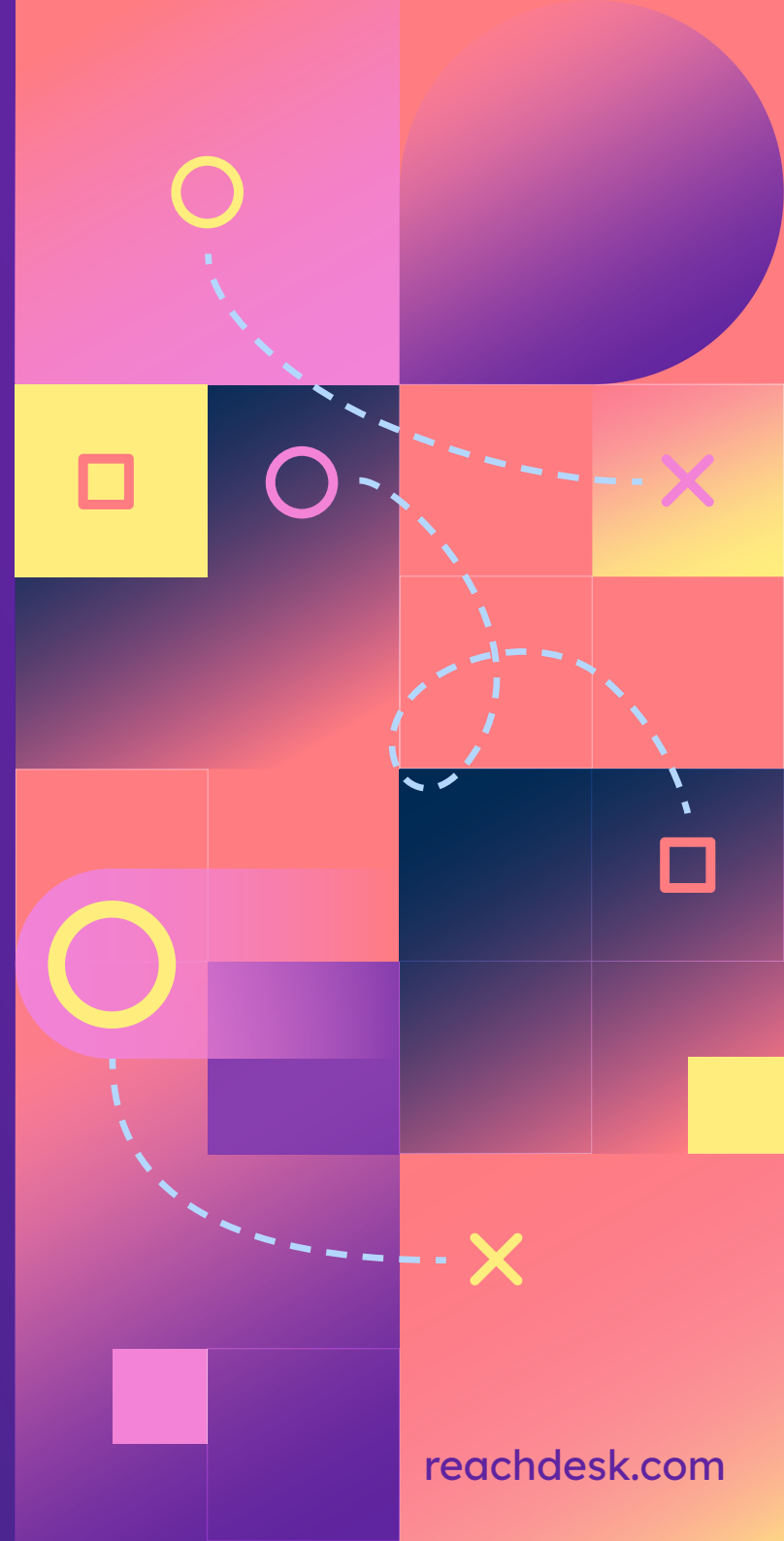
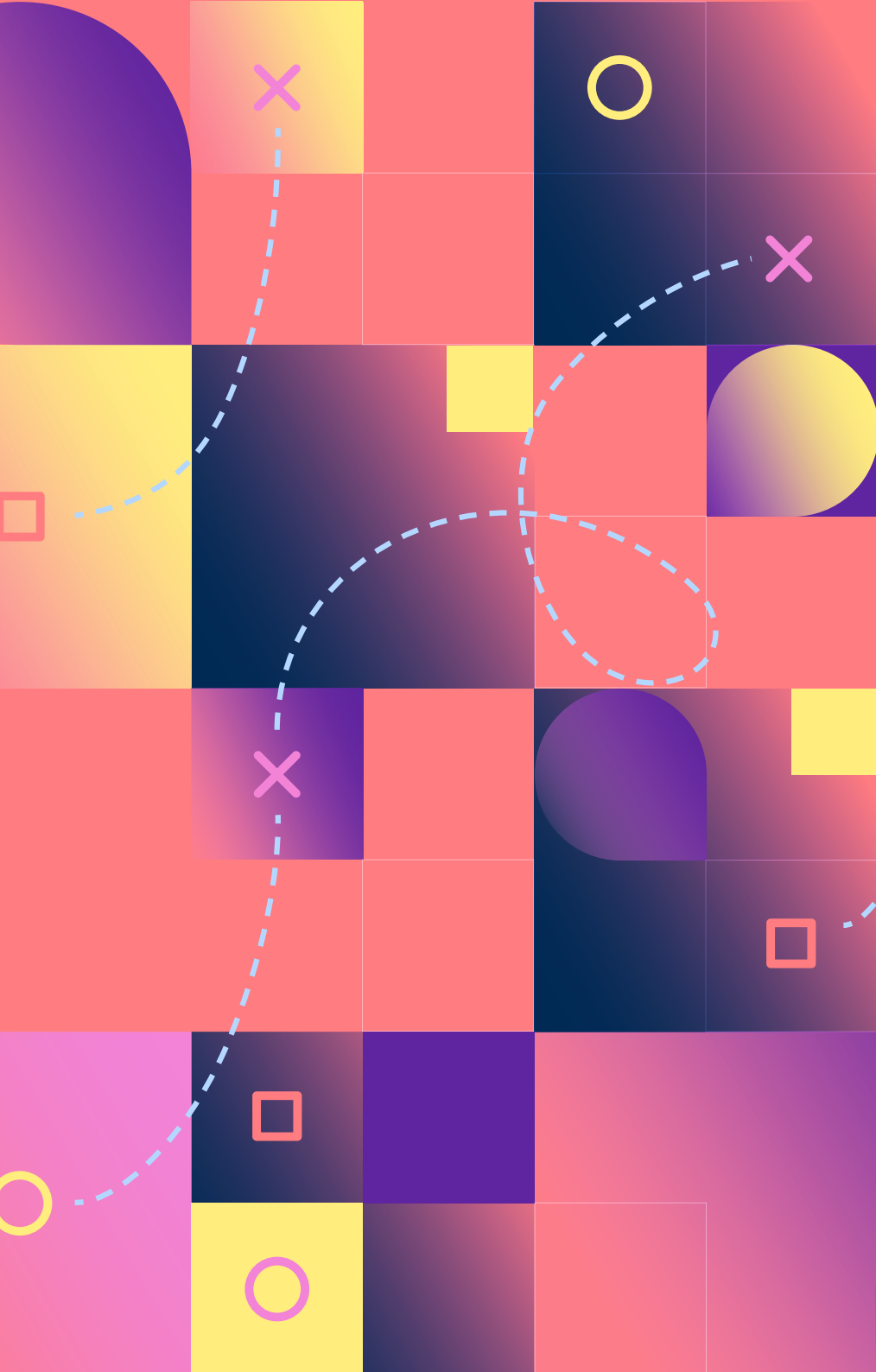


