

# 10 Ways B2B Marketers are Improving Outcomes with Digital Gift Cards, Coupons and Vouchers



Whether you're using coffee cards for survey participation or coupons to encourage customer feedback, digital gifts, coupons, vouchers, and rebates have become commonplace in the B2B marketing landscape. Here are 10 ways B2B marketers are enhancing their programs.

# 1

## REWARD PRODUCT REVIEWS

Getting reviews is an important part of driving demand for your products. While you don't want to ask for good reviews, rewarding customers who do provide reviews builds strong brand advocates. Capterra, G2 Crowd, & TrustRadius are just a few of the options.

# 2

## PROGRAMS - ALPHA, BETA, LAUNCH!

Getting customers to both participate and provide feedback regarding your products is key to developing a customer experience that keeps users coming back.

# 3

## CLOSING THE QUARTER

Influence buying with coupons that expire. Coupons help draw customers in. 39% of customers say they've purchased a product from a brand they otherwise wouldn't normally have bought from because they had a coupon for that brand.

Gated digital gift cards, coupons, and vouchers let you incentivize behavior yet retain the reward until a code is provided to the recipient.

# 4

## SOOTHE A BAD EXPERIENCE

Let's face it, sooner or later a customer will have a bad experience no matter how hard we try. An easy way to say I'm sorry is to provide a token of your appreciation for their experience. This not only builds goodwill but reduces the risk of a bad review.

# 5

## REFER A FRIEND AFFILIATE PROGRAM

Your current customers can be one of the best sources of new customers. Encouraging customers to recommend your product is an easy way to reach like-minded prospects with a built-in recommendation.

# 6

## EVENTS AND TRADE SHOWS

An easy way to say thank you or to get your unfair share of attention at trade shows and events is to provide incentives to visitors. And because you're delivering them digitally, you get quality contact information!

# 7

## PRODUCT FEEDBACK

Building great products means getting honest feedback from customers. Getting a customer to take the time to tell you what they like, or don't like, takes time and effort. Reward those that help you build a better experience and build goodwill at the same time.

# 8

## ON-BOARDING & TRAINING

Making new customers successful with your products is the key to their satisfaction and lets your team focus on the next customer. Providing an incentive for completing the on-boarding or training process is an excellent way to keep customer momentum.

# 9

## LOYALTY DISCOUNTS

Making long term customers feel special is part of the overall customer experience. Too often companies take customers for granted, not because they don't care, but because it's often difficult to say thank you to loyal customers. Remember, very often, a discount doesn't reward the person who actually uses a product or service.

# 10

## EARLY RENEWAL

Many products and services provide recurring revenue. Getting a commitment early reduces risk and lets you focus on new customers. It's especially useful in a competitive environment when the competition is after your best customers.

# 11

## BONUS! - ON TIME APPOINTMENTS

The extent and the cost of no-shows are widely studied. From clinics to product training appointments, businesses lose millions of dollars each year with idle staff.

If you're looking for a competitive advantage to help build better relationships with prospects, customers, and partners it's time to take the next step.

Simply send digital gift cards, vouchers and coupons in ways people love to receive them.