

6½ Habits of Highly Effective Gifters

**A Study of B2B Gifting
Practices in Revenue &
Growth Marketing**





Welcome!

You're in the right place to learn about top gifting trends among B2B marketers.

In 2022, we surveyed hundreds of marketers to learn more about gifting goals and perspectives, and to understand how well gifting is working in practice. This report shares what we unwrapped from our research and will give you tons of ideas and insights along the way. With these insights, you can multiply your campaign response rates and accelerate pipeline, maximizing every opportunity and dollar of your budget.

Here's what you'll find in this report →

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B2B Marketing + Gifting

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B2B Marketing is Not for the Faint of Heart

You know it, we know it: B2B marketers have a lot on their plates.

Whether your role covers demand gen, brand strategy, field marketing, ops, events, campaign management, ABM, or a herculean combination of all of the above, this job is not for the faint of heart.

Plus, B2B marketing never stands still. You've got metrics to meet, stakeholders to satisfy, prospects to

persuade, and customers to captivate.

But – and it's OK to admit it – there's probably a part of you that thrives on the fast-moving, always-changing nature of marketing. Otherwise, you wouldn't be here reading this report!

Marketing may not be for the faint of heart, but marketers sure do put a lot of heart into their work.

After reading, you'll come away with:

- How B2B marketers view their responsibilities and goals
- How gifting plays a crucial role in their work
- What makes more successful marketers

We'll look at our findings and share some habits (and practices, ideas, and motivations) from which you can draw inspiration in your work

Let's jump in!





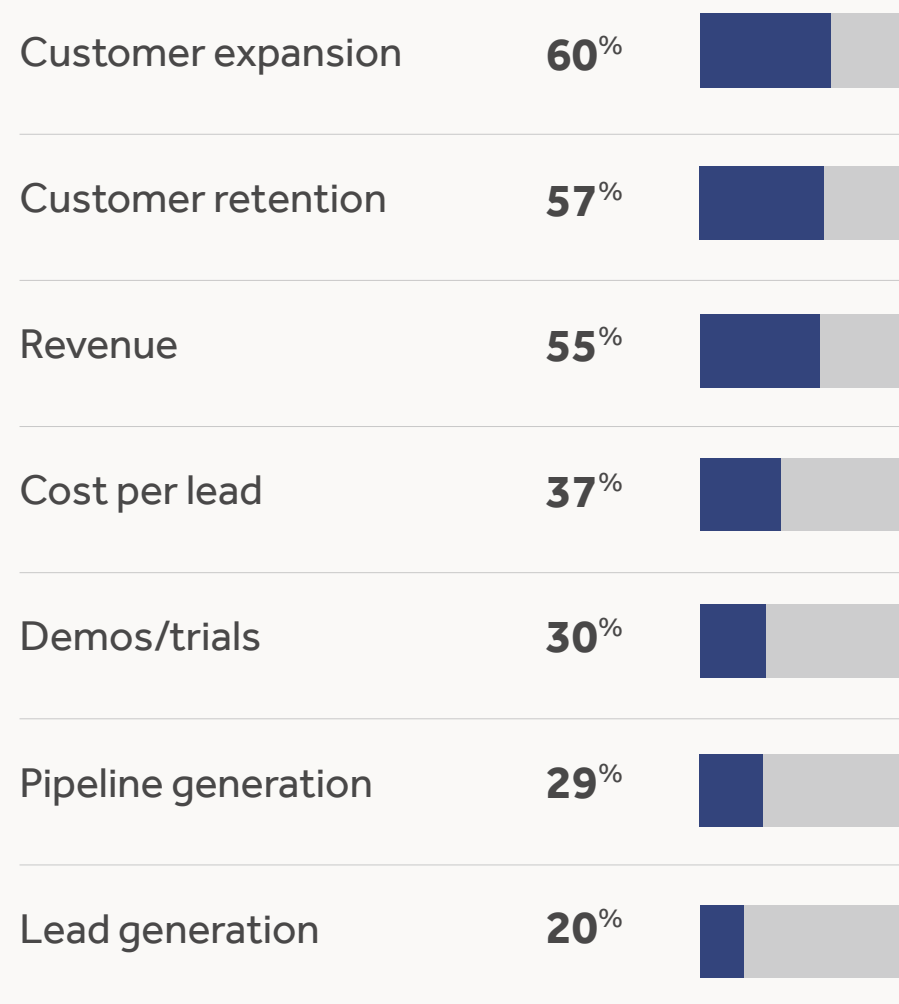
Marketers: Y'all Are Busy

We wanted to first understand what marketers are working toward.

Even though there are many differences from marketer to marketer – your industry, your specific role, your YOUness – some commonalities tie everyone together.