# The ABX gifting playbook:

Driving revenue through  
customer experience





*“People will forget what you said, people will forget what you did, but people will never forget how you made them feel.”*

**- Maya Angelou**

When it comes to customer experiences, the real challenge is creating something memorable that they’ll love. How? Enter account-based experience (ABX): a strategy for creating an ecosystem of teams with the shared goal of delivering unique experiences to customers. It’s time to put people at the center of your sales and marketing efforts across the entire customer lifecycle and move from ABM to ABX.

In this playbook, we’ll explore the different ways you can drive your ABM strategy into a different stratosphere with the help of gifting experiences, so you can create deeper connections and, ultimately, drive revenue.

# Contents

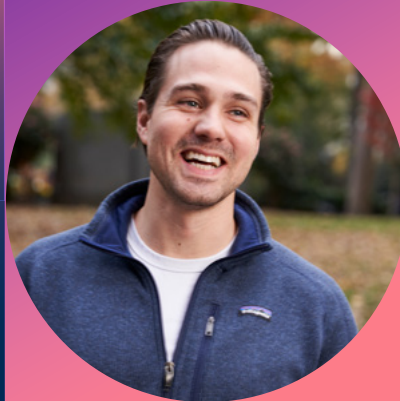
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# Why ABX matters

The truth is, we can no longer compete solely on product or price. Customer experience is the new currency. It's also the new competitive differentiator. In a world full of digital noise, B2B companies are adopting account-based strategies to deliver frictionless and personalized experiences to potential and existing customers.

Consider what 'experience' really means. The B2C world has led the charge in delivering game-changing experiences to us wherever we are. Think about your favorite brands. Netflix would just be a video rental store if it didn't make recommendations. Red Bull would just be a drinks company if it didn't fuel the ambitions of the greatest athletes. Experience is the true differentiator now.

Welcome to ABX - the ultimate way for revenue teams to deliver data-driven experiences, anywhere in the world. It's time to stop thinking about the value of an account and focus on the value of the relationship you have with customers.



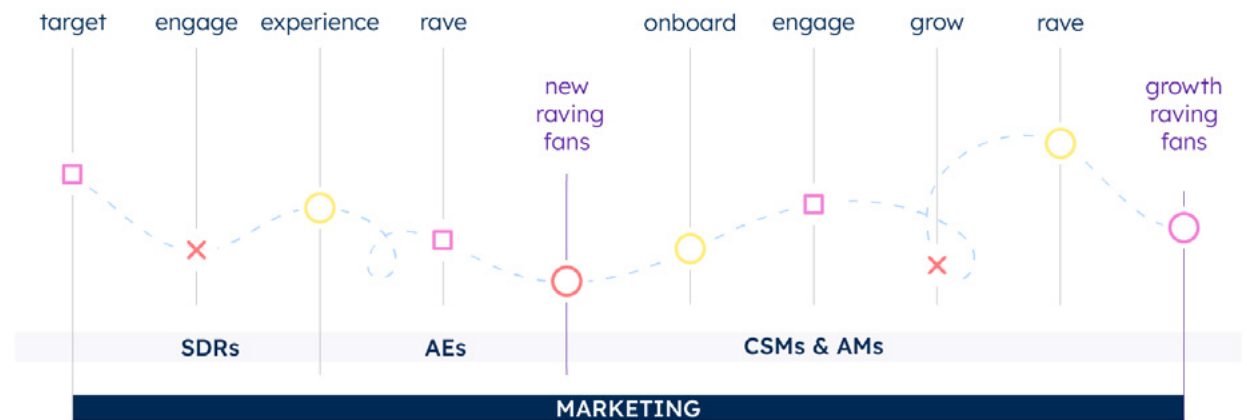
# The ABX hyper journey

As you might have guessed by now, customer experiences are paramount to the buyer journey. Traditionally, we thought of the buyer journey as a funnel with prospects passing through each stage, becoming more aware of your product or service, and eventually converting to customers.

We think the funnel concept has had its time. The idea of a funnel is outdated because it doesn't take into account the need to properly nurture relationships with prospects, build better experiences for customers, and encourage clients to advocate for your brand post-sale.

So, we developed the ABX hyper journey, a go-to-market strategy helping B2B companies generate revenue through full lifecycle experiences.

