



GUIDE TO THE BEST CORPORATE GIFTS FOR CUSTOMERS AND EMPLOYEES



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The best corporate gifts for customers and employees are valuable, useful, and reflective of your company's brand. This is why it's important to have branded merchandise featuring your brand name or logo. Branded merchandise works effectively by showcasing your company's name, logo, or information to a broad audience.

Almost anything can be branded with your logo. Examples of [branded merchandise](#) include everything from promotional tech accessories, drinkware, and apparel to snacks, awards, and office supplies. Popular promotional items include mugs, insulated cups, tote bags, and polo shirts. You can also choose more unexpected gifts, like kitchen tools, umbrellas, and self-care products such as spa kits.

Choosing merchandise for your brand is an important task. To help you choose the best promotional gifts for your customers and employees, we compiled a list of excellent branded merchandise ideas. Whether you're looking for items to give away at trade shows or conferences, ideas to recognize and celebrate your employees, or gifts for your most loyal customers, you'll find exactly what you need in this guide.

A person with dreadlocks, wearing a blue vest over a plaid shirt, stands in a snowy forest. The background is filled with snow-covered trees and a light, hazy atmosphere.

CHAPTER 1:

THE BEST CONFERENCE GIVEAWAYS AND SWAG BAG IDEAS

Conference swag is one of the most effective marketing strategies. It allows you to make a grand first impression, increase brand awareness, and build connections with your target audience. Conference and meeting swag provides attendees with functional items they can continue using after a conference ends, placing your brand name in their household for an extended time and increasing interest in your products or services.

Handing out branded merchandise and swag bags at your next conference could bring your marketing strategy to the next level. This chapter will teach you about some of the best conference swag bag ideas.

Why Are Conference Giveaways Important?

Conference giveaways are important because they increase brand awareness and companies' reputations. Today's messaging overload causes consumers to lose concentration quickly and dedicate only a few seconds of attention to each advertisement they see. However, you can catch and hold consumers' attention longer by giving them promotional products they can use daily.

If an individual views your products or talks to you about your services during a conference, you can provide them with a free product and spread your brand name or logo throughout the room. The more people who wear your T-shirts or carry a tote bag with your logo, the more individuals will become aware of your company.

You can also use conference giveaways to make an excellent first impression. Conference attendees are more likely to trust your products or services when you provide something appealing or practical. Handing out free items earns you some goodwill in potential customers and can heighten their opinion of your brand, increasing interest and potential conversions.

Build connections and relationships using conference giveaways. Branded merchandise allows you to connect with conference attendees and create memorable experiences. When an attendee walks up to you or your booth, you can offer a free product and use it to start a conversation.

What Are the Most Popular Giveaway Items?

Some of the best conference swag items include items that individuals find useful or entertaining. If you need some conference gift ideas, consider the following popular options:

Branded Apparel

Branded apparel is a common and popular giveaway at conferences. It's a simple piece of merchandise that can effectively advertise any brand. Be sure to choose trendy apparel options that your target audience will likely wear, and place your logo where it's easy to see. If you notice more people in your city wearing baseball caps than bucket hats, it's best to choose baseball caps for your promotional giveaway item and vice versa.

Before choosing a branded apparel item to give away at your next conference, consider your target audience's lifestyle and interests. If they are typically active or enjoy the outdoors, consider handing out promotional activewear items or outerwear items such as fleece jackets, ponchos, and scarves.

Reusable Bags

Reusable bags are incredibly useful, and you can fill them with more promotional items to create swag bags. If you choose to give away reusable bags, consider which type of bag your target audience may find most valuable and use regularly. For example, if your target demographic values travel, you can hand out branded toiletry bags, travel suitcases or duffel bags.



If your primary audience is high school or college students, you could hand out backpacks promoting your logo. Laptop bags and insulated lunch totes are great choices if you advertise mainly to young professionals. Simple branded tote bags and drawstring bags are also fantastic options that a wide variety of conference attendees can use for multiple purposes.