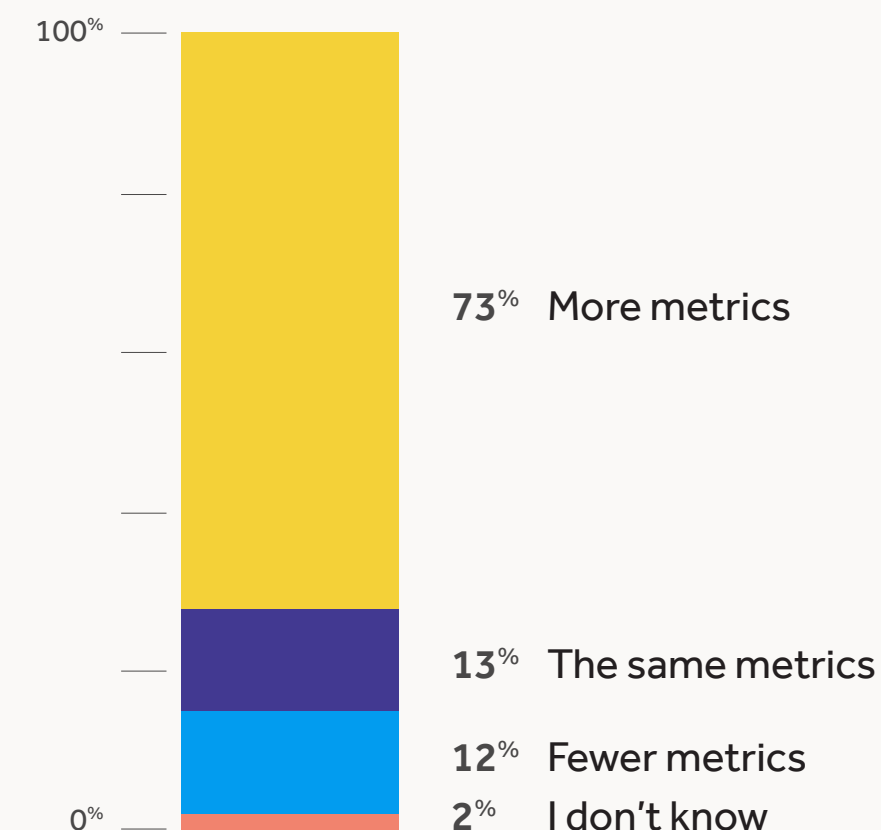
One of the key findings from our research is that marketers are covering a multitude of metrics, goals, and revenue-driving responsibilities, and many expect to have even more on their plates within the next year.

Which metrics and goals are you and/or your team responsible for?



In one year's time, do you expect to be responsible for the same metrics and goals as today?

I expect to be responsible for...



KEY INSIGHT

Most marketers expect even more metrics and responsibilities in the near future.



What Makes a Marketer?

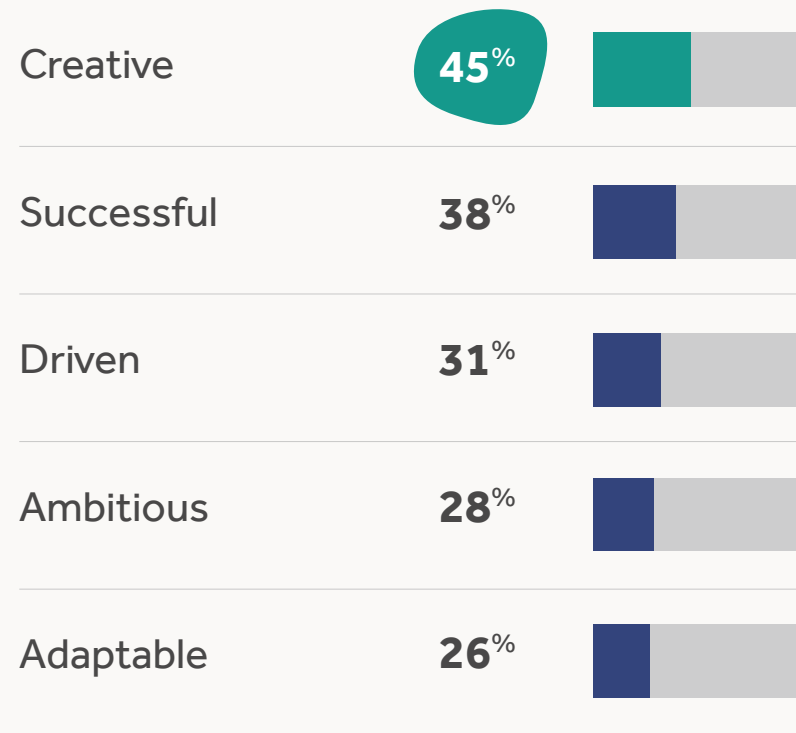
As part of our study, we asked a classic job interview question.

In addition to learning about the goals and roles of marketers, we wanted to see how marketers view themselves as professionals, and asked them to choose words from a list.

What strikes us is that many of the top choice descriptors for today are related to ambition and drive, while top choices for the future imply that marketers believe they will achieve what they're driven to do.