We've mapped out this process in more detail here:

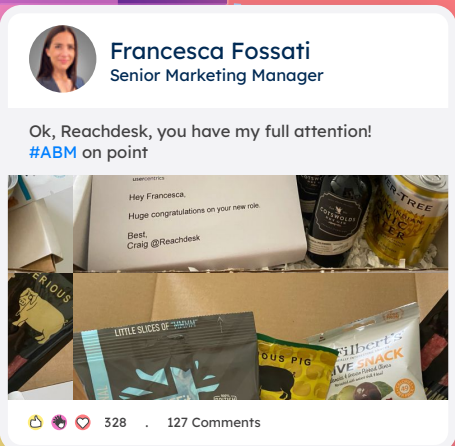
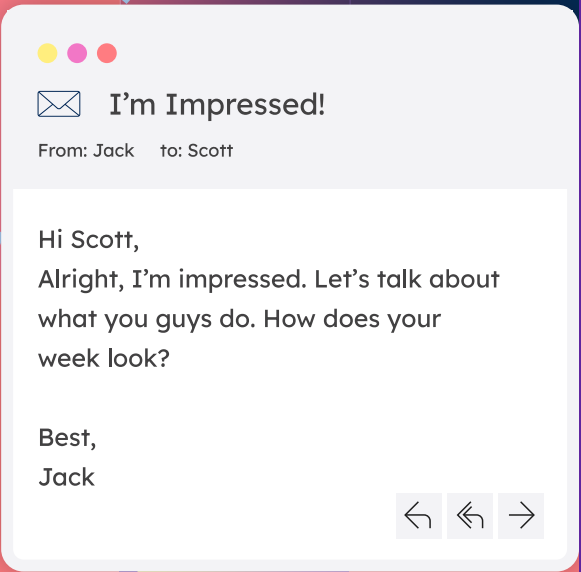
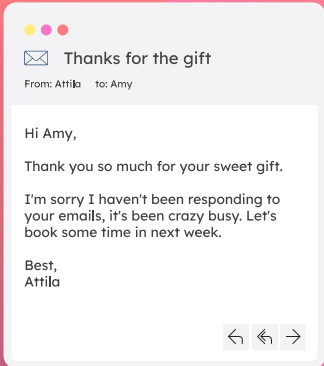


The ABX hyper-journey encourages customers to become advocates of your product or service, which effectively closes the loop and helps you generate more business by doing less.

# ABX in action

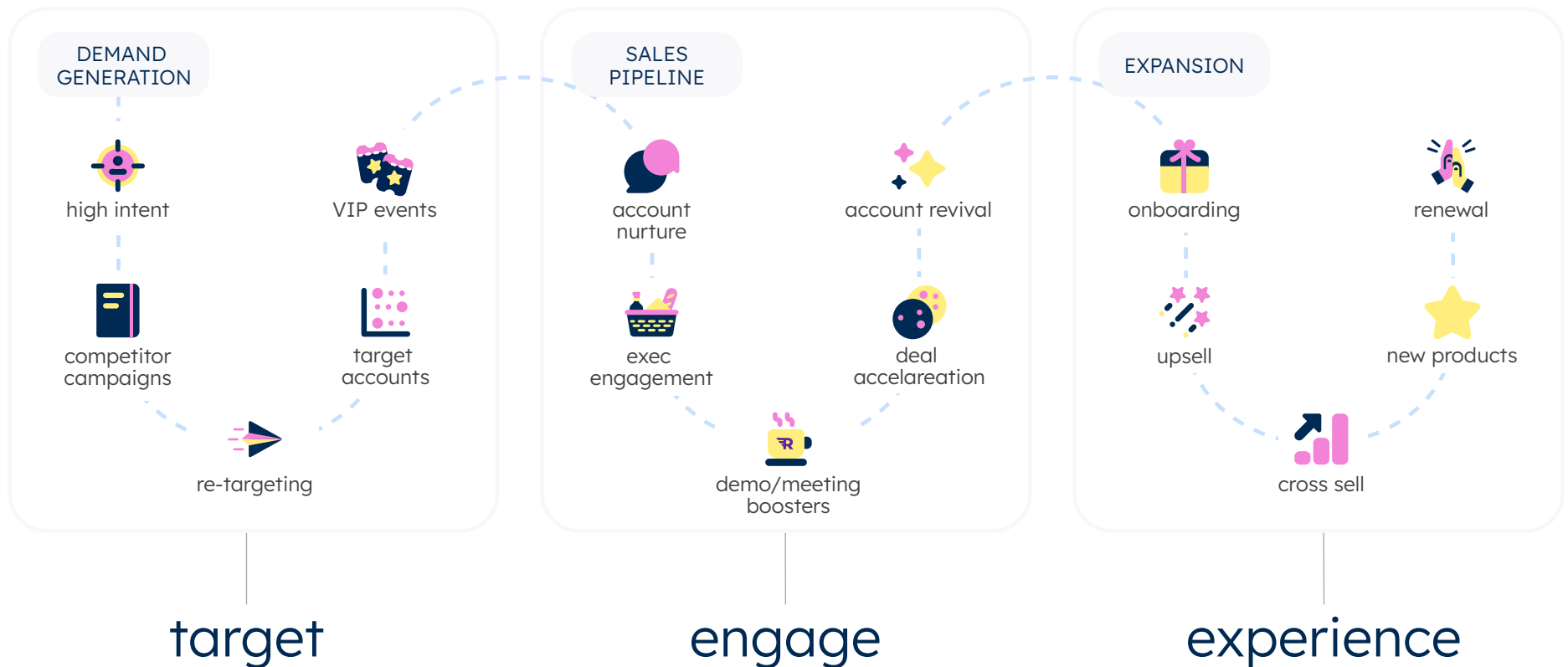
Talking about account-based experience is one thing, but putting it into practice is another. ABX is all about engaging key stakeholders with relevant messaging at the right time, but what does that look like to each of your teams?

In the following chapters, we talk through how each team should be executing the ABX strategy using direct mail and corporate gifting.



