

## The Last Gift Standing

### Business Gifts That Keep on Giving (to YOU)

**By Rebecca Bertoldi**

Every year, companies are swarmed with holiday wishes, baskets of fruit, chocolates and other items that will be thrown away or consumed by the end of January. Now, let's be honest, the point of giving holiday gifts is to promote yourself or your company. You are saying, "thank you for your business" as well as "keep thinking of me."

Many companies send holiday gifts for these reasons, so you know you will not have the only gift in the office. It is hard to ensure that your gift will be the most eye-catching or best-tasting or even the office favorite. You have no control or prior knowledge to what other companies will send your customer. So, why not ensure that yours is "the last gift standing."

**What to Spend**

There is no right or wrong answer to how much you should spend on a holiday gift. It is simply what you can afford. If you cannot financially send all 200 customers the perfect gift, then don't. Break your customers down into categories and determine what you can spend on each category. For example, if 15 of your 200 customers utilize your services many times throughout the year, allow them a bigger gift budget than the 95 customers that utilize you once or twice a year. You certainly do not want any customer feeling left out, so never forget about the little guys.

**Gifts with Endurance**

Once you have established your budget(s), make a list of items that would be useful to your customer throughout the year. A few years ago, a printer I use had visited my office a few times and noticed that I used magnets to hold my open projects on a board. That holiday season, I received a card and an assortment of their magnets that had different sayings on them, all of which I looked at every day when I checked my project board. To this day, I still use the magnets.

The trick is to find that gift that is used by your customers as often as possible. With our suffering economy, getting the most return on investment is extremely important. If you cannot afford to do special gifts, there are options like greeting card calendars or gift certificates or mouse pads or even pocket planners that people find useful.

The bottom line is this: Be sure to treat whatever gifts you send out as promotional products, and use them to generate business all year long.

About the author: Rebecca Bertoldi is the owner of Modern Media Design and has been catering to small-business owners for 10 years. If you have marketing questions that you want answered in this paper, e-mail her at [rebecca@modernmediany.com](mailto:rebecca@modernmediany.com). Get a free copy of "The Freebie List: 10 Marketing Ideas That Won't Break the Bank" when you join her mailing list at [www.modernmediany.com](http://www.modernmediany.com).

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