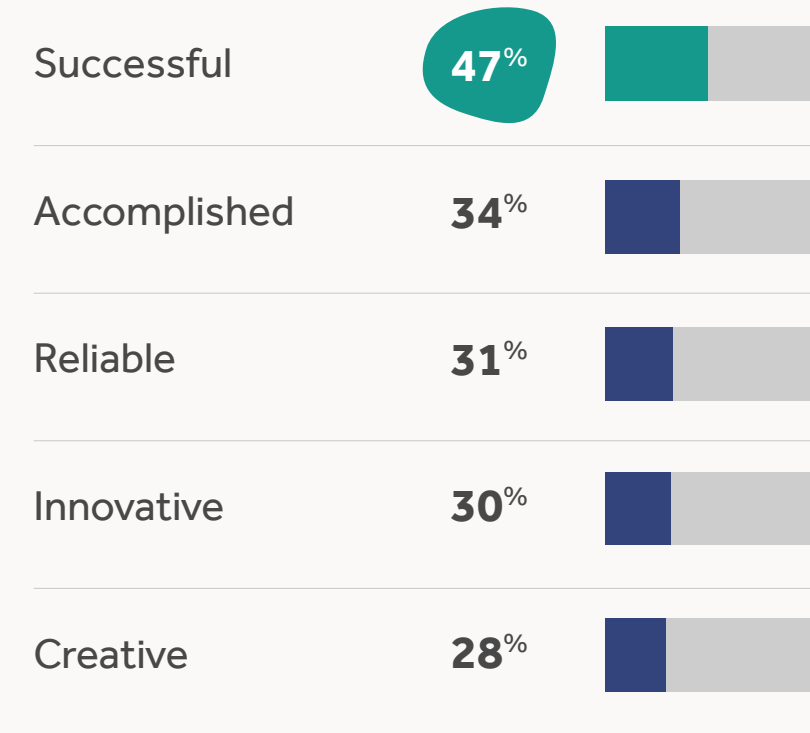
Which three words best describe you as a marketer today?

Top 5 Choices



Which three words best describe how you see yourself as a marketer in the future?

Top 5 Choices



KEY INSIGHT

Marketers expect the creativity and ambition of today to lead to greater success and accomplishments tomorrow.



How Does B2B Gifting Factor into RevGen Marketing?

Gift-giving, noun

- The act of giving something to another person.
- A practice in B2B marketing of presenting a physical, experiential, or monetary gift to someone who plays a role in your business.

Gift-giving, verb (also: to gift; gifts; gifted)

- The giving of a gift or gifts to another person.

Gift-giving isn't a cure-all. But it sure helps.

We love gifting, but even we know that gifting isn't the only tactic or channel marketers have at their disposal.

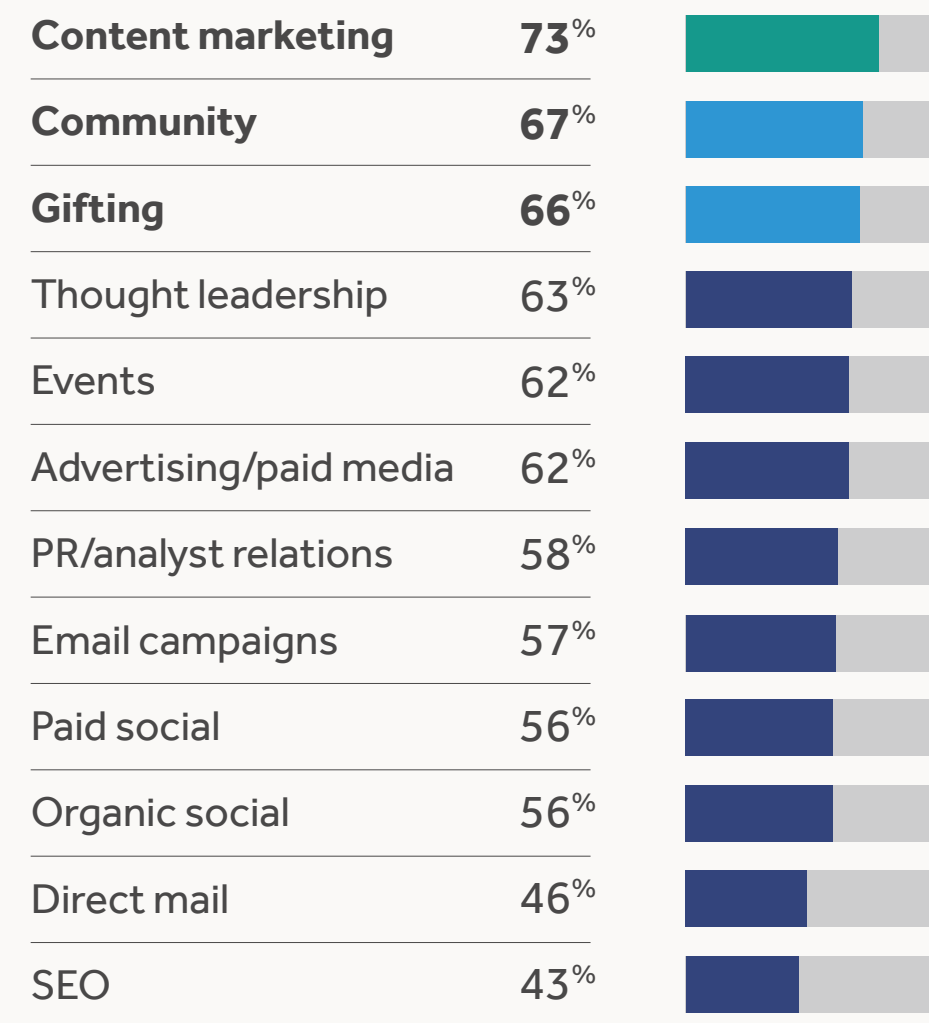
With this in mind, we wanted to study how gifting fits into an overall B2B marketing mix and how gifting stacks up against other marketing activities.