# ABX in action: Acquisition Marketing

**Goal:** Generate pipeline and increase content engagement



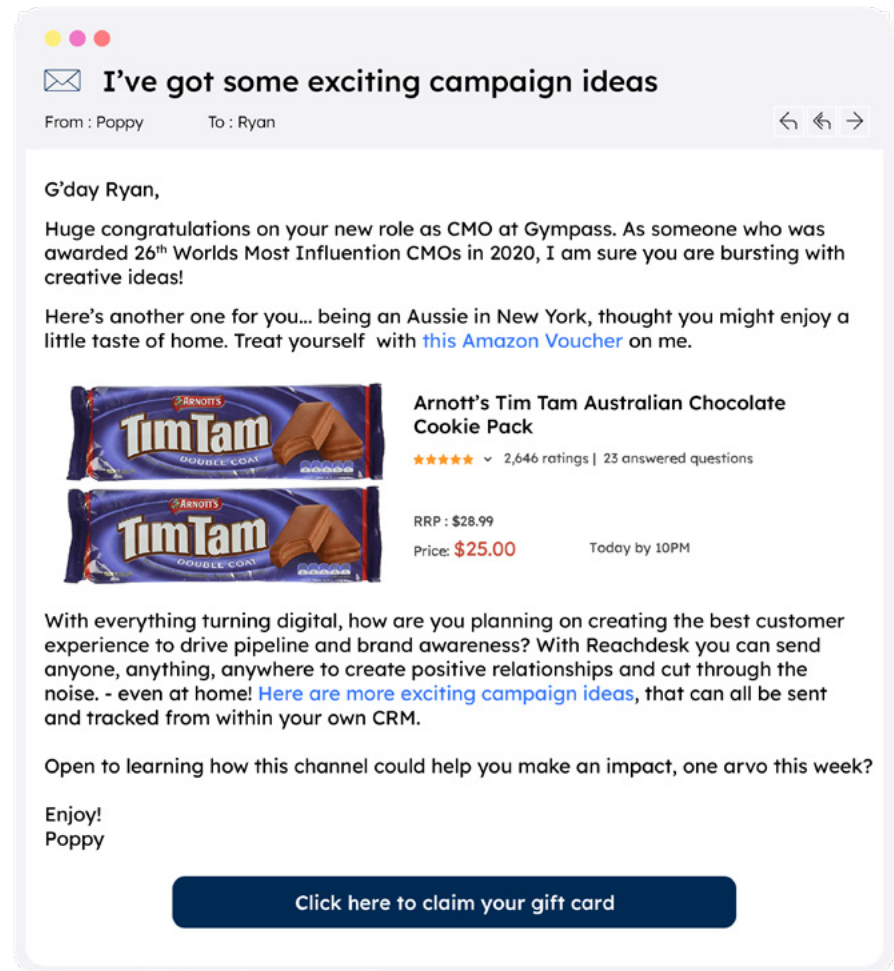
# ABX in action: Acquisition Marketing

## Play 1

## Supercharge your email nurture

On average we receive 121 business emails per day - that's 605 a week! With all of this noise being generated, half the battle for marketers is writing subject lines that deserve to be opened, let alone creating emails that convert. [Emails that contain goodies get opens, responses, and generate results](#) - the trick is ensuring there is context and timing behind them.

★ **Pro tip:** *Instead of working from templates, encourage BDRs to personalize emails to prospects at every opportunity. The more unique the copy sounds, the more it'll stand out from the glut of emails in their inbox.*



The screenshot shows an email interface with a subject line "I've got some exciting campaign ideas" from Poppy to Ryan. The email body contains a congratulatory message for Ryan's new role as CMO at Gympass, followed by a gift card offer for Arnott's Tim Tam Australian Chocolate Cookie Pack. The gift card details include a 5-star rating, 2,646 ratings, and a price of \$25.00 (RRP \$28.99). The email concludes with a call to action to claim the gift card.

**Subject:** I've got some exciting campaign ideas

**From:** Poppy **To:** Ryan

G'day Ryan,

Huge congratulations on your new role as CMO at Gympass. As someone who was awarded 26<sup>th</sup> Worlds Most Influence CMOs in 2020, I am sure you are bursting with creative ideas!

Here's another one for you... being an Aussie in New York, thought you might enjoy a little taste of home. Treat yourself with [this Amazon Voucher](#) on me.

**Product:** Arnott's Tim Tam Australian Chocolate Cookie Pack

**Rating:** ★★★★★ 2,646 ratings | 23 answered questions

**RRP:** \$28.99 **Price:** \$25.00 **Availability:** Today by 10PM

With everything turning digital, how are you planning on creating the best customer experience to drive pipeline and brand awareness? With Reachdesk you can send anyone, anything, anywhere to create positive relationships and cut through the noise. - even at home! [Here are more exciting campaign ideas](#), that can all be sent and tracked from within your own CRM.

Open to learning how this channel could help you make an impact, one arvo this week?

Enjoy!  
Poppy

[Click here to claim your gift card](#)



# ABX in action: Acquisition Marketing

## Play 2

### Bring intent to life

Intent data is becoming table stakes for B2B marketers executing ABM campaigns. It's handy to be armed with tools that allow you to stand out from the competition the moment a key account is in the market for your product. It's time to present them with an offer that's too good to turn down.

★ **Pro tip:** Hit them with the offer of sending a gift (don't ask for their time first). If they're in the market they should reciprocate your gesture with their time.

## Play 3

### Share killer content

You can't put a price on educational content that hooks a prospect in and helps to highlight their pain points effectively. Providing value with blogs, eBooks and webinars is a marketer's bread and butter, so ensure that everything you produce has your [ideal customer persona](#) in mind.