Notebooks and Pens

Almost any conference attendee will find a convenient branded notebook and pen incredibly helpful, especially during the conference. When you hand out branded ink pens, notebooks and notepads, individuals can use them to take notes during conference sessions and remember your company each time they return to the notebook to reference their notes.

Attendees can also use notebooks and pens for other purposes such as jotting notes down in the office or creating to-do lists at home. To make notebooks even more convenient, you can opt for notebooks with a phone and pen holder. Miniature pocket notebooks with pens are also excellent choices because conference attendees can conveniently carry them around with minimal effort.

Reusable Drinkware

Reusable drinkware is functional and durable, making it an incredible giveaway choice that conference attendees will find useful. You can consider the following reusable branded drinkware options:

- Tumblers
- Traditional mugs
- Travel mugs
- Water bottles
- Thermoses
- Beverage insulators
- Wine glasses
- Shot glasses

Reusable drinkware is a fantastic conference giveaway item because it can be used in the home or office, for travel purposes, and during sporting or outdoor events.

Tech Gear

Tech gear is an excellent choice for conference giveaways and swag bags. Tech gear provides conference attendees with tools they can use to manage their technology and remember your brand each time they do so. Consider the following branded tech gear items for your next conference:

- Wall and car chargers
- Wireless chargers
- Power banks
- Cords and cables
- Flash drives
- Adapters
- USB hubs
- Screen cleaners
- Mousepads
- Speakers
- Phone stands
- Phone and tablet cases
- Laptop sleeves
- Headphones

Phone chargers and power banks are incredibly helpful when individuals need an extra power boost. If their phone dies while traveling or attending an event, a portable power bank or car charger can save the day and make them think of your company when they see your logo. Webcam covers are also useful and can place your logo at the top of conference attendees' laptops long after they leave the conference. Any type of tech accessory that individuals use often can increase your brand awareness.

Snacks and Water

Snacks and water can provide a little boost or enjoyment for conference attendees, especially during long events or lectures. Hand out some branded snacks and water bottles attendees can enjoy during the conference, and send some home with them to share with their loved ones. Consider the following snack options for your next conference:

- ☞ Cookies
- ☞ Chips
- ☞ Granola bars
- ☞ Pretzels
- ☞ Popcorn
- ☞ Candy
- ☞ Nuts
- ☞ Gum

Swag Bag Ideas for Conferences and Events

Conference swag bags can delight conference attendees and increase brand awareness. You can hand out company swag bags at your next conference to delight attendees and ensure they remember your brand for days, weeks, and even years to come.

Self-Care Swag

Self-care is important, and conference attendees will appreciate items that show you care about their well-being. From branded first-aid kits to pampering spa kits, your target audience can think of your brand each time they care for their health or well-being. Other self-care swag ideas include the following:

- ☞ Sunscreen and sunglasses
- ☞ Thermometers
- ☞ Heat and cold packs
- ☞ Pillboxes and cutters
- ☞ Lip balm
- ☞ Masks
- ☞ Latex and latex-free gloves
- ☞ Hand sanitizer
- ☞ No-touch tools

Conference Gear

Specific gear related to a conference theme is a fantastic choice if the conference is for a niche demographic or event. For example, you could hand out a branded pedometer, reusable water bottle, a strength resistance band set, and a drawstring backpack to each conference attendee if the conference is for a fitness event or a new fitness trend. Themed gear can help you promote your brand while increasing attendees' excitement about the conference's theme.