KEY INSIGHT

While our survey panel said content marketing was the most heavily used tactic, gifting wasn't far behind.

Which tactics do you use most often in your marketing mix?

Percentage reporting moderate to high usage/reliance on the stated tactic





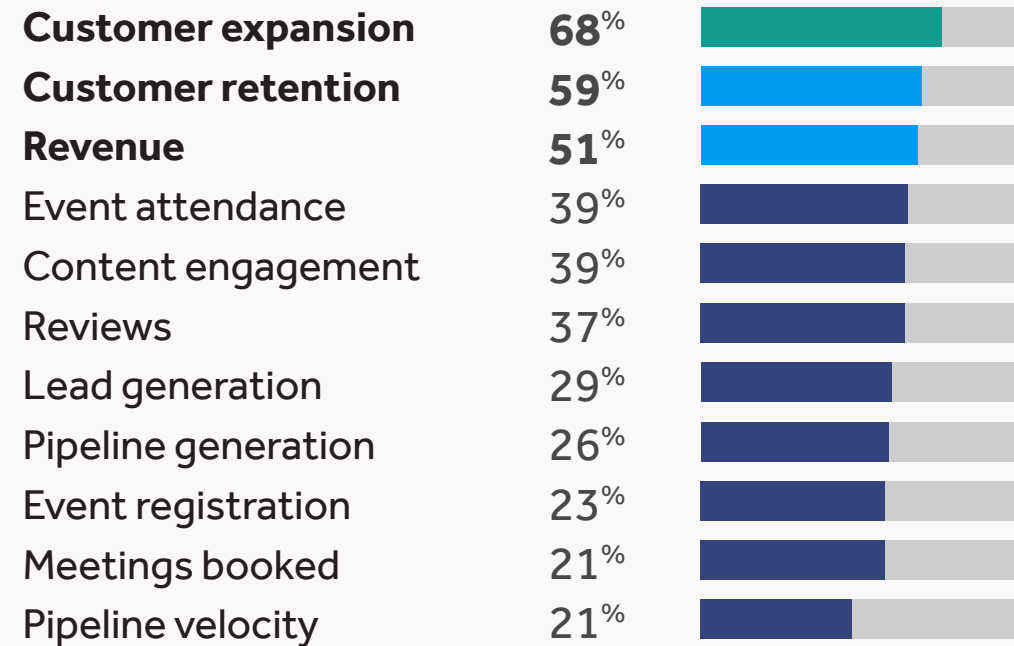
The How and Why of Gifting Today

Just as B2B marketers' responsibilities, goals, and tactics vary widely, gifting itself isn't a one-trick pony.

It may be tempting to think that gifting nestles squarely into one specific use case or follows a particular motion in marketing. However, even the gift types themselves run the gamut.

Remember how "creative" was marketers' top descriptor for themselves? With all the ways marketers use gifting, serious creativity is at play here.

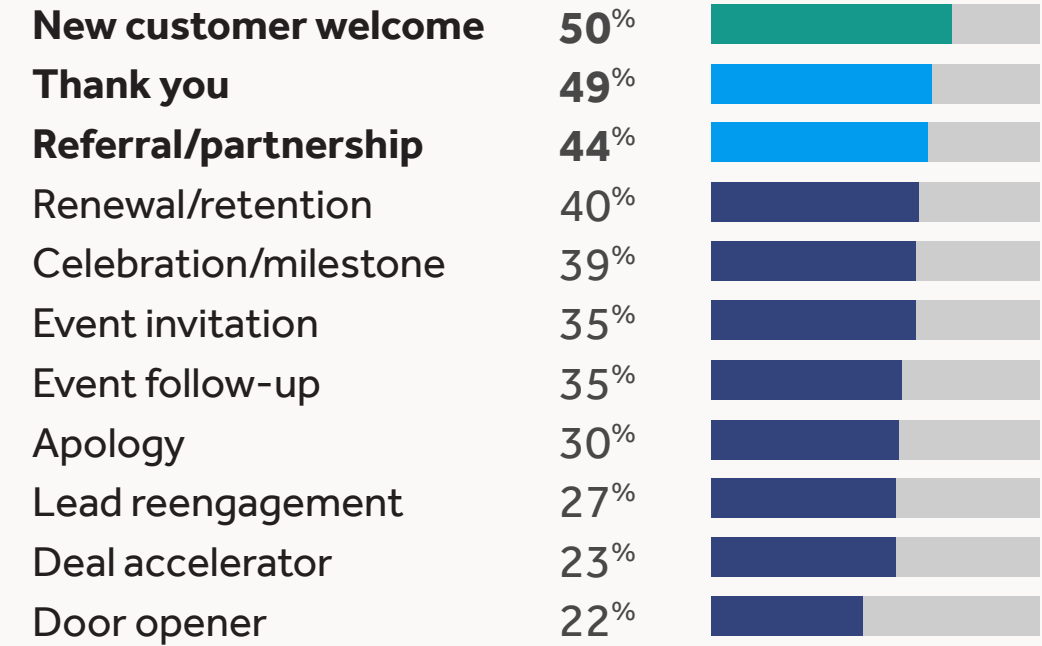
Which goals or objectives do you seek to achieve with gifting?