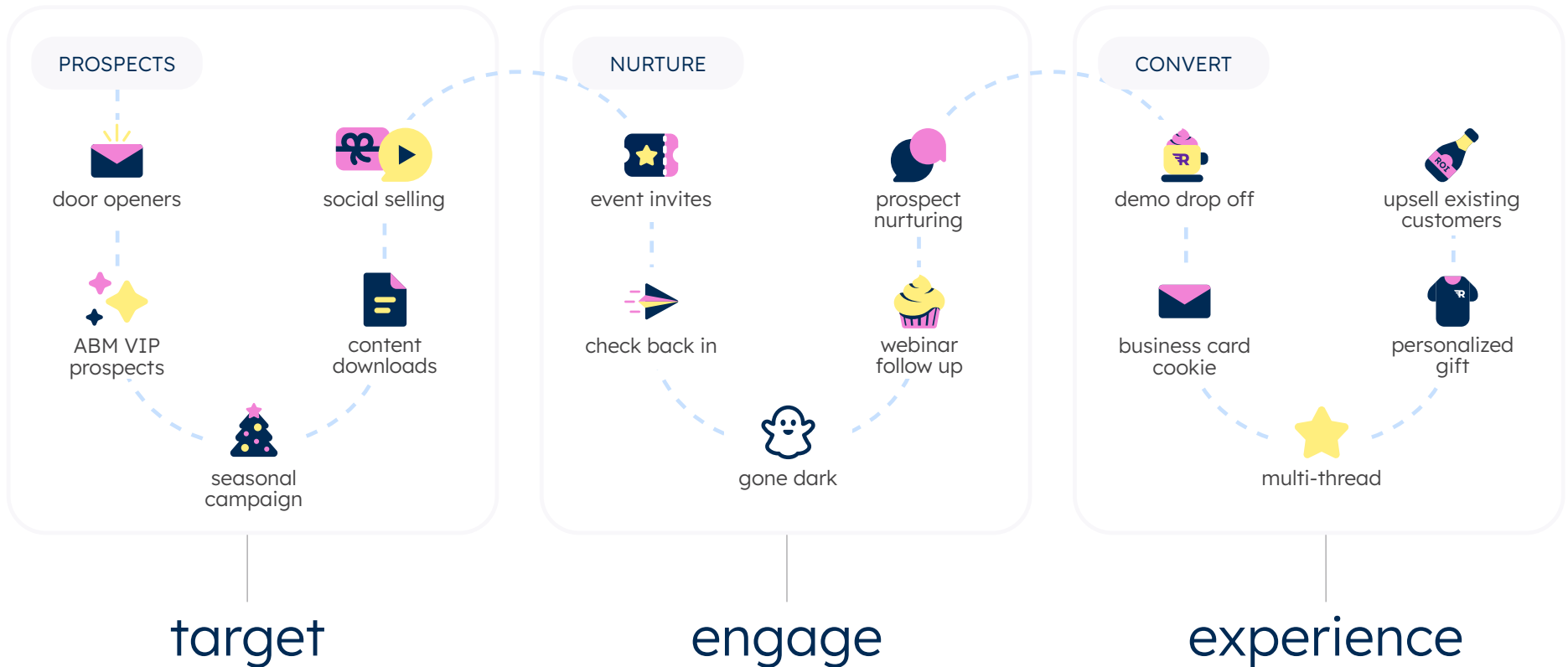
★ **Pro tip:** Give the gift of content as part of your outreach efforts by reaching out to prospects via email or LinkedIn message with insights and links to an educational eBook or blog post that they might find interesting or thought-provoking.

### Ways to send:

- ★ Landing pages
- ★ Address confirmation emails
- ★ Marketing emails
- ★ Digital ads
- ★ Events

# ABX in action: Sales Development Reps

**Goal:** Booking meetings and generating pipeline



# ABX in action: Sales Development Reps

## Play 1

### Jump on sequence triggers

Pay attention to trigger events like of-interest contacts changing jobs, announcements of new funding, or news of a merger or acquisition. News like this spreads fast on LinkedIn which is why SDRs need to act quickly and reach out.

Personalization should be at the top of any SDRs mind when reaching out to a prospect. Tailoring your messaging based on the trigger event that you're responding to makes for much more engaging outreach. For example, if you've noticed that an of-interest company has announced new corporate funding, you could respond by reaching out to a key decision-maker within the firm via LinkedIn congratulating them, as well as gifting them a bottle bubbly with a personalized note referencing the funding.

★ **Pro tip:** Bottles of champagne or prosecco with personalized labels are the perfect gift for prospects. Interestingly, Reachdesk research has shown that gifts of champagne have a slightly higher redemption rate than prosecco - 66% vs 60%.

## Play 2

### Embrace creativity within your outreach

Successful outreach should be thoughtful, witty, and never dry. Creativity is a must when trying to break through to new accounts using sales sequences. Encourage your SDRs to find new ways of engaging prospects through email by using mediums like video, sending personalized gifts, and abandoning an overly formal tone - it's all about utilizing their unique voices to capture a prospect's attention.

★ **Pro tip:** Do some social media research on your prospects so that your personalized gift sends pack a punch. Find out their likes, dislikes, hobbies, and interests, and tailor your messaging around this.

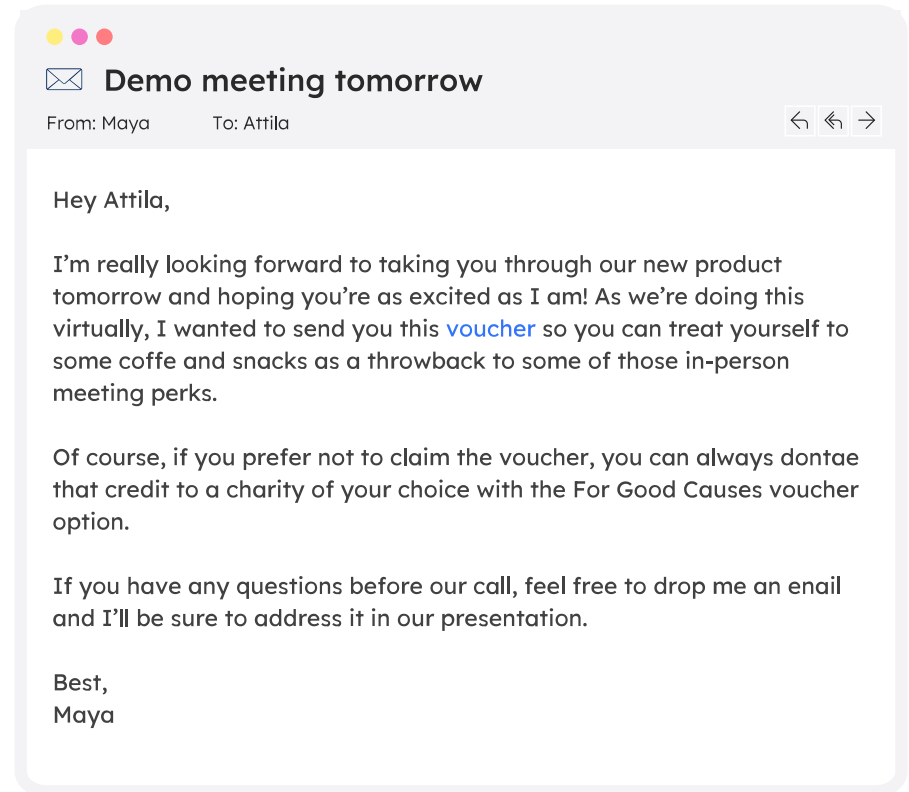
# ABX in action: Sales Development Reps

## Play 3

### Re-engage MIA prospects with themed campaigns

Base your gifting campaigns around prominent seasonal dates in the calendar. Get spooky on Halloween by sending a prospect their favorite sweet treat, or declare your love for their business on Valentine's Day by sending roses. Believe it or not, this works - by incorporating physical direct mail into their outbound strategy, Agillic found that their response rates across email and phone were [52% higher](#).

