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Business 2 Business

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Corporate Gifting That Reflects Today's Values

The holidays present a prime opportunity for brands to connect with employees, clients and partners through thoughtful, strategic gifting. More than just a kind gesture, when done right, corporate gifts build loyalty, foster goodwill and elevate brand perception, strengthening relationships with clients, partners and employees.

Prioritize Quality & Practicality

Today's recipients value quality, practicality and purpose over generic trinkets. High-quality backpacks, premium branded outerwear and reusable drinkware not only serve functional needs; they ensure long-term visibility, utility and keep your brand top of mind.

Embrace Wellness and Self-Care

Wellness-focused gifts are increasingly

popular, particularly those that support mental health and promote a healthy work-life balance. Items such as aromatherapy diffusers, white noise machines, weighted eye masks and heated neck wraps, demonstrate that your brand cares about the whole person.

Sustainability Matters

Eco-conscious gifting is more than a trend; it's the bare minimum expected of a responsible brand. Select gifts made from recycled or sustainable materials that align with your brand values, such as reusable insulated drinkware or packaging sourced from sustainable materials.

Support Remote and Hybrid Teams

Gifts that foster a sense of connection and boost productivity are essential. Consider items like ergonomic laptop stands, multi-

port chargers, branded wireless earbuds, noise-canceling headphones, or other high-quality accessories.

Corporate holiday gifts are more than just seasonal tokens, they're strategic touchpoints that boost brand recognition and positively influence company culture.



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Win Back Your Customers

Many businesses see customer churn of up to 25% a year. That's a significant figure, so even if you're welcoming new customers, it could be worthwhile to win back some of those who've left. According to studies, existing customers spend up to 67% more than new customers. Here's how you can create a simple win-back strategy:

First, you have to understand why customers no longer purchase from you.

- Inactive customers who just aren't purchasing your products but could be reactivated with the right incentives.
- Those who have actively sought out an alternative from a competitor. Perhaps they were curious about what else was out there or found comparable products for less money.
- Former customers who are actively/

aggressively avoiding your products or business. Perhaps they had a bad experience with either your offerings or your service.

Next, determine your win-back strategy to rectify the reason why a customer may have left.