Cocktail Kit

A cocktail kit is an excellent way to help conference attendees unwind and enjoy time with friends, family, or coworkers. Whether attendees enjoy a drink during the conference or take their kit home to share with others, it's a creative type of promotional kit they can keep and reuse. A cocktail happy-hour kit can include the following items:

- ☞ Drinkware such as an etched cocktail glass
- ☞ Branded coasters
- ☞ Snacks
- ☞ Cocktail recipes
- ☞ Drink stirrer

Environmentally Friendly Tote

If your target audience is environmentally conscious and values conservation efforts, they will appreciate environmentally-friendly swag. You can create an environmentally-friendly swag bag by filling a tote bag with eco-friendly branded items such as reusable water bottles, eco-inspired notebooks, reusable lunchboxes, and eco-friendly bento boxes.

Snack Bag

Snacks are the perfect choice to fill event swag bags for companies. Fill a branded tote bag or promotional drawstring bag with delicious snacks to satisfy attendees throughout the day. Include enough snacks that attendees can enjoy bites throughout the entire conference, and try to include various snack items to delight individuals with different preferences.

Virtual Swag Bag Ideas

Many conferences are held virtually. However, a virtual conference is also a fantastic opportunity to provide your target audience with some branded merchandise. When a conference is virtual, you can choose virtual swag items that are easy to package and ship to conference attendees. Consider the following ideas for your next virtual event:

Reusable Tumbler or Water Bottle

A reusable tumbler or water bottle is a great easy-to-ship giveaway for virtual conference attendees. They can receive the water bottle or tumbler in the mail and keep it at their desk or remote workspace during the conference. Following the virtual conference, participants can continue using their tumbler or water bottle and think of your brand each time.



Tote Bag

A tote bag is another virtual swag idea that's easy to ship and incredibly practical. Virtual conference attendees will appreciate receiving a branded reusable tote bag in the mail and can use it frequently. Reusable tote bags are reliable and can remind your target audience that your company is also reliable. To make a tote bag even more useful, fill it with snacks, pens, a T-shirt and a tumbler.

Stationery and Office Supplies

Virtual conference attendees will appreciate fun stationery and office supplies for their remote conference space. Fill tote bags with office supplies such as branded writing tools, promotional stress balls, organizational tools, and convenient desk accessories.

Mouse Pad

Since most virtual conference attendees will use their personal laptops or remote workspaces to attend the conference, you can ship a branded mouse pad to each attendee. A promotional mouse pad will give them an attractive and practical desk accessory they can use both during and after the virtual conference. Give attendees extra special swag by choosing mouse pads with antimicrobial additives, wireless chargers, photo frames, or calendar surfaces they can write on.



Laptop Stand

A promotional laptop stand is another excellent item to add to a swag bag. Sending a laptop stand to virtual conference attendees gives them an item to safely store their laptops on their desks, which can prove incredibly helpful. They can keep this valuable storage item on their desks and think of your brand each time they tuck their laptop away.

Create the Ultimate Swag Bags With SourcePromo

Promotional giveaways can increase brand awareness and lead to more conversions. Live and virtual conferences are fantastic events to hand out promotional giveaways because you can reach so many individuals at once. Handing out promotional merchandise provides conference attendees with useful items they can continue to use long after the conference ends and think of your brand each time they do so. To choose the best event swag for your next conference, consider the event's theme and your target audience's interests.

Create the ultimate swag bags with SourcePromo. SourcePromo can provide your company with high-quality promotional merchandise to make your brand stand out from the crowd. From design to delivery, SourcePromo can help your company store, manage, and ship promotional items so you're ready for your next conference or virtual event.





CHAPTER 2:

6 BEST TRADE SHOW GIVEAWAYS TO ATTRACT NEW LEADS

Trade shows are an excellent opportunity to reach more potential clients and customers. Trade show gifts and giveaways allow you to attract people to your booth, impress them with quality free items, and provide information about your company. Each person who takes a giveaway from your booth will continue throughout the trade show displaying your brand's name and logo on their free merchandise.

If you are wondering what the best giveaways at trade shows are, it's important to consider the benefits of promotional merchandise and what makes a branded item effective. Good items are useful enough that people continue using them at home, school, or the office. In this chapter, you will learn about the best trade show giveaway ideas and how to choose branded merchandise for your next trade show.

