Getting Started with Your Sending Campaign

A Strategy Guide

Sendoso

What's Inside

Introduction

Though we live in a digital world, people still crave real-life experiences. "Sending" campaigns provide an opportunity for businesses to make **a memorable first impression**, **strengthen existing relationships** with their target audience, and **make virtual more personal**.

Sending campaigns involve sending a physical package to your target audience—either a direct mail campaign that goes to a large audience or a "gifting" campaign that is more targeted. The package can be something as simple as a brochure or an eGift card, or as elaborate as a custom-branded bottle of wine.

In this guide, we'll share the benefits of sends and the critical questions to ask before launching a sending strategy—all while providing some fun gift ideas to help you get started.

Benefits of Sending Campaigns

Rise above the noise

The digital marketing world is incredibly saturated—the average office worker is bombarded with **121 emails per day**. And despite advances in filtering software, 45% of all emails today are considered spam. With up to 90% open rates (compared to only 20–30% for email), sending campaigns provide an opportunity for brands to reach target audiences outside of their cluttered inboxes.

Deliver a personalized experience

As buyers become savvier, they're looking for more personalized experiences from brands. Targeting customers on a one-to-one basis increases response rates by **50% or more**. And with today's analytics capabilities, businesses can get a better understanding of what individual buyers want before launching a campaign so they can achieve higher results.

Create a delightful experience

A recent Gallup poll revealed that **83%** of Americans enjoy receiving packages. Why not reach your audience via a channel that creates joy?
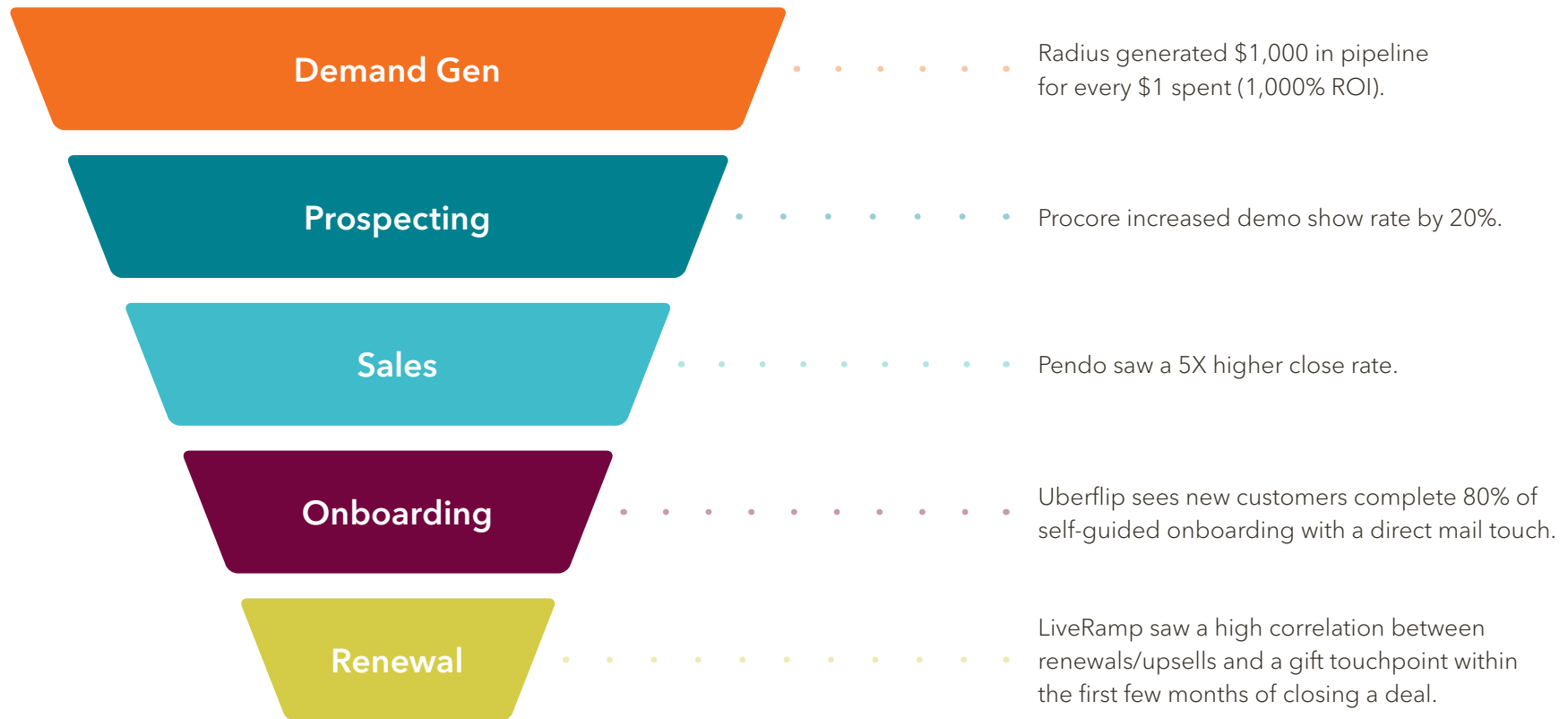
Create a true omnichannel campaign

