THE ULTIMATE HOLIDAY REWARDS GIFT LIST

30 Ideas for Customer, Marketing, and Employee Programs



INTRODUCTION

No matter what field or industry you're in, it's impossible to escape the holidays. So why try? Holiday campaigns can be an extremely useful strategy for lead generation, sales, and customer retention, not to mention employee appreciation. But the traditional gifts of branded swag are so overdone, and in-person appreciation events may be impractical or unpopular, especially considering the COVID-19 pandemic.

This year, spread the holiday cheer with digital rewards instead. They can be delivered easily and instantly worldwide, they can let recipients choose what they want, and they can boost your holiday programs in countless ways. To use them effectively, think about your audience and what the holiday season means for them. For many adults, it means added stress. Surveys repeatedly show that people report higher stress levels during the holidays, exacerbated by work challenges and, now, health concerns. For some departments, this time means leftover budget that they need to spend by the end of the year, or else they lose it. In some industries, it's the slow season, and in others, it's the busy season.

Whether you think your target audience needs to relax, spend extra money, or fill some quiet time, here are 30 creative ideas for using digital rewards and incentives for your employees, customers, and prospects this holiday season.



FOR CUSTOMERS

- Offer a holiday referral bonus. Double your normal incentive (whether it's a digital gift card or points in your loyalty program) for customers who submit a qualified referral in December.
- Give lower-tier customers a one-time-only holiday offer: a \$100 digital reward of their choice if they upgrade by Dec. 31.
- digital rewards for AMC, Hulu, Fandango, iTunes, Redbox, Regal, and other places that let them watch a feel-good film at home or in the theater.

Help customers with their holiday shopping. Send a small thank-you reward for the customer and

Sponsor a customer holiday movie night — BYOP (bring your own popcorn). Offer a choice of

an additional gift card for a loved one. That's one fewer present they have to buy — something anyone would appreciate during the busy holidays.

Recruit members for your community or loyalty program. Invite top customers who haven't

joined yet, with an exclusive digital reward or points bonus if they sign up by the end of the year.

- Already use a points-based community or loyalty program? Create buzz and encourage engagement by putting those digital rewards on sale for the holidays! Instead of a \$25 gift card costing 2,500 points, offer it to customers for 2,000
- Rack up the online reviews, testimonial quotes, and feedback survey responses with a holiday blitz in your advocacy program. Customers who collect a certain number of points in November

and December earn a bonus digital reward.

or Amazon, Walmart, or Target (for anything else).

- Promote your product certifications, customer workshops, and other training programs, particularly among clients in industries that slow down during the holidays, since those people may have more free time. Incentivize them to learn about your new feature or simply improve their knowledge of your product with a digital reward for completing a course.
- Lots of people are getting new tablets and smartphones during the holiday season, either as gifts or because of great sales, so use this time to encourage adoption of your app! Reward customers who install it with an iTunes or Google Play gift card.
- Didn't get organized early enough to get your customer appreciation campaign launched before Christmas? Then take the New Year's resolutions angle instead. Help customers with their goals by offering digital rewards for Nike or Under Armour (for fitness gear), Barnes & Noble (for selfhelp books or guides on new hobbies), Lowe's or Home Depot (for home improvement projects),
- Planning product updates in the near future? Run a "New Year, New Look" campaign to get customers excited. Let them get their own new look, too, by attaching a digital reward for Macy's or Nordstrom.





FOR PROSPECTS

of the year, get a gift reward of their choice. Tap into consumers' generosity during the holidays with a social campaign that offers a \$5

Create urgency for prospects with a year-end BOGO campaign. Buy your product before the end

charitable donation for anyone who signs up for your email list or newsletter. Send them a digital reward that lets them choose the charity that means the most to them.

Launch a holiday campaign targeted at leads that have fizzled out. Offer them a no-strings-

pipeline — by running a "Demo December" campaign. Offer an extra reward for prospects who

- attached digital coffee reward to get your brand back on their radar and build goodwill. Capitalize on the fact that it's a slow time of year for many businesses — and start filling your Q1
- watch a demo of your product that month. Host a holiday-themed webinar that shows how your product can help during this busy time of

year. Send attendees a digital gift card for a holiday-flavored coffee at Starbucks, Panera,