The Benefits of Giving Away Branded Merchandise at Trade Shows

Giving away branded merchandise at trade shows is incredibly beneficial. It can attract attendees to your booth, create a good first impression, increase brand awareness, and cultivate memorable interactions. Trade show attendees are more likely to visit a booth if it offers free merchandise because most people appreciate free swag. Handing out free merchandise can draw a larger crowd to your booth, increasing your opportunities to advertise your product or service.

Handing out free swag can help you create a great first impression. If an individual's first interaction with you involves them receiving a free, useful item, they will most likely develop positive feelings and opinions about your company. Free merchandise also cultivates memorable interactions because attendees can remember interacting with you each time they use their free trade show swag.

Giving away branded merchandise at trade shows increases brand awareness by spreading your company's name or logo beyond your booth. When you hand out hats, bags, T-shirts, water bottles, and notebooks, your brand will be visible to more people. Some individuals may see your merchandise circulate throughout the trade show and visit your booth to receive some for themselves.

What Makes an Effective Trade Show Promotional Item?

The best handouts at trade shows are creative, helpful, and made of high-quality and durable materials. The more creative items are, the more memorable they will be. Memorable giveaways increase the likelihood that attendees will remember their interaction with you. Additionally, things that individuals find valuable are more likely to boost your reputation as a reliable company. Each time an individual uses a promotional item, they can remember that your company provided them with a high-quality item that continues to benefit them.



6 Trade Show Giveaway Ideas

The best giveaways at trade shows are ones attendees will find useful. The more valuable an item is to a person, the more likely they will continue using it and keep it around their house. For the most effective trade show giveaways, consider the following items:

Reusable Bags

Reusable bags are valuable to a wide variety of people. Hand out promotional tote bags people can use to carry their groceries or branded drawstring bags they can take to the gym. You can also give away promotional lunch bags individuals can use at school or work or branded duffel bags they can take on their next flight. Trade show attendees are likely to carry your bag throughout the show as they gather items from other booths and then continue using your bag after the show ends, so this item is a great way to expose more people to your brand's name.

Cocktail Kits

Cocktail kits are memorable giveaways that many trade show attendees will appreciate. Individuals can use cocktail kits to craft their own unique cocktails and unwind as they remember your booth and their interaction with you. They may also use their cocktail kits to share drinks with friends and talk about where they received the creative kits, increasing brand awareness and spreading the word about your company to a broader audience.

You can create a fabulous cocktail kit with promotional etched cocktail glasses, unique cocktail recipes, promotional beverage napkins, and branded coasters.

Eco-Friendly Items

Reach an environmentally conscious audience by handing out eco-friendly items. Eco-friendly giveaways show your potential clients and customers that you are a responsible company they can trust. Consider the following eco-friendly trade show giveaway ideas:

- ➞ **Biodegradable promotional items**, such as notebooks, webcam covers, and biodegradable planters
- ➞ **Efficient branded items**, such as reusable utensil sets, lunch boxes, and water bottles
- ➞ **Recycled merchandise**, such as tote bags, sticky notes, and pens

Self-Care Essentials

Give trade show attendees the tools to engage in some self-care. Individuals will appreciate the useful swag and continue using self-care items long after the trade show ends, keeping your brand name in the back of their minds each time they do. Consider handing out the following promotional self-care items at your next trade show booth:

- Lip balm
- Pedometers
- Spa kits
- Sunglasses and sunscreen
- Thermometers
- Candles
- Branded personal protective equipment items such as masks and hand sanitizer
- Pillboxes and pill cutters
- Heat and cold packs
- Promotional first-aid kits

Tumblers and Mugs

Tumblers and mugs are fantastic items to hand out at trade shows. Attendees can fill them with their favorite beverages and carry them throughout the show, and they can continue using them in their homes, schools, or offices after the trade show ends. Hand out promotional tumblers and mugs to increase brand awareness at your next trade show.