KEY INSIGHT

Marketers leverage gifting to accomplish many different goals across a bevy of use cases.

Which gifting use cases do you plan to use next year?



Which types of gifts do you intend to use most often in the next year?



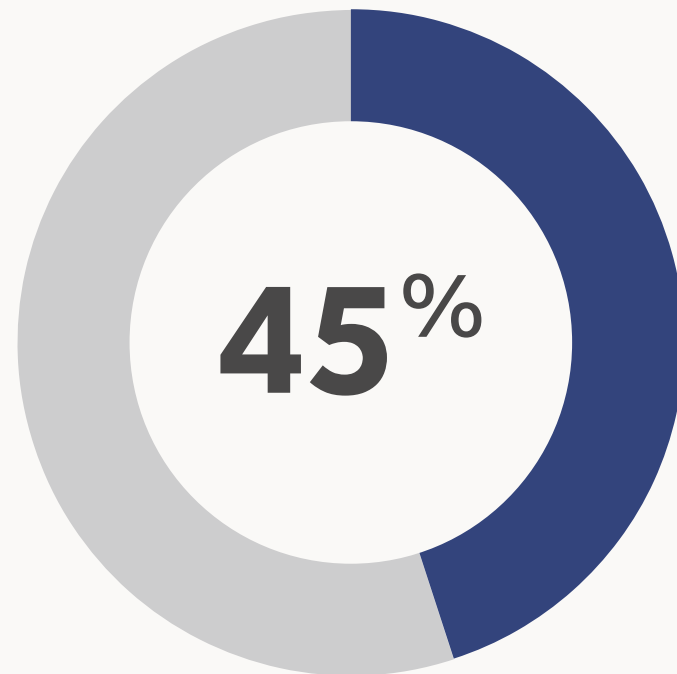


What About Marketers Who Aren't Using Gifting?

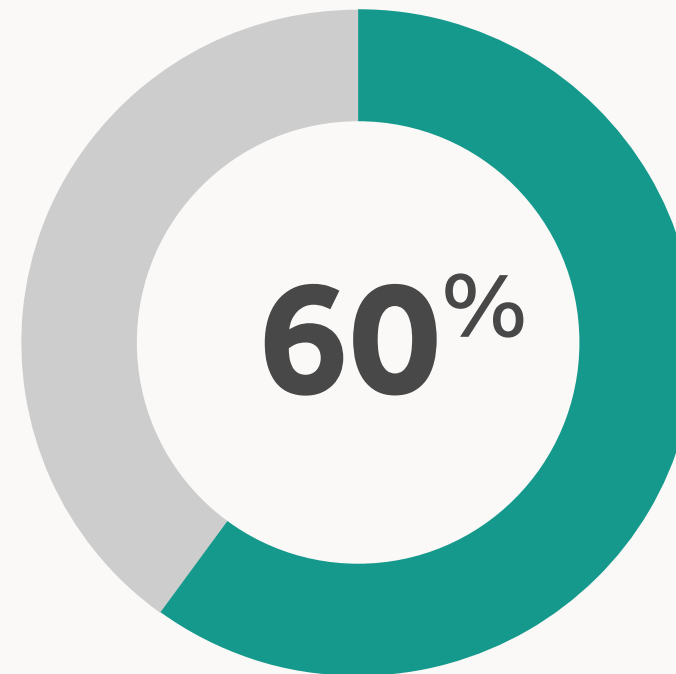
We get that not every marketing team is using gifting as part of their strategy. But do current non-gifters have a perspective on gifting?

Overall, non-gifters have a favorable view of gifting, and many are interested or planning to explore gifting more seriously in the near future.

While some said they're still skeptical of gifting's effectiveness, nearly half of non-gifters believe gifting can be effective in B2B marketing, and six in 10 plan to explore gifting for their business within the next 12 months.



45% of non-gifters believe gifting can be effective in B2B marketing



60% of non-gifters plan to explore gifting for their business within the next year

KEY INSIGHT

Most marketers have strong confidence in gifting, and many non-gifters plan to begin gifting next year.



