

The Truth About Channel

ARE YOU READY FOR THE TRUTH?

WWW.THETRUTHABOUTCHANNEL.COM

YOUTUBE:THE TRUTH ABOUT CHANNEL

TRUTH@THETRUTHABOUTCHANNEL.COM

Corporate Incentives: Do The Recipients Really Remember Who You Are?

This month I reveal the TRUTH ABOUT corporate incentives and Christmas gifts. From calendars to umbrellas, from Steak to McDonald gift certificates. Is it money well spent? Well, at the very least, get your name remembered -- right?

Wrong!

Last year, in August 2003, my firm, National Success Marketing Inc., compiled an online survey asked people if they remember any gifts that they received from any business at all the year prior (in 2002). Overwhelmingly the answer was "No." 83% of the people I surveyed who had received a gift could not remember who gave them what.

Rather than give up on incentives I decided to look at the 17% that DID remember. Of those 17% HALF (8.7%) received a magazine subscription. One said, "The only gift I can remember is the one from my travel agent to *Conde Naste* magazine. It would come each month and I would think of my travel agent when I saw it in the mailbox. I started learning about new places and ended up traveling more than I used to thanks to the subscription." Another wrote: "My stock broker sent me *Fortune Magazine*. I think

of him each time I read it and often call him when I see an article that I find interesting. I never realized this before but I now only use this one broker for all of my transactions. I guess the magazine keeps him on my mind."

I followed up with a call to one of the countries premier Magazine sales organizations – MagMall. www.MagMall.com/ MagMall sells magazine subscription gift certificates that can be used as a personal gift or as a corporate incentives. MagMall has thousands of different magazines available and sets up their gift certificates so that the receiver can chose the magazine he or she most wants to read. They deliver the certificates either as hard copies by postal mail or electronically. While investigating MagMall I realized that I had some gifts that I needed to send out ASAP. Because they can deliver the gift certificates electronically I did not have to worry if the gift would get there in time. It was a great way to mix business with pleasure.

Conclusion: Don't give up on corporate gifts or incentives. Just use those incentives that get you remembered, like magazine subscriptions.