Tech Products

Tech products are incredibly popular and likely to draw a large crowd around your booth. Trade show attendees will almost certainly continue using tech products after a trade show ends because of how useful they are. At your next trade show, you can hand out promotional tech items such as cell phone and laptop accessories, chargers and power banks, and desktop tech accessories.

You can also hand out promotional phone and laptop accessories such as adapters, USB hubs, flash drives, webcam covers and screen cleaners.

How to Choose the Best Trade Show Giveaways

The most effective trade show giveaways reach the right audience and authentically reflect your brand. To choose the best trade show giveaways, consider the following factors:

Target Audience

Consider your target audience and which promotional products they would find most valuable and appealing. Take your audience's age, interests, lifestyle, and needs into account. High-school or college students may appreciate cell phone accessories, while an older audience or young professionals may appreciate laptop bags they can use in the office. If you sell outdoor equipment and apparel, your target audience may appreciate warm knit hats or rain ponchos. Consider your audience's primary needs and choose giveaways that can meet those needs.



Brand Identity

It's also important to consider your brand identity when you choose promotional items for trade shows. The best trade show giveaways reflect a company's unique products, services, and brand personality. For example, to promote a gym, you could give away gym essentials such as branded reusable water bottles, drawstring bags, promotional cooling towels, or fitness resistance band sets.

Current Trends

Current trends are also important factors when choosing promotional trade show giveaways. Consider what types of items are popular. For example, the COVID pandemic popularized face masks and hand sanitizer, and eco-friendly items have become popular

over time due to climate changes. Offering trending items can help attract more visitors to your trade show booth.

Budget

Your company's budget is also an important factor to consider. You want to stay within your budget, and almost every price point includes valuable items. If you have a larger or more flexible budget, you can splurge on some higher-end products to impress your trade show booth visitors.

Stock up for Your Next Trade Show With SourcePromo

Handing out trade show giveaways is a fantastic marketing strategy that can boost brand awareness and increase customer conversions. Stock up on the best trade show gifts and giveaways with SourcePromo. SourcePromo offers high-quality promotional merchandise in various categories to help you reach a wider audience and impress your future clients and customers. Browse our wide selection of promotional products to prepare for your next trade show.





CHAPTER 3:

7 BEST PROMOTIONAL GIFT IDEAS FOR EMPLOYEE RECOGNITION

Employee recognition shows your staff members that you appreciate what they do for the company. You can use quality company merchandise to gift your employees items they can use and enjoy at work or home. When you use business merch to show employee appreciation, you can increase brand awareness by showcasing your brand or logo on valuable items your employees will be proud to carry.

In this chapter, you will learn how promotional gifts can benefit your employees and business and how to choose branded merchandise for employee appreciation gifts. To help you find the best employee appreciation items, we compiled a list of promotional gift ideas for employees.

How Can Promotional Gifts Benefit Your Business and Employees?

Giving promotional gifts to employees is an excellent way to show employees appreciation. It can boost productivity, relieve stress, increase job satisfaction, improve employee relationships, and boost engagement and profitability. Gifting your employees convenient desk items and office supplies can make their workdays easier and allow them to work more efficiently.

Employees who feel appreciated are more likely to feel satisfied in their positions and engage with their work. Employee appreciation gifts can also help employees improve relationships with others in the office and relieve stress so they feel their best each day.

7 Gift Ideas for Staff Members

Choosing the right employee appreciation gifts can help your staff members feel valued and boost their productivity. To show your employees how much you appreciate them and care about their well-being, consider the following gift ideas:

Drinkware

Treat employees to their own happy hour with branded drinkware. You can gift wine glasses or etched cocktail glasses they can use at home or during a virtual happy hour event. To make this gift extra fun for employees, combine each glass with a cocktail kit employees can use to mix their own drinks. You can gift each employee a stirrer, branded beverage napkins, and unique cocktail recipes.

