

SAYING THANKS
This
Holiday
Season



The holiday season will be here before we know it, and one question that should be popping into any business owner's mind is,

“WHAT SHOULD I
GET MY EMPLOYEES
OR CLIENTS?”

Before simply going out and buying, you first have to determine what message you want to send with your gifts.

Saying Thank You to Employees This Holiday Season

Do you want to thank specific employees for a job well done, offer them something that makes their commute or day better or simply give a token of your appreciation for their continued contributions to your business?

The best holiday gifts for employees allow you to do all of the above and make sure your workers know how appreciated they truly are.

While every business is different, many owners cite \$40-\$100 as an ideal figure for employee holiday gifts. This amount allows you to access gifts that are truly useful, beautiful or luxurious without sacrificing affordability. Expensive gifts or gifts seen as valuable by employees can boost morale and be seen as reflecting a higher level of appreciation.

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Who are your Employees?

Who is receiving your gifts? Thinking about the recipients might make it easier to choose pieces that will be used and enjoyed; your office staff might enjoy totally different gifts than your warehouse workers. Consider the gender, age and location of your staff, along with the jobs they perform when you choose a corporate gift.

Your frequent flyer sales team will get more use from that branded luggage than your inventory and warehouse staff, who might prefer coolers or tumblers that can be used each day. You can also make the giving process easy by offering more than one option for your employees to choose from. If you offer company hoodies or stadium blankets, you can give the same overall gift of warmth but allow your employees to choose which gift they prefer.



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Sizing and Shipping

If your employees are not all in a single location, you'll need to consider how to get the gifts you've chosen to them. If you need to ship the items you've purchased to different facilities, the weight and fragility of the pieces matters; if you are handing gifts out at the main office, make sure they are easy for your staff to actually get them home.

Presentation Matters

How will you present your gifts? Consider both the presentation and the setting; someone on your team may need to wrap and package the gifts you've chosen. If you are giving the gifts out at an event, make sure a team member is in charge of labeling and presenting the gifts at the event so that every employee gets one.

A more subtle version of your logo can be added to your employee gifts as well. This works well if you are giving a single "official" gift like a tumbler or display item. Employees tend to collect these items and display them, so branding with your logo and the year will help them show off their seniority as they enjoy the gifts.

Saying Thank You to Clients This Holiday Season

Client holiday gifts work best when they are truly expressions of gratitude, with no strings attached. If you simply wrap your most recent promo piece in holiday wrapping paper and hand it over you won't really be doing much good, and may even come off as lazy or overly aggressive to your client. Choose a gift that is unique to the holiday and make any branding subtle so the piece is not overtly promotional.



BUDGET

Choose your Budget Wisely

Most businesses budget from \$25-50 for client holiday gifts (not including wrapping or shipping) and for good reason. Some vendors, businesses and government employees are actually not permitted to accept expensive gifts; the \$50 limit ensures that gifts are valued but not overly luxurious. Choosing your budget is about more than dollars and cents, though. While being too extravagant is a mistake, the gift you choose is going to be representing your company, so make sure you select a quality product that you would feel proud to give. For items that your recipient will re-use again and again, quality is a must, as they'll come to connect your gift and its performance with your business.

While overly expensive gifts may seem like a kind gesture and way to truly show your appreciation, clients and employees could feel uncomfortable accepting a luxurious present for a variety of reasons. For example, high-priced gifts could give off the wrong impression despite your simply generous intentions. Therefore, it is best to stick within a moderate budget when choosing holiday gifts. A gift that says "thanks" without being extravagant allows both clients and employees to accept it without feeling they need to offer something in return.

Branding Matters

While you certainly need to make sure that your client gift is chosen with care and that the recipient knows who it came from, overt branding may backfire. Choose a more subtle logo and use a smaller version of your brand name instead of the bold front and center branding you'd use for a true promotional piece. A corporate gift specialist can help you determine which item is right for your brand, and the location and size logo to use for branding on a true holiday gift piece.



SHIP OR HAND DELIVER?



The way you deliver your package matters, too, and reviewing your shipping options and costs before finalizing your selection can help you avoid unpleasant surprises. Some gifts are naturally better suited to hand delivery; if the item you have chosen is very heavy, very fragile or oversized, your shipping costs could be more the actual cost of the gift.

Hand delivery works very well if your customers are nearby. Simply dropping off a gift is easy and adds a personal touch, too! If you have never visited the client in person, then it may be best to ship your gift rather than simply show up in person; gauge both the type of relationship you have with the client and how easy it is to get to see them before committing to an in-person delivery option.

Client Holiday Gift Options

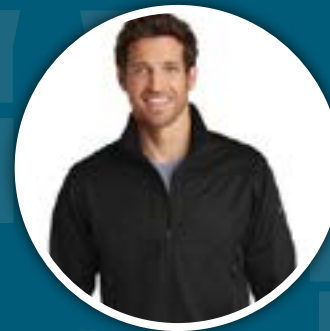
Food Gifts

Food items are instantly understood, affordable and can be consumed on the spot. Since bringing food with you when you visit someone is such an integral part of holiday tradition, giving a food gift can help eliminate any concerns about influencing a purchase. Most employees will be able to accept and will happily enjoy a gift of food.

The food you choose needs to be something that is appealing and packaged well; a gift tower or tray with a food component works for most clients as well. Choose wisely, though! A pair of coffee mugs along with a rich, flavored coffee is acceptable for just about everyone; a bottle of whiskey with glasses might not be.



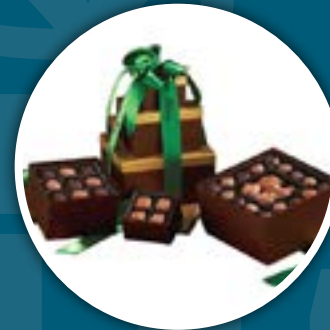
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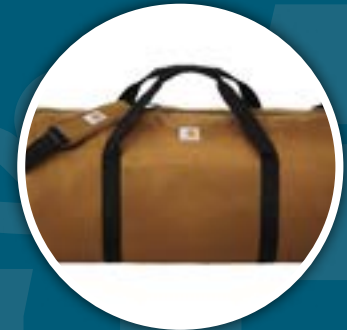
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Apparel

While some apparel options are worth considering, it can be tricky to give wearables to an acquaintance. You may not know the correct size – and guessing won't help, particularly if you guess a size that is too large. Choosing accessories or items that are traditionally oversized like a hoodie can allow you to avoid the sizing challenge; umbrellas, stadium blankets and similar personal accessories function like apparel but lack the difficulties you'll encounter trying to order the right sizes for everyone on your list.

Depending on your field and the hobbies and interests of your clients, cold weather gear, embroidered caps and golfing gear could be an affordable and appealing option.

Tech Toys

The holiday season is one of the biggest times of the year for tech companies, and chances are your clients are going to receive some type of new tech toy this year. Choosing tech-related items that are not brand specific allows you to offer handy items that your clients can actually use. Wireless speakers, power banks and universal charging pads can be used by a variety of devices and will be seen as useful (and saved) by most clients on your list.



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Low Tech Luxuries

You are likely not the only business sending a gift this year – and your clients may be drowning in flash drives. Stand out from the crowd by sending a high quality journal or Moleskine notebook and a quality pen. You'll be able to provide one of those little luxuries most of us crave without breaking your budget – and you'll stand out from the crowd, too.



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We hope this eBook helps you pick out the perfect gift for your employees and makes it one that they'll remember forever. If you want other gift ideas, please see our [**Holiday Gift Guide**](#) for some more amazing ideas or give us a call at 1-877-634-3499. We'd be happy to help!

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