Including sending as part of your overall strategy adds a powerful touchpoint to your omnichannel campaign. Forrester found that omnichannel B2B customers are also more likely to become repeat and long-term customers.

Amplify your reach

When brands send packages to an office, they not only reach the target individual but also that individual's colleagues. Recipients who are particularly delighted by a gift may even share a photo on social media, amplifying the brand impact to their friends and followers.

Influence the Customer Lifecycle

A strategic sending campaign can help move buyers through all stages of the customer lifecycle. What better way to warm up some cold outreach than with a thoughtful, personalized gift?

Demand Gen
Radius generated $1,000 in pipeline for every $1 spent (1,000% ROI).

Prospecting
Procore increased demo show rate by 20%.

Sales
Pendo saw a 5X higher close rate.

Onboarding
Uberflip sees new customers complete 80% of self-guided onboarding with a direct mail touch.

Renewal
LiveRamp saw a high correlation between renewals/upsells and a gift touchpoint within the first few months of closing a deal.

Gifting can also be a great strategy for employee engagement. Companies can send packages to welcome new employees on their first day, celebrate work anniversaries, or engage remote workers.

How to Get Started with Sending

Interested in embarking on this journey? Follow this 12-part process to ensure a successful sending campaign.

1. Define your goal.

As we shared in the previous section, a sending strategy can be used to achieve many outcomes throughout the customer or employee lifecycle. Think about the goal that you're trying to accomplish. Are you trying to drive attendance to an event? Get prospects to sign up for a product demo? Upsell existing customers? Onboard new employees? Each of these goals has different implications for executing and measuring the success of your campaign—including what you send, who you send it to, how and when you send it, and more.

Popular Types of Sends

Marketing Touchpoint	Sales Cycle Touchpoint	Customer Lifecycle Touchpoint	Human Resource Touchpoint	Events
• Brand Awareness • Demand Generation • Customer Referral • Social Media Mention • NPS Follow-up • New Marketing Collateral	• Door Opener • Set Meeting/Demo • Meeting Reminder • Meeting Thank You • Deal Accelerator • Competitor Takedown • Winback Campaign	• New Customer Welcome Kit • Support Issue • Adoption Milestone • Upsell/Cross-Sell • Retention/At-Risk Account	• New Employee Welcome Kit • Candidate Experience • Employee Milestone	• Holiday • Birthday/Life Event • Conference/Event • Product Milestone • Company News/Event

2. Understand your audience.

For a sending campaign to make an impact, you have to demonstrate that you understand your audience. Are you trying to reach consumers or enterprise decision-makers? Directors or CEOs? Is your audience in the same geographic location or spread worldwide? These answers will help determine the rest of the campaign.

Another issue to think about is the breadth of your audience. If you're targeting a large group of conference attendees who have various job functions, experience levels, and industries, focus on a gift that has **wide appeal**. If it's a more targeted audience, they may have overlapping interests and pain points that you can use to inform the campaign.

Lastly, it's important to determine approximately how many people you'll target in this campaign, as that will help you figure out your overall budget and how much you want to spend on each item.

Pro Tip: If you're targeting C-level executives, you might want to invest in a higher-budget item rather than a desk trinket.

3. Brainstorm gift ideas.

Rather than sending the tired swag items such as notebooks, pens or keychains, take this opportunity to get creative! With today's e-commerce resources available at your fingertips, the sending possibilities are endless. Don't feel beholden to typical gift items—for a 1:1 campaign, you can send digital gift cards, perishables like plants, consumables like cupcakes, or off of Amazon.

The idea behind a sending strategy is not just to give your audience free stuff, but to create a **positive brand experience**. Make your sending campaign more impactful by tying it back to your brand. To kick off the brainstorm, think about your brand messaging, your company values, the pain points your product solves, and your overall campaign goal. There's likely a simple way to find some correlation between them and a gift item.