Gift Experience: Does Experience Matter?

In our survey, we asked gifters to self-select into two categories: Experienced Gifters and Novice Gifters.

We examined whether any patterns or characteristics set the experienced group apart.

Out of the 235 marketers who told us they have at least some experience with gifting (out of 314 marketers total), it's pretty close to an even split between those who are experienced and those who are early in their gifting journey.

What is your experience level with gifting?

Experienced gifters **51%**

Novice gifters **49%**



QUESTION FOR YOU

How would you characterize your own experience with gifting?



The Big Question: Does Gifting Actually Work?

Here's where things get really interesting.

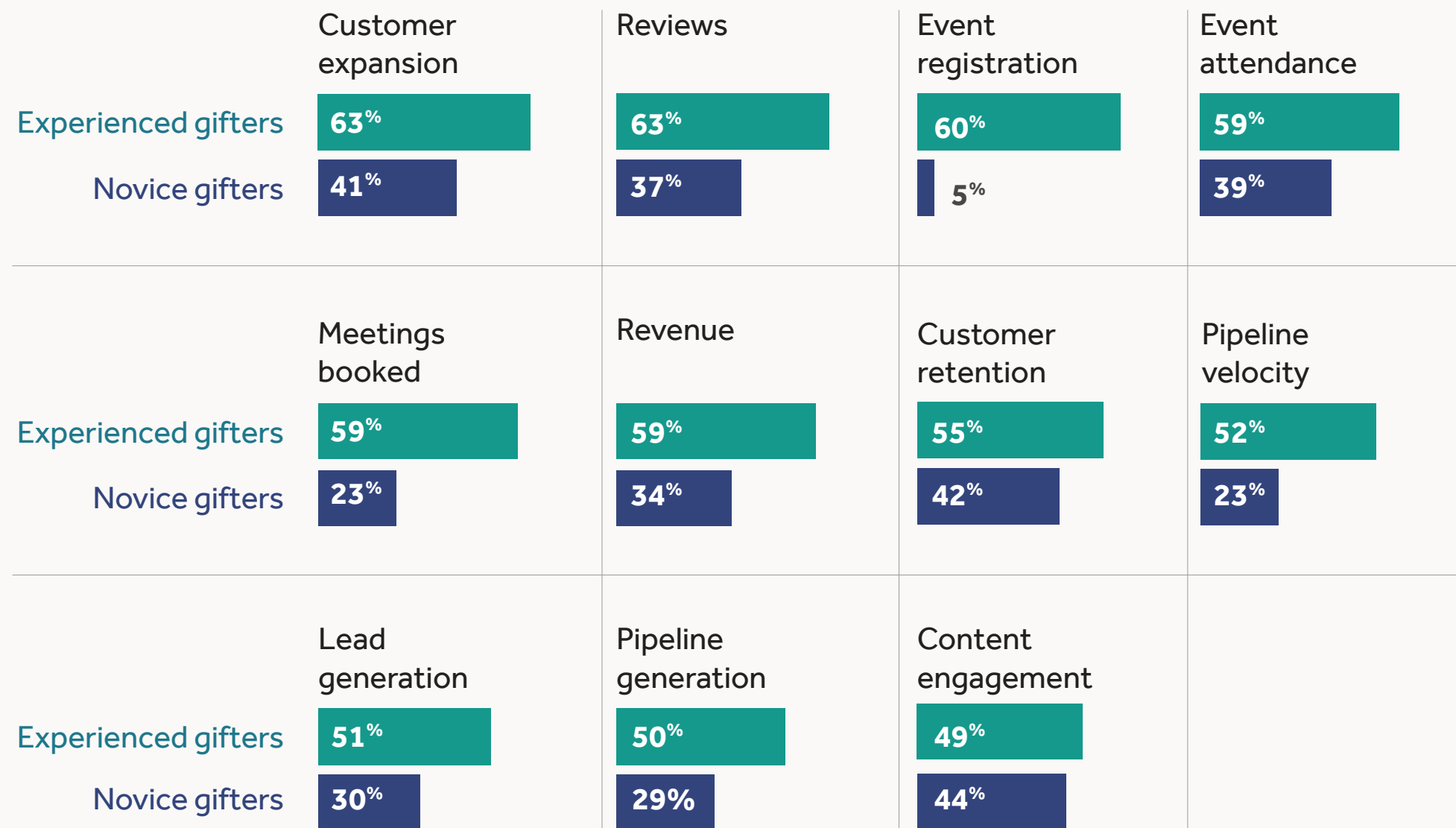
Are the more experienced gifters more successful gifters? In other words, does gifting actually work?

According to our survey respondents, the answer is clear.

Across every factor we measured, experienced gifters have had more success than their novice counterparts, for both objective achievement and use case efficacy. **And in some cases, experienced gifters tend to be more than twice as successful!**

To what extent has gifting helped you to achieve your marketing objectives?

Percentage reporting that gifting is very successful in achieving the objective



KEY INSIGHT

Experienced gifters are finding greater success with their gifting practices across every objective and use case we measured.



