purchase and engage with your products or services. **And most important of all, your employees will love you for showing that you care about them and their individual needs.**

Choosing the right reward or incentive depends on how you intend to create value and what you wish to spend your time and attention on based on your business goals and priorities. **At GoGift, we understand how demonstrably busy you are at times, trying hard to succeed, so we came up with a great solution and helpful advice to balance the business incentives struggle.**



SOURCES

¹ **First Data:**

<https://www.fiserv.com/en/lp/gift-solutions.html>

² **McKinsey; Furcher, Huber, Landauer & Viertier:**

<https://www.mckinsey.com/industries/automotive-and-assembly/our-insights/boosting-car-incentive-effectiveness>

³ **Incentive Research Foundation:**

https://theirf.org/research_post/what-top-performing-manufacturing-companies-do-differently-in-incentives-and-rewards/

⁴ **Further; Cribbett:**

<https://info.go-further.co/furthermore/how-to-get-market-research-incentives-right>



**THE REWARD YOU
WANT TO GIVE!**

The logo consists of a large, solid blue circle. Inside the circle, the text "GoGift" is written in a white, sans-serif font. The "Go" is in a smaller weight than the "Gift", and there is a small white dot at the end of "Gift".

GoGift.

You can read more about **The Global Gift Card** at gogift.com