Custom Apparel

Custom workwear is also a great way to show employee appreciation. Providing branded workwear allows employees to wear your company's logo, expressing pride in the company and increasing brand awareness. You can provide custom logo workwear for employees to wear in the office throughout the workday. Browse SourcePromo's selection of branded workwear online to find quality custom apparel for your employees.

Tech Equipment and Accessories

Employees can use tech equipment and accessories both inside and outside the office. You can show employee appreciation with useful tech equipment such as power banks and chargers, flash drives, USB hubs, webcam covers, and screen cleaners. You can also gift employees phone accessories such as branded phone cases and headphones.



Comfort Items

Encourage self-care and relaxation by gifting some branded comfort items to your employees. Show employees you care about their well-being with gifts such as branded spa kits, promotional scented candles, and fitness accessories. You can also gift employees comfortable outdoor blankets they can use at home or on their next camping trip. Investing in employee comfort is a wonderful way to show appreciation for their hard work.

Desk Items and Office Supplies

Show appreciation by helping your employees enhance their desk space. Desk items and office supplies make fantastic gifts employees can use to make their workdays easier. You can gift employees paper goods — such as sticky notes, note pads, and journals — or desk accessories — like business card holders, desk caddies, and staplers and staple removers. You can also combine these items to create employee recognition kits.

Snack or Treat Basket

Food is always a wonderful way to express employee appreciation. You can place delicious snacks such as pretzels, chocolates, candy, chips, and nuts in beautiful branded picnic baskets and gift them to employees. Your team will be delighted by the gesture.



Home Goods

Gift your employees items they can use to decorate their homes so they can show off your brand to friends, family, and visitors. Homegoods make excellent employee appreciation gifts. You can gift your employees home goods such as branded throw pillows, outlet plug-in wax warmer kits, and digital cube alarm clocks.

How to Choose Good Appreciation Gifts for Your Employees

Before choosing employee appreciation gifts, consider what type of items will make your employees feel appreciated. To select the best gifts for staff members, ask yourself the following questions:

What Do They Like?

It's important to consider your employees' interests and preferences when you choose employee promotional gifts. Choosing gifts your employees will like and enjoy will make them feel valued and appreciated. Additionally, they will be more likely to continue using items they enjoy, increasing brand awareness in the people they interact with.

What Do They Need?

Considering your employees' needs is also important. Employees will appreciate receiving necessary items they find useful. For example, suppose your employees work a hybrid schedule that balances working from home and in the office. In that case, you can provide promotional tech accessories such as branded laptop sleeves and promotional computer bags to make it easier for them to transport their laptops to and from work.

If your employees engage in virtual meetings throughout the workday, you can gift them convenient webcam covers to easily cover and uncover their webcams between meetings.

What Do They Want?

Consider asking your employees what they want to gauge what type of promotional gift they would most enjoy. You can ask employees about their interests, what they like to do for fun, what they need most, or if there is anything they have on their wishlist. You can also create a list of potential promotional items for employees and ask them to vote on their favorite options.

What Will They Actually Use?

To choose the best business merch to increase brand awareness, choose promotional gifts that your employees will use regularly. The more they use the items you gift them, the more their friends, family, and acquaintances will be exposed to your brand name and logo.

Show Appreciation for Your Employees With SourcePromo

Expressing appreciation for your employees can significantly benefit them and your company. Enjoyable merchandise such as self-care items, snacks, and convenient tech accessories can relieve stress and increase employee satisfaction. Useful desk items and office supplies can boost productivity by making employees' workdays easier and more efficient, and fun drinkware kits can help employees connect and build stronger relationships.

SourcePromo provides quality merch for businesses you can use to show your employees how much you appreciate their hard work. From convenient webcam covers to beautiful picnic baskets, you can give your employees fantastic gifts they will use frequently. Browse our promotional merchandise items to find the best employee appreciation gifts.