Effective Use Cases for Gifting.

Just as there are many different objectives gifters want to achieve, there are lots of use cases and occasions when marketers look to gifting to achieve successful results.

As we found with objectives and metrics, the experienced gifters are seeing greater success across each specific use case or gifting occasion we measured. Whether it's related to events, lead engagement, customer experience, or anything in between, the experienced gifters are achieving high success rates with gifting.

Coincidence? We think not.

To what extent has gifting helped you to achieve your marketing objectives?

Percentage reporting that gifting is very successful in the stated use case or occasion



KEY INSIGHT

As you become a more experienced gifter, look for new and different use cases where gifting could enhance the experience.



The Gifters Have Spoken

You know that feeling when you activate a marketing campaign, and it just works like a charm?

As marketers, we love that winning feeling, don't we? Whether with gifting or any other activity, it's awesome when you know you nailed it.

So while we already learned that experienced gifters are nailing it with their gifting use cases and objectives, we still wanted to see if this trend cut across other tactics in marketing.

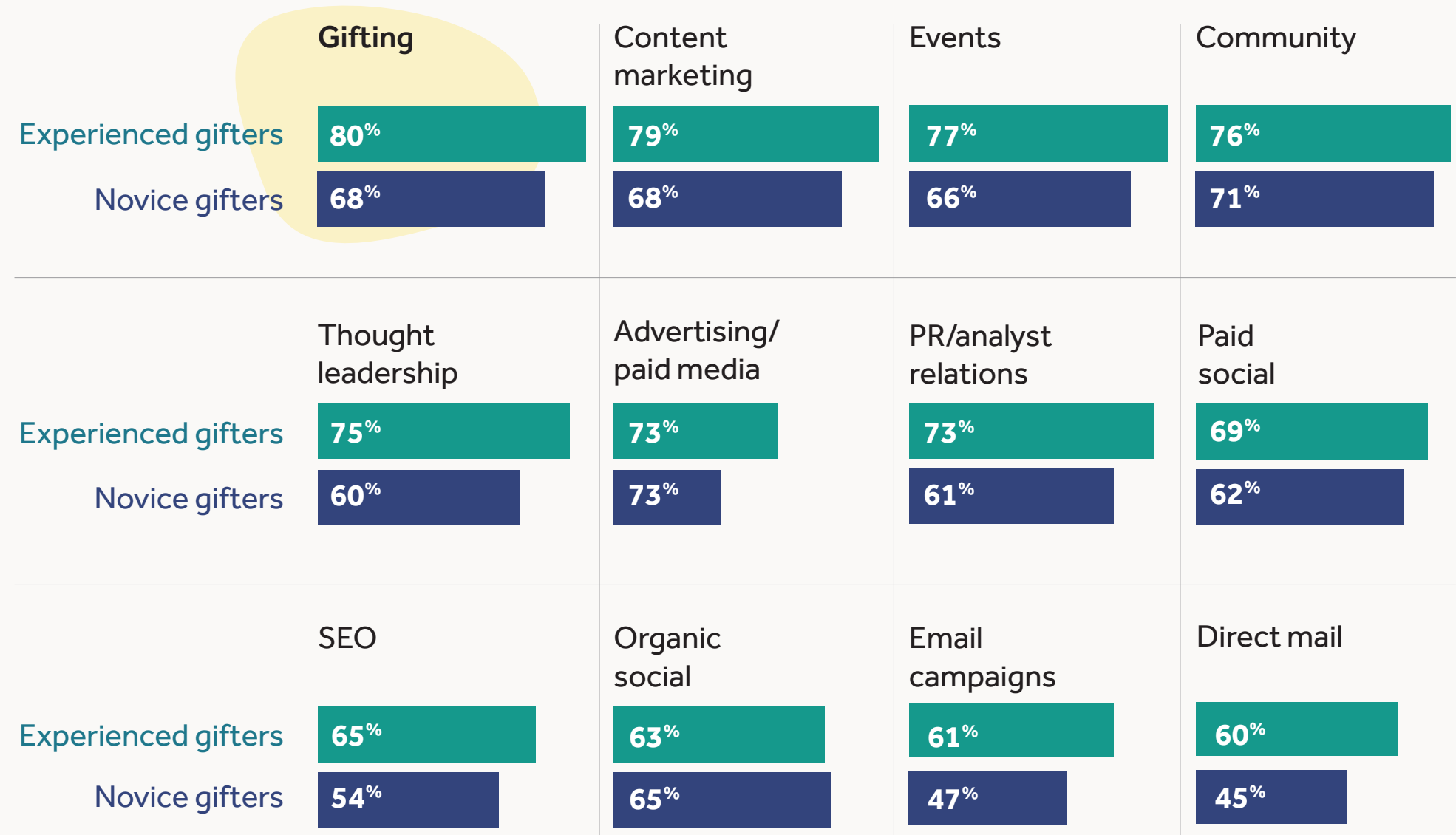
This made us wonder: Are more experienced gifters simply nailing it with gifting, or are they more successful marketers across the board?