★ **Pro tip:** *If your prospect is less interested in physical, consumerist gift sends, give them the option to donate the cost of the gift to their chosen charity instead.*

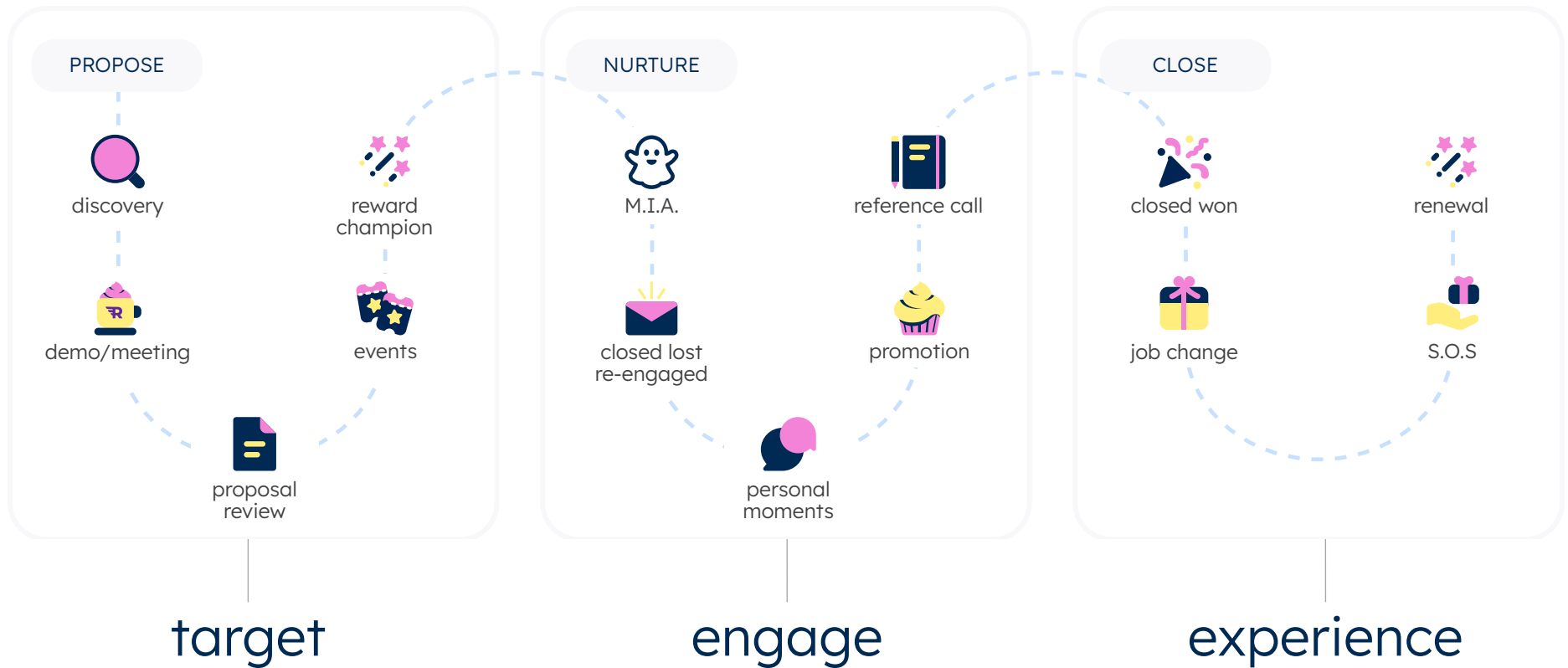


### Ways to send:

- ★ Email
- ★ SMS
- ★ Insert into cadences/ sequences
- ★ Gift via LinkedIn
- ★ Deliver direct
- ★ Landing pages / address confirmation