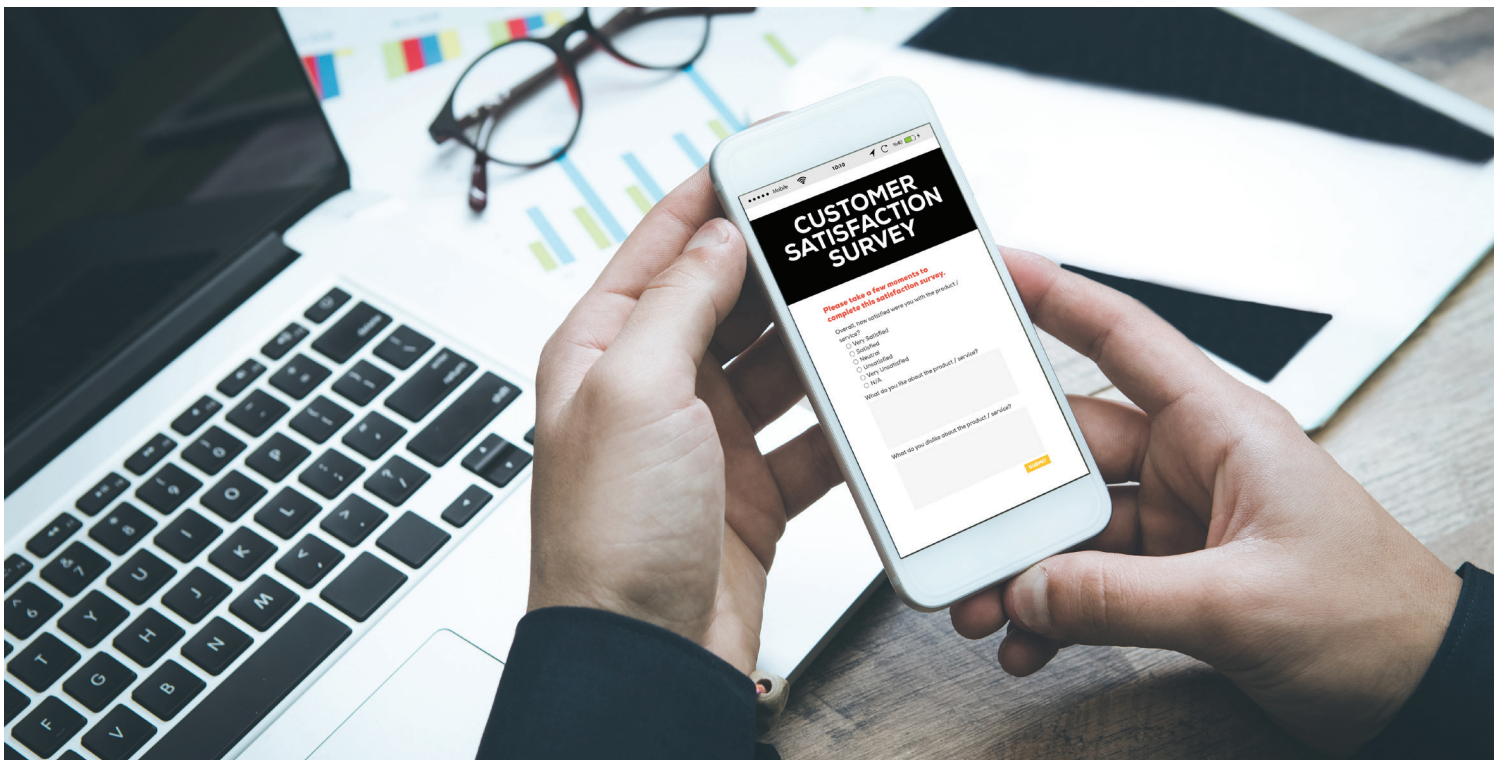
- A properly timed offer or special discount. This may be all you need to activate lapsed customers.
- A "new and improved" campaign. Devise a campaign focusing on new products or changes that have occurred since the customer last shopped with you. This may help them see you in a new light—especially those customers who've started shopping with a competitor.
- Make amends. These campaigns target those consumers who've had a

negative experience with your products. Ask for feedback and let those customers know you'd love to have them back.

When it comes to retention, prevention is best!

Remember, it's easier and cheaper to win back lapsed or switching customers. And it doesn't have to cost a lot to stay in the good graces of your existing customers: Your customers want to hear from you, and, for many, marketing sent at regular intervals can be enough to keep them active.

We've helped businesses of every shape and size hold onto happy customers, and we can help you do the same. Call us to learn how.



INSIDE

The Magic of Multi-Sensory Direct Mail

4 Tips for Increasing the Power of Your Direct Mail

To make your direct mail more effective, it should stand out and engage your audience. In today's crowded marketing landscape, it's essential to include elements that inspire recipients to take meaningful action. Here are four proven strategies:

- **Hyper-Personalization:** Leverage audience data to tailor content based on individual preferences, past purchases or demographics. This makes recipients feel valued and recognized, significantly increasing response rates.
- **Digital Integration:** Bridge the physical and digital worlds with QR codes that link to personalized landing pages, videos, or online forms, enabling measurable results.
- **Interactive Elements:** Engage the senses with unique folding techniques, textured finishes, or tactile additions like scratch-offs. These experiences make your mailer memorable and encourage interaction.
- **Clear Call-to-Action (CTA):** Ensure your mailer clearly states what you want the recipient to do next. Make it compelling and easy to act on.

Raise Brand Visibility and Customer Interest



Show Your Best Side with Customized Packaging.

Your packaging represents your brand, so whether it's for retail, wholesale or shipping, work with the experts at PIP.



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