Hi Gabe,

I've been chatting with my coworkers, and we've agreed that you're the total package. That's why we're sending you our total package filled with inspiration for what you'll be able to send using Sendoso.

So enjoy your new swag! Can't wait to see your team flex their creative muscles and come up with some amazing campaigns.

Best Regards,
Deb

4. Draft a compelling message. Puns encouraged!

Just like the gift item itself, the message you attach to it is another opportunity to show off your brand personality. For example, the sweets brand Sugarfina offers many different candy shapes in beautifully designed boxes. If you're trying to acquire new customers, you can target users who are currently your competitors' customers by sending candy frogs with the message, "Take the leap to Sendoso!"

Sock Puns

Custom socks work well for any occasion! Pair them with a clever note to make it even more memorable.

When a lead accepts a demo:
Since our demo is going to knock your socks off, we figured we'd send you a new pair.

When a prospect goes dark:
Don't get cold feet! Sign the deal.

When you announce a new partnership:
We're the perfect pair!

5. Develop a holistic campaign.

You spent the time brainstorming a clever idea—why not leverage it across multiple channels? You can take the same messaging and turn it into an email, blog post, social ad, or even a billboard! Just like any marketing, sales, or customer success strategy, sending is even more effective when part of a multi-platform campaign. A recent study revealed that **brand recall is 40% higher** when an email is followed up by direct mail.

6. Determine the type of send.

Determine whether your campaign will feature a one-time, recurring, or automated gift. (Automated gifts require your team to set up triggers for specific actions in your CRM, marketing automation platform, or other tools in your tech stack.) We've outlined a few use cases for each sending campaign type below.

One-Time

- Events or conferences
- Holidays
- Special promotions
- New product launch
- Company milestone
- Thank you gifts

Recurring

- Marketing collateral
- Door openers
- Swag sends
- Target account touch
- New hires bundles
- Customer welcome kits

Automated

- Marketing nurture
- Lead fills out form
- Prospect schedules a demo
- Deal closes
- 90 days till customer renewal

7. Pick your packaging.

Delivering your item in beautiful packaging creates a unique "unboxing" experience for your recipients. Unique packaging helps make the recipient feel even more special and demonstrates that it's a high-quality, thoughtful gift. Brightly colored boxes, branded tissue paper, fun crinkle paper, and custom packing tape really add to the "wow" factor.

And even if you're sending a paper item, you can jazz up the package by mailing it in a metallic bubble mailer.

The point is, don't do all the work of brainstorming the perfect gift and crafting a clever note just to have it arrive in a boring brown box that your recipient might mistake for a personal Amazon purchase. By sending your gift in fun, colorful packaging, you'll pique your recipients' curiosity and make them want to open the package right away, in front of their colleagues.

That said, custom packaging requires extra planning and decisions—which leads us to the next point . . .

Pro Tip: Including a hand-written message with the gift adds an extra special touch (and don't worry—Sendoso helps you do that at scale).

8. Think through your timeline.

This one is extremely important. If you have a hard deadline for your send, work backward to understand how soon you need to start planning the campaign. While every campaign is different, we've included some sample timelines below.

That said, it's best to bake a few extra weeks into your timeline. Several factors could cause delays, including selecting the gift item, getting approval on the budget, reviewing the custom proof, shipping the item to the warehouse, and more.

If you're using Sendoso, we recommend having every gift item, including custom packaging, in our warehouse two weeks before the send date. That allows the Sendoso team to do final quality checks, send samples, remove any unwanted plastic packaging, and take care of other last-minute details to make sure your audience gets the send experience you've envisioned.

Estimated Custom Gift Timelines (From Conception to Send)

Custom socks: 4 weeks
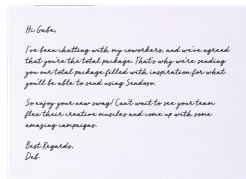
Handwritten notes: 1 week

Custom Yeti mug: 2 weeks

Custom box: 3 weeks

9. Figure out your follow-up plan.

For some campaigns, the follow-up is the most critical part. You might have a gift idea that involves two touchpoints to further nurture your audience. For example, you could send a Yeti mug to a prospect for watching a webinar and follow up two weeks later with an eBook and a Starbucks gift card that says, "Enjoy the eBook. Fill up that Yeti mug on us." Having multiple touchpoints gives you more opportunities to create a delightful brand experience.

Companies can run into an internal challenge when the team responsible for follow-up is different than the team that sent the gift. For example, if the marketing team creates a campaign to send cupcakes to 1,000 leads, they need to align with the sales team ahead of time so the SDRs are equipped to conduct proper follow-up. You'd hate to have those warm, cupcake-filled leads go to waste!