CHAPTER 4:

5 GIFT IDEAS TO CELEBRATE REMOTE EMPLOYEES

Remote employees work hard for companies, but there may not be an opportunity to thank them in person. Gifts for remote workers can help your remote team feel valued and connected to your company. Special gifts and remote employee swag kits can help you welcome new employees to the team and celebrate life milestones and holidays throughout the year.

In this chapter, you will learn how appreciation gifts can benefit remote employees and ways you can celebrate your employees throughout the year. To choose the best gifts for remote workers, consider special occasions and how you can help your employees celebrate these occasions.

Why Is It Important to Send Gifts to Remote Workers?

Remote employees may sometimes feel disconnected from other employees, but gifts are an important way to help them feel valued and connected. Gifts can recognize hard workers and motivate them to continue their outstanding efforts. Promotional gifts for remote employees can support positive company culture by providing individuals with company swag they can be proud of. Sending gifts to remote employees can reduce employee turnover by reminding them they are valued team members.

5 Remote Employee Gifts for Every Occasion

You can send gifts to remote employees and show appreciation throughout the year. Consider the following gift ideas for remote employees:

Onboarding and Welcome Gifts

Give new hires a warm welcome with remote employee swag kits. The onboarding process is an excellent time to give new employees some company swag and welcome them to the team. Welcome kits for remote employees can contain convenient desk items and promotional tech equipment remote employees can use to upgrade their home office space. The best working-from-home kit includes items your remote employees will find useful in their home office.



Employee Appreciation Gifts

There may not be many opportunities to recognize remote employees for their efforts in person, but you can show abundant appreciation from a distance. Employee appreciation gifts show remote employees that you value their hard work. You can show appreciation by sending your employees some comforting self-care merchandise or fun camping and outdoor items they can use on their next vacation.

Work Anniversary Gifts

Work anniversaries are the perfect time to give gifts to your remote employees. When your remote employees reach important milestones such as one-, five-, or 10-year anniversaries working with the company, you can help them celebrate by sending thoughtful gifts such as promotional travel gear or custom recognition plaques commemorating their achievements.

Special Occasion Gifts

You may also want to show appreciation for remote employees on special occasions. You can send fun gifts to employees to help them celebrate life milestones such as birthdays, marriages, new children, new pets and new homes. Celebrating these special occasions with thoughtful gifts can help employees feel more connected to the company.

If you need gift ideas for remote workers to help them celebrate their significant life events, you can send them gifts such as promotional infant wear for new babies or decorative throw pillows for new homes.

Christmas Gifts

Help your remote employees get into the holiday spirit with gifts showing your appreciation for their hard work. If you need Christmas gift ideas for remote employees, consider their needs and interests as well as the season. You can send your remote employees holiday gifts such as promotional outerwear apparel to help them stay warm during the winter. You can also create kits with items remote employees will find useful, such as branded webcam covers, laptop sleeves, and promotional desk items.

Celebrate Your Remote Team With Gifts From SourcePromo

Sending gifts to remote employees is a fantastic way to make them feel valued and connected to the company. SourcePromo offers a wide variety of promotional merchandise for businesses. Browse our promotional merchandise to find the perfect remote employee gifts that feature your brand graphics or logo.

A person is seen from behind, wearing a green jacket and a large, colorful backpack with red, blue, and yellow sections. They are walking on a city street with a red brick building on the left and a yellow car in the distance. The scene is slightly blurred, suggesting motion.

CHAPTER 5:

5 PROMOTIONAL GIFT IDEAS FOR LOYAL CUSTOMERS

Sending gifts to your loyal customers can increase brand loyalty and spread brand awareness. Valuable business client gifts can remind your clients how reliable and beneficial your company is, making them want to continue using your products or services. Giving your clients logo items helps increase brand awareness if they frequently use items featuring your company's name or logo.