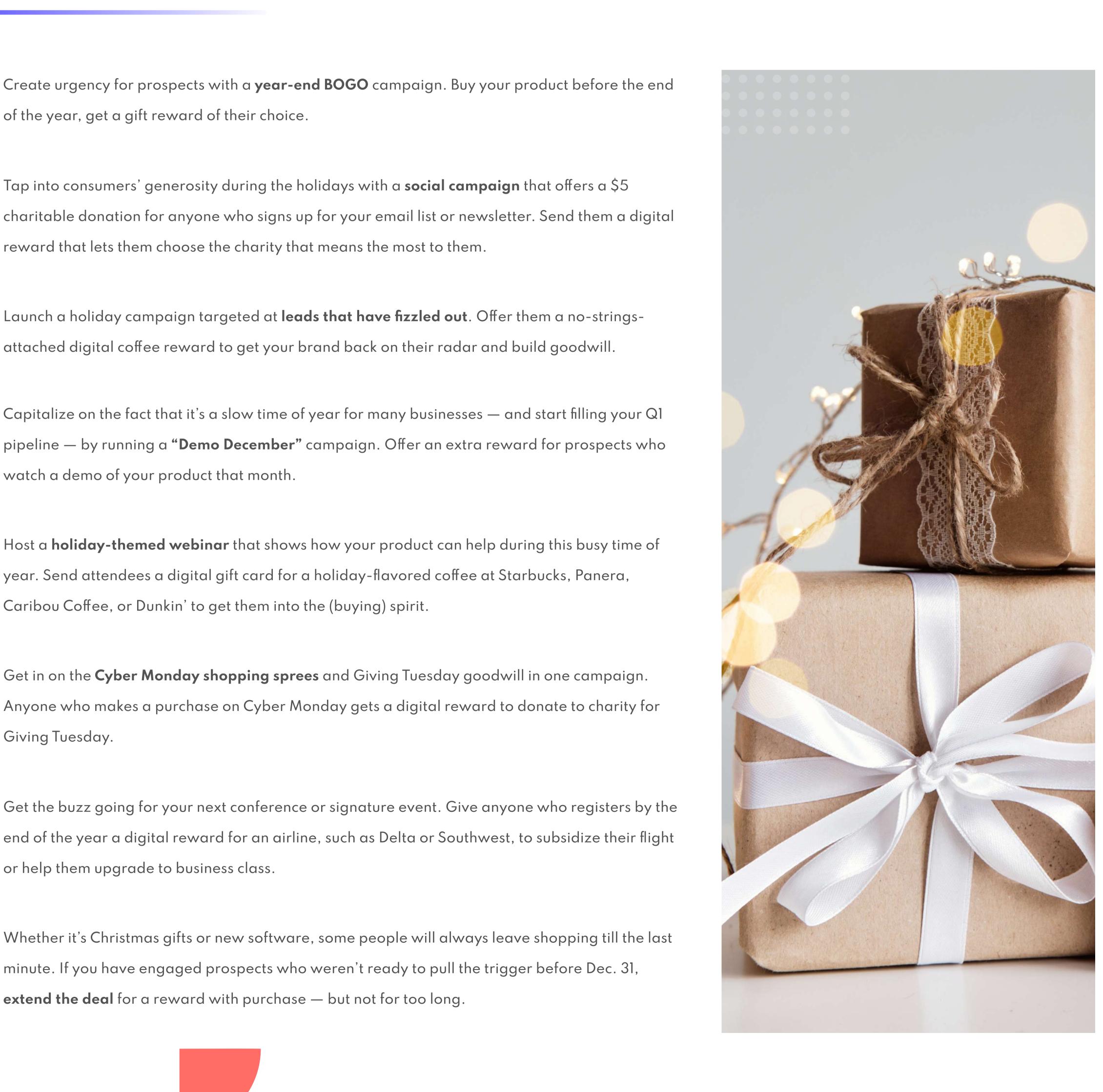
Get in on the Cyber Monday shopping sprees and Giving Tuesday goodwill in one campaign. Anyone who makes a purchase on Cyber Monday gets a digital reward to donate to charity for

Caribou Coffee, or Dunkin' to get them into the (buying) spirit.

end of the year a digital reward for an airline, such as Delta or Southwest, to subsidize their flight or help them upgrade to business class. Whether it's Christmas gifts or new software, some people will always leave shopping till the last

minute. If you have engaged prospects who weren't ready to pull the trigger before Dec. 31,

extend the deal for a reward with purchase — but not for too long.



Throw a virtual holiday party for your global team. Send each person a digital reward for their choice of meal delivery service or takeout restaurant in their country. Ask them to create a custom

holiday background to make the video chat more festive.

FOR EMPLOYEES

Giving Tuesday.

Sponsor a team at the local Turkey Trot on Thanksgiving and offer a \$20 reward to any employee who signs up.

Instead of trophies or certificates, give end-of-year award winners a digital gift card of their

choice. It's easier for you, and they'll appreciate it more. (In fact, 82% of employees would prefer

- to get a gift card from their employer at the holidays, according to Blackhawk Network research!) Since working from home makes office decorating contests impossible, send team members a gift
- card to Wayfair, Walmart, or Target to buy supplies. Then have them share photos of their home office holiday display and let the company vote on the best. Give the winner a Pottery Barn reward to upgrade their decor even more for next year! Everyone knows that a business is nothing without sales. Reward salespeople who hit their
- especially busy during the holidays. You could even plan to do it as a team. It's a win-win: The organization gets extra help, and your employees get a feel-good team-building outing.

Offer a digital reward to employees who take a day or half-day to volunteer with a charity that's

Host a series of lunch-and-learns — but not about work topics. Have a weekend yoga instructor

quotas all four quarters with a digital gift card of their choice.