Best Practices for Follow-Up

- In your note on the package, let the recipient know that you'll be following up

- Wait 1–2 days after the package is delivered to avoid seeming too eager

- Don't just ask them if they liked their gift– be sure to include another reason for following up, such as a demo offer

- Don't spam! Reach out to your recipients no more than once per week

Hi John,

Enjoy the eBook. Fill up that Yeti mug on us!

Best Regards,

Kris

10. Reach recipients wherever they're currently working with [Address Confirmation](#).

With our Address Confirmation feature, you can ask recipients to confirm, change, or enter their address before anything is sent. Send an automated request via Sendoso or add a link to the request landing page in your own branded emails. No address on file? No problem! You can send a blank form and ask recipients to enter their address for you. If no action is taken, your send can be automatically canceled to conserve tight budgets.

And to ensure you see high response rates, we send automatic reminder emails 24 hours before your Address Confirmation requests expire in case recipients don't respond right away. Plus, you can adjust the expiration criteria from two days to up to seven days depending on the urgency of your send or campaign.

We also take security seriously which is why any address information provided is only used for the one-time send you're requesting it for and is not exposed to you, putting your buyer's and customer's minds at ease.

11. Test and learn.

Just like the gift item itself, the message you attach to it is another opportunity to show off your brand personality. For example, the sweets brand Sugarfina offers many different candy shapes in beautifully designed boxes. If you're trying to acquire new customers, you can target users who are currently your competitors' customers by sending candy frogs with the message, "Take the leap to Sendoso!"

12. Measure your success.

Before launching your sending campaign, develop success metrics based on your goals. Are you able to track whether leads are moving through your funnel? Are you securing demo sign-ups? Did your renewal rate increase? Whatever your goal is, be sure to set up proper tracking (e.g., trackable URLs or unique promo codes) so you can demonstrate ROI to your team.

And with Sendoso, you add your direct mail and gift sends to campaigns in your CRM or marketing automation system.

You can recycle & reuse gifts! Have extra gift items? Send them to another group! Just because you gave away branded coffee beans at your conference booth doesn't mean you can't send them as a think you to webinar attendees.

Think Outside the Inbox

Sending campaigns create a unique opportunity for businesses to build one-to-one relationships with their audience in a meaningful way. With the right amount of planning and follow-up, a sending campaign can help drive brand awareness, increase loyalty, and boost your bottom line.

It's time to think outside the inbox and take advantage of this powerful channel!

Sendoso

Sendoso is the world's first Sending Platform (SP). Our fully integrated solution enables organizations to easily source, store, ship, and track ROI for everything they ever need to send: direct mail, physical gifts, plants, perishables, company swag, handwritten notes, gift cards, and anything else. By marrying technology and with real-world logistics, we help businesses rise above the noise.

Platform & Integrations

Standalone Platform

Centrally manage a team of users, assign budgets, create templates, and view activity metrics.

Seamless Integrations

Integrations across your company's tech stack so you can use Sendoso from wherever you already work.

ROI Attribution

Easily measure the ROI of your offline campaigns and optimize your sending program via integrations with your tech stack.

Sourcing & Services

Creative Project Managers

Our direct mail and gifting experts guide you through the process of building successful campaigns.

Vendor Network

We have a trusted network of high-quality vendors, but we are happy to work with the vendor of your choice.

Custom Packaging

Enhance the unboxing experience for your recipients with custom boxes, filling, and finishing.

Warehouse & Fulfillment

Global Warehouses

Store direct mail, corporate gifts, customer rewards, company swag, and anything else in our warehouses.

Easy Sending

View your inventory in real time and send with just a click of a button. Set alerts for low inventory.

Preferred Carrier Rates

We have preferred carrier rates with USPS, UPS, DHL, RoyalMail, FedEx, Parcelforce, DPD, UK, Asendia, and CanadaPost.

This Guide is Brought to You By . . .

Sendoso, the leading Sending Platform™, is the most effective way for revenue-generating teams to stand out with new ways to engage at strategic points throughout the customer journey. By connecting digital and physical strategies, companies can engage, acquire, and retain customers easier than ever before. Founded in 2016, Sendoso is trusted by over 500 companies and has a vast global footprint, with a presence in North America, Europe, and Asia Pacific. Learn more at **sendoso.com**.

Limitless
Sending
Possibilities

Seamless
Integrations

Worldwide Fulfillment
& Inventory
Management

Intelligent
Analytics &
Reporting

Scalable
Across Teams
& Budgets

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