# ABX in action: Sales

**Goal:** Generate and accelerate pipeline



# ABX in action: Sales

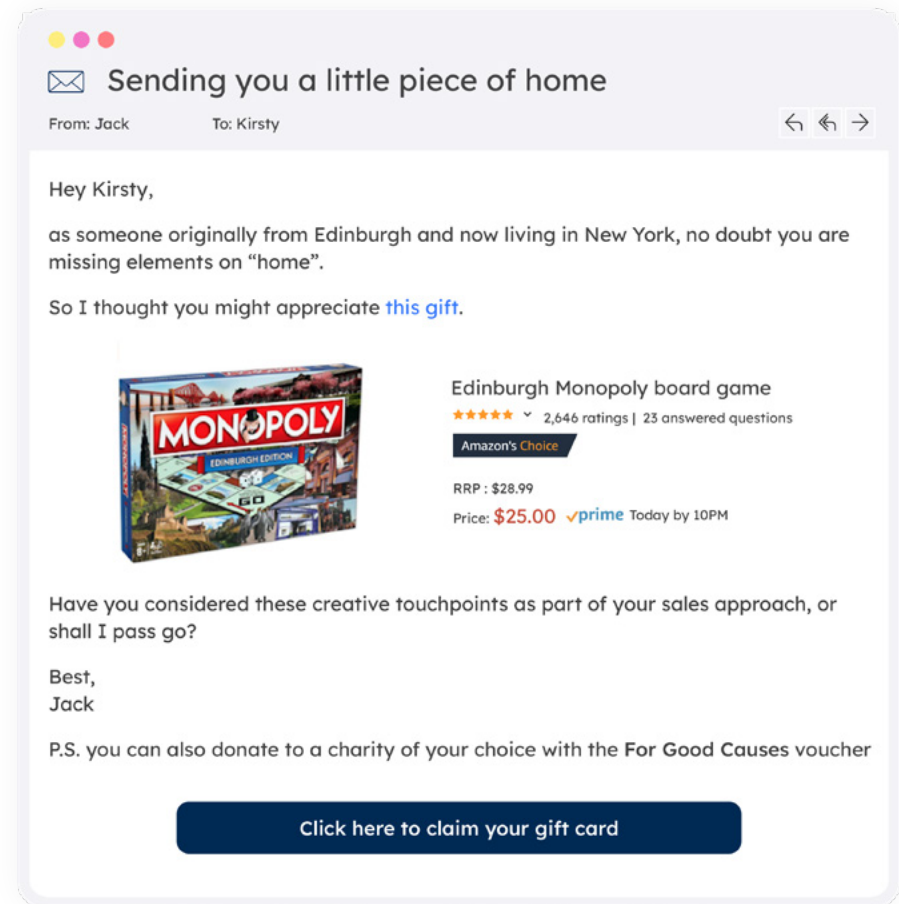
## Play 1

## Hyper-personalized prospecting (door opener)

If you've found a common interest on a prospect's profile or a sport they like to do outside of work, you can take personalization to a new level. This is perfect for breaking through to key decision-makers in target accounts you are prospecting, and it works - [Test.io's response rates lifted by 600%](#) with the help of personalized gifting to prospects.

Why not tie this into your message to grab their attention? It's an effective tactic to open conversations with a high-value prospect and shows that you care about winning their business, as well as them as a person too. If they don't want to claim the gift, you can offer them the chance to donate the value to charity instead.

This is ideal for outbound sales teams and can be scaled by adding the Amazon Rainmaker into your sales engagement platform or added to your regular outreach workflow.



- ★ **Pro tip:** Enable Amazon gifting for your outbound sales team. Create templates that can be used in their sales engagement platform. Follow up 2-4 hours after the gift has been claimed.

# ABX in action: Sales

## Play 2

### Virtual VIP engagement (accelerate deals)

Most execs are in back-to-back virtual meetings all day, so capturing their attention is close to impossible. ABM programs have historically used exec roundtables and VIP events at conferences to access the C-suite.

With the [rising popularity of hybrid events](#), you could recreate this scenario in the virtual world with some out-of-the-box thinking. Virtual wine tasting sessions with a professional sommelier or running an online cooking class with a Michelin Star chef can capture the interest you need.

★ **Pro tip:** *Send 1-to-1 personalized emails from BDRs with custom messaging. Once delivery notifications occur, follow up with a courtesy call to check items have arrived and ask if there is anything else you can do to help.*

## Case study

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During the lockdown in 2020, marketing automation platform [Sailthru improved their webinar attendance by 76%](#) by running a virtual cooking class with celebrity chef, Lorraine Pascal, during a webinar. The team created a handwritten recipe card and delivered an eGift card via Reachdesk for their attendees to purchase the items needed for the class, giving them a unique experience that would otherwise have been impossible - what a result!

# ABX in action: Sales

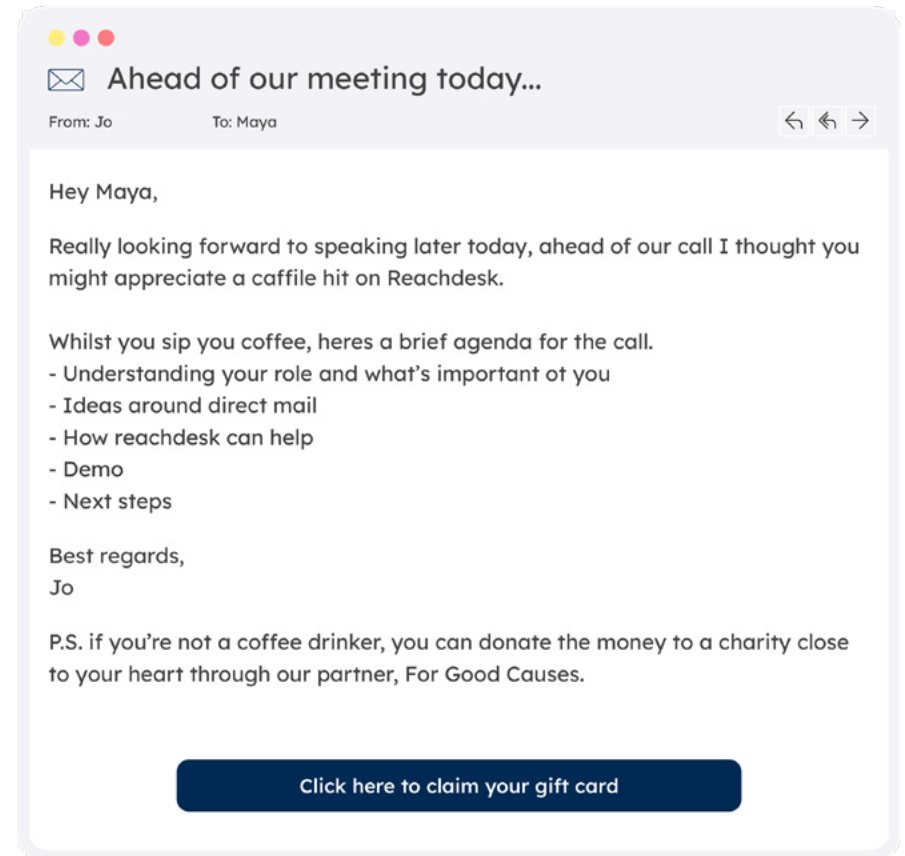
## Play 3

### Make meetings great again (drive attendance)

You finally book that important meeting with the dream account you've been chasing for months. Next thing you know, they don't show up. The reality is, prospects are busy - they're in constant meetings or inundated with requests, so give them a reason to show with a coffee eGift, sent straight to their inbox.

Zoominfo found that this tactic resulted in an almost [25% claim rate for qualified prospects](#), a 7% lift in average show rate, and a 250% return on investment on their overall corporate gifting and direct mail efforts.

A little token gesture like this really can set you apart from other businesses vying for your prospect's attention. Don't send a generic, templated, and automated email. Send them something that's going to make your meeting mean more to them. This is a powerful and surprisingly easy way to stand out from the competition.



- ★ **Pro tip:** Pre-meeting coffee is scheduled to arrive 2 hours before a meeting. Include a post-demo gift by using it in your email template that links to a custom landing page.