The data speaks for itself! Plus, experienced gifters rated gifting as their most effective marketing tactic, nearly tied with content marketing and events.

Becoming an experienced gifter can certainly pay off.

How would you rate the effectiveness of each specific marketing tactic?

Percentage reporting the tactic is highly or somewhat effective



KEY INSIGHT

Experienced gifters make for successful marketers. And, compared to their novice counterparts, they're finding more success across various marketing tactics.



Hayley Ferrante

Global Head of Demand
Program Strategy



Gifted with Alyce since 2019

“With B2B gifting, there’s this element of knowing how personal to get with someone depending on the stage of the relationship. So the right gift and the right messaging for a customer event may not be right for an MQL door opener.

In other words, there’s no one right way to use gifting. There’s no code to crack. And take it from me: experienced gifters don’t start out crushing every metric every single time. It’s a matter of testing ideas to see how your audience responds, learning from it, and then saying, ‘OK, let’s try this next.’

At the end of the day, it’s all about being adaptable and empathetic with marketing and continually exploring ways to use gifting as an experience enhancer for your recipients.”



What Sets the Experienced Gifters Apart?

Based on the evidence that experienced gifters tend to be much more successful and effective gifters overall, we wanted to see what else we could learn about this elite group. We uncovered several attributes that highly effective gifters share. Check 'em out!

6½ Habits of Highly Effective Gifters

#1

They tend to rely on a multitude of marketing tactics.

Experienced gifters reported having higher reliance across a more varied list of marketing tactics than their novice gifter counterparts. In addition to gifting, experienced gifters rely heavily on tactics such as content marketing, events, SEO, and paid media.

#2

They utilize a wider variety of gift types.

Experienced gifters were more likely than their novice counterparts to say they plan to use physical gifts (82% to 61%), branded swag/kits (75% to 64%), donation gifts (71% to 51%), and experiential gifts (66% to 54%) in the coming year. While all gifters also plan to use gift cards, experienced gifters appear to be putting more variety and creativity into their gift choices.



6½ Habits of Highly Effective Gifters

#3

They intend to seek more creative ways to connect with recipients.

Experienced gifters aren't satisfied resting on their laurels; 83% plan to explore more gifting use cases in the coming year. A smaller majority — 68% — of novice gifters had similar plans. Experienced gifters are more likely to use a wider array of use cases already, so we predict the extra creativity will help them to stand out even more.

#4

They spend a bit more on gifting in general.

We asked survey respondents to share a bit about their gifting budgets, and experienced gifters tend to spend more on gifting than novice gifters do. That said, the difference isn't huge. For example, the average annual gifting budget for experienced gifters was around \$155,000, while the average for novice gifters was around \$120,000.



6½ Habits of Highly Effective Gifters

#5

They are planning to invest more in their gifting programs.

A strong gifting program requires intentional investment. Experienced gifters have seen that gifting pays off, so it's not surprising that 69% intend to increase their investment in gifting in the next year. Yet only 41% of novice gifters said the same.

#6

They are never bored.

When asked to choose words to describe how they feel about themselves as marketers, zero experienced gifters chose the word "bored" from our list, while a handful of novice gifters did. Plus, experienced gifters were more likely than their novice counterparts to choose the words "successful" and "fulfilled."



6½ Habits of Highly Effective Gifters

#6½

They might be you!

Experienced and novice gifters have plenty in common, and even marketers who've yet to use gifting share plenty of similarities. And let's be clear – you might already be an experienced gifter! And if not, you certainly have the makings of becoming one. But, the way we see it, a significant finding that shines through in our research is that marketers of all kinds are using a ton of creativity, drive, and heart to make the world of marketing turn.



The Wrap-Up

Thanks for perusing our latest gifting research for B2B marketers. We hope our findings sparked some new ideas for you and that you're inspired to try at least one new thing with gifting.

Where to Next?

Care to share about the best gift you've ever received?

→ **Tell us on LinkedIn**

Looking for more gift campaign inspiration?

→ **Check out our 14 marketing-led gifting ideas**

Want to discuss how to get more out of B2B gifting?

→ **We'd love to chat!**



Methodology

In mid-2022, Alyce conducted an anonymous industry survey among 314 B2B marketing professionals and business leaders. These survey respondents represented many different roles, years of experience, and industries, bringing a variety of perspectives to corporate gifting. None of the survey participants were affiliated with Alyce.

Giftng Survey Respondents:

- Work at organizations with 100 or more employees
- Work at organizations with at least \$1M in annual revenue
- Work in Marketing across the following industries:

Advertising & Marketing
Business Services
Education
Financial Services
HR & Staffing
Health care
Internet
Insurance
IT/Computer Services
Manufacturing
Logistics & Supply Chain
Retail
Real Estate
Software
Technology
Telecom

Thank you, Tina, from Ignite Research, for administering this survey so we can uncover trends and attitudes around corporate gifting.

For additional questions about this gifting report, please email social@alyce.com.



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