In this chapter, you will learn about the benefits of sending promotional gifts to clients and ideas for promotional merchandise you can send to your loyal client base. You can use these ideas to show appreciation to your loyal customers.

Why Should You Give Gifts to Clients?

The benefits of promotional gifts are not limited to potential clients and employees. They are also incredibly beneficial for your current clients and customers. Giving gifts to clients has the following benefits:

- ➞ Gifts show your appreciation for their business.
- ➞ Gifts can increase brand loyalty by encouraging customers to continue purchasing from you.
- ➞ Giving gifts provides a high return on investment (ROI).

- ➔ Gift giving promotes a positive reputation for your company.
- ➔ Giving your customers branded merchandise to use can attract new customers.

5 Gift Ideas for Your Best Customers

Sending the perfect gifts to your customers shows them you care about them, appreciate their business, and want to add value to their lives. Promotional merch and logo products are excellent customer gift ideas. Here are some popular promotional gifts for customers.

Gourmet Candy

A sweet treat is a fantastic way to show your valued customers that you appreciate their business. When you gift gourmet candy to your best customers, they will appreciate your gesture and think of your products or services as they enjoy the delectable treat.

Charcuterie Board

A charcuterie board is another fun gift you can send to clients and customers. Charcuterie boards have become popular because they allow people to creatively arrange snack foods for parties and gatherings. You can send your best customers bamboo cheese board sets they can use to create beautiful arrangements.



Custom Calendar

Calendars are always helpful for tracking schedules, special events, and important deadlines. You can send clients custom calendars with your logo to show them how much you appreciate their business. Customers are likely to hang calendars in their homes or offices, making your company's name or logo visible to anyone who walks by or uses the calendars.

Leather Notebook

A beautiful leather notebook is another great idea for a customer appreciation gift. Notebooks are incredibly useful for home and office use, so your customers will likely use them frequently. Sending promotional leather notebooks to your customers can help you increase brand awareness.

Power Banks

Power banks are convenient tech items your customers can use to charge their devices when they lack access to a wall outlet. Power banks are beneficial for long trips, outdoor events, and festivals. Power banks provide your customers with a reliable power source and remind them that your products or services are also reliable. You can send promotional power banks to your customers and ensure your company's name is on their minds each time they charge their phones.

What to Put in a Customer Gift Basket

Customer gift baskets are fun ways to show appreciation. You can fill baskets with promotional gifts for clients matching different themes. If you are looking for unique client gift ideas, consider the following themes:

Coffee Lover's Basket

Coffee is a popular beverage and can make a fantastic gift basket theme. Create a coffee lover's basket with promotional mugs, branded travel mugs, and various coffee beans for your clients or customers to enjoy. Your clients will love the gesture, and they can think of your brand each time they sip their morning coffee.

Spa-Themed Basket

Help your clients indulge in some self-care with a spa-themed basket. You can fill a spa-themed basket with promotional scented candles, self-care spa kits, and branded lip balm. A spa-themed basket can help your customers feel relaxed, and they will

remember your brand in the future when they recall their pleasant experience with your generous gift.

Wine and Cheese Basket

A wine and cheese basket is another gift that can help your customers feel relaxed and provide them with a memorable experience. You can fill baskets with wine, beautiful branded wine glasses, bottle openers, delicious cheese, nuts, and cured meat. Your customers or clients can enjoy their wine and cheese with friends and family, making your brand visible to more people.

Impress Your Clients and Employees With Gifts From SourcePromo

Sending valuable marketing items with logos to your clients can increase their trust in your company and make them want to recommend you to others. SourcePromo offers promotional merchandise you can gift to clients to increase brand loyalty and spread brand awareness. Browse our wide selection of branded merchandise to find fantastic gifts for clients.

**IMPRESS YOUR CLIENTS
AND EMPLOYEES WITH
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