# ABX in action: Sales

## Play 4

### Remove the bottlenecks with a custom bottle (close deals)

Sometimes a deal can be progressing as planned, but then, suddenly, grind to a halt because of the number of decision-makers who need to be involved. To remedy this, invoke the power of personalization and send each stakeholder a bottle of personalized bubbly and an accompanying note about how much you want them on board.

- ★ **Pro tip:** *To shorten sales cycles and bring dormant prospects back to life, send multiple gifts to a single prospect. Our research shows that Reachdesk users who do this as part of a campaign see a 5% increase in close rate. Read more about [the power of multi-threading and multi-gifting](#).*

## Case study

[Similarweb](#) increased their sales velocity and reduced the length of their average sales cycle by sending physical, hyper-personalized gifts to reignite conversations. They found they were able to connect with prospects on a deeper level and drive new opportunities to close more quickly.

### Ways to send:

- ★ Email
- ★ SMS
- ★ Insert into cadences/sequences
- ★ Gift via LinkedIn
- ★ Deliver direct
- ★ Landing pages / address confirmation

# Best practices for Sales and SDRs

We don't claim to be kings of sales but we've run enough experiments to learn a thing or two about how to research and plan your outreach for maximum impact. Here is a simple 4 step flow we like to follow:

## 1 Research

We use the 3x3 method when researching the best way to start a conversation with a new prospect. It's fairly simple: spend 3 minutes finding out 3 relevant pieces of information about the prospect. Focus your research on:

- **Company** - look at recent company news such as leadership changes, product launches, and press releases.
- **Contact** - search for any social media posts about personal milestones such as job title changes, promotions, or big projects
- **Compelling event** - find out if there are any other big events in the industry such as a new competitor, industry trend, regulatory changes that might impact the prospect and their company

### *Pro tip:*

- ★ *Social media channels like LinkedIn or Twitter are your friend in the research process.*
- ★ *Remember that you're speaking to a person and being human, genuine, and relevant will pay off.*

# Best practices for Sales and SDRs (continued)

## 2 Personalize

A personal and relevant message is at the core of successful sales outreach and adding a thoughtful gift can help you stand out from the crowd. Here are some tips on how to take your gift to the next level:

- Engrave the gift
- Choose something hyper-personal
- Add a customized note to go with your gift

## 3 Send

Deciding what gift to send, when to send it, and who to send it to is an art form. While there is no magical recipe that works for everyone, there are some best practices you can keep in mind:

- Send one-to-one individual gifts to high-value contacts
- Gift sends should go to key accounts to prospect or qualified prospects

## 4 Follow-up

You probably don't need to hear it from us but a good follow-up message can be hugely powerful in boosting engagement and the same goes for any gifts that you send. Here are some tips on how to ace your sales follow-up:

- Follow-up on the same day as the gift arrives
- Remember to multi-thread via email, phone, and social
- Trigger follow-up sequence

# ABX in action: Customer Success

**Goal:** Customer retention and generating upsells



# ABX in action: Customer Success

## Play 1

### Boost customer experience at every turn

As expanding existing accounts becomes more critical to businesses, customer marketing will be increasingly important. It's far easier to sell to an existing customer than to obtain a new one, but only if they have a positive experience with your company. Poor customer experience can lead to customers leaving and going to a competitor that can deliver on their promises. Price isn't the be-all and end-all.

There are some key moments in the customer journey that you can enhance with the help of gifting:

- **Onboarding gift** - send a swag box and how to get started content
- **QBR and renewal lunches** - send lunch before a QBR. It's an easy way to drive exec participation that will help with those tough renewal conversations. .
- **Review rewards** - ask your customers to treat themselves to something on Amazon if they leave a review

★ **Pro tip:** Enable individuals who look after your customers daily. They are the heroes in your organization who deliver the experience your customers desire. Connect your gifting experience with tools such as Salesforce so you can track what gifts customers have been sent in the past and ensure you don't repeat the same sends.

# ABX in action: Customer Success

## Play 2

### Engage customers who have gone quiet

Customers who have fallen silent are a churn risk, which is why it's important to re-engage them quickly. Gifts shouldn't just be reserved for wooing new customers, they matter at all stages of the customer lifecycle.

★ **Pro tip:** *To nurture the relationship, and remind disengaged customers that you're thinking of them, send branded, everyday swag items like water bottles and hoodies.*

## Play 3

### Celebrate customer milestones

Paying attention to the life milestones and special events that your customers are experiencing, such as promotions, birthdays, and weddings, elevates your customer relationships. Helping them to celebrate these kinds of events also signals that you value and appreciate them.

★ **Pro tip:** *Celebrate with your customers by sending cakes, champagne, pampering items for self-care, or branded swag - now is the time to be decadent and playful with your gift sends!*



# Pro tips for your ABX strategy

## 1 Start simple

Who doesn't want to map out the perfect customer journey and find the processes and technology that make it run smooth as butter? As tempting as it may be to shut yourself in a room until you engineer the customer journey of your dreams, remember that arriving at the journey that works best for your audience and finding the technology mix your team loves will take trial and error. Start simple by identifying the highest impact touchpoints across your sales process and perfect them before you tackle bigger challenges.

## 2 Learn fast

We're firm believers in failing fast and learning faster. The beauty of starting simple is that you can quickly gather learnings, double up on what's working and rid yourself of what's not. There is no one-size-fits-all when it comes to ABX so take the time to look at performance and continuously tweak and improve your approach.

## 3 Stay nimble

There is nothing worse than adding an amazing touchpoint such as a thoughtful personalized gift to your outreach only to see everyone else in your space doing the same soon after. The world of B2B sales and marketing is incredibly fast-paced so to keep the competitive edge your strategy needs to remain nimble.

# Wrapping up

Implementing an ABX strategy that integrates with your sales, marketing, and customer success efforts is a winning formula.

There are so many ways you can choose to elevate your ABX strategy, but direct mail will help you deliver. The key is to pepper the customer journey with physical touchpoints that are highly relevant, personalized, and timely.

## We'd love to hear from you

For help and support, and if you have any questions, get in touch with us at [hello@reachdesk.com](mailto:hello@reachdesk.com).

Request a [demo](#) to find out how Reachdesk can help you deliver moments that matter at scale.

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