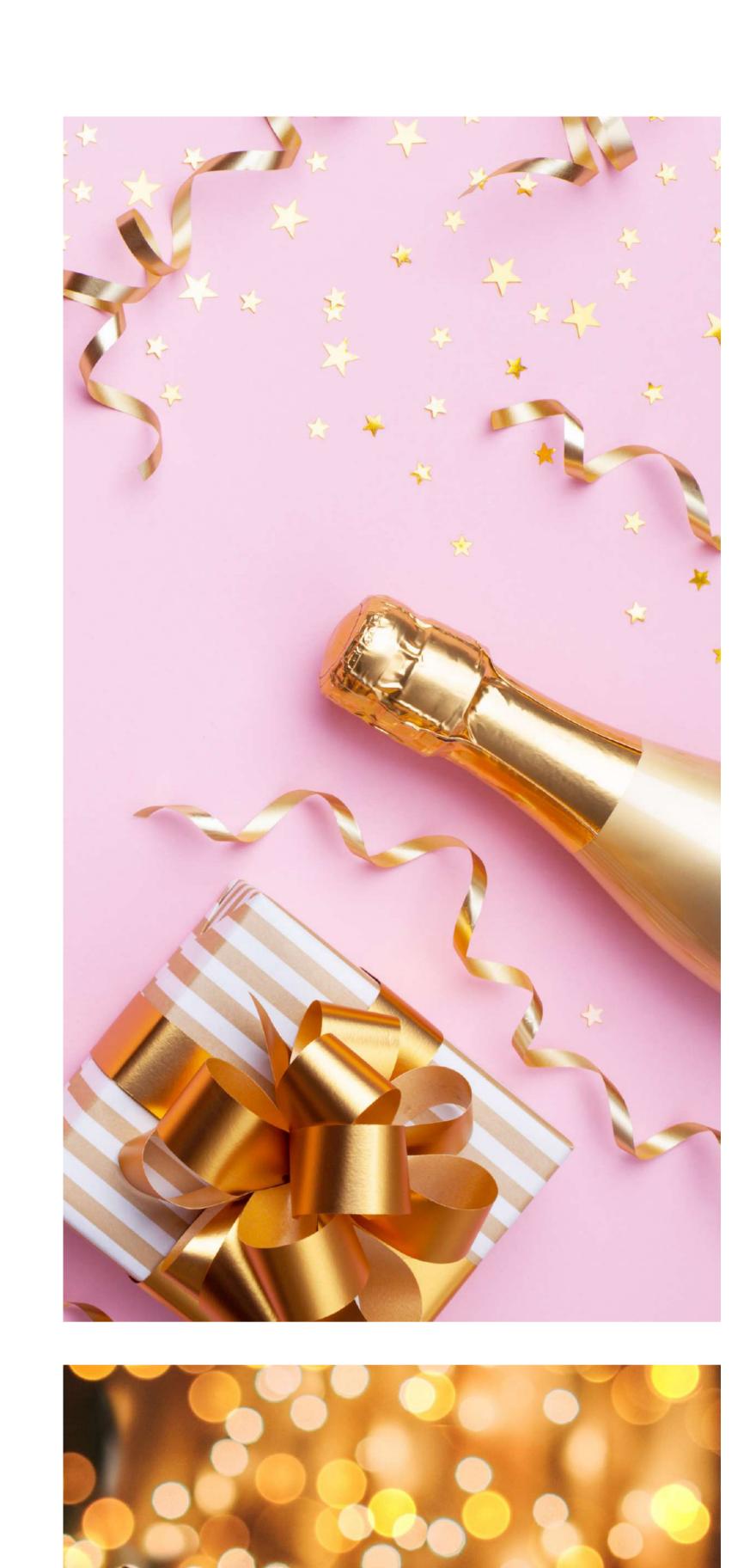
coffee reward for those who contribute a certain amount.

- on your team? Or someone who paints in their free time? Offer them a \$50 digital reward of their choice to share their talent with the team. It's a fun way for everyone to recharge a little, get to know the team better, and learn a new skill.
- If the holidays are your slow season, encourage employees to take the time for career
- digital rewards to those who complete a certain number of courses related to their job.

development. If you have access to LinkedIn Learning or another online training platform, give

Run a food drive or Toys for Tots collection at the office. Incentivize employees by offering a digital

- Show employees that you care about them as people and not just workers. If you're having a holiday party, give everyone a digital Uber gift card so they can get home safely.
- Plan a New Year's fitness challenge, and incentivize participation with a reward for Nike or Under Armour so registrants can get some new workout gear.





Buyer's Guide.

A GIFT FOR YOU, TOO

Once you've planned the perfect holiday campaigns for your customers and prospects or

can help streamline the process, saving you hours of administrative time and giving you

Learn what you should look for when evaluating rewards management platforms in our

the best way to show appreciation for your employees, it's time to determine how you can implement them easily and effectively. A digital rewards management platform like Rybbon

complete transparency into gift redemptions.

