



6 Creative Ways to Celebrate Your Clients

You don't need a holiday or special occasion to show how awesome you think your clients are. Customer appreciation can happen any time of the year. For CEOs, managers and business owners who want to experience continued growth, it's important to remember that clients can either hurt or further your company's success. Making them feel valued and that they matter should play a big part in your company's marketing strategy. After all, the proof is in the numbers:

- 77 percent of consumers like when brands demonstrate their appreciation. (Source: [TD Bank](#))

- 52 percent of customers have switched businesses in the past year due to poor customer service, (Source: [Accenture](#))
- The estimated cost of customers switching due to poor service is \$1.6 trillion, (Source: [Accenture](#))

Celebrating and thanking your customers should rank high on your company's to-do list, and doing so is actually a lot easier than you might think. It doesn't require a lot of overanalyzing or an excessive amount of time. Sometimes it's actually the small, simple things in life that can have the most profound impact on people. To celebrate your clients, follow these easy and effective suggestions below:

1. **Recognize important dates of your clients**

Try showing your gratitude to your customers using fun and memorable techniques. One way to do this is to remember or record important dates of your clients. This can include a birthday, business anniversary or other milestone as it relates to your company. On that particular date, surprise the client with a friendly social media blast on your company page, shoot them a friendly e-mail or text, offer a surprise upgrade or complimentary gift, make a contribution to their favorite charity in their honor, etc. The ideas are truly endless. Just make sure it's timely and relevant, so that the customer knows that your appreciation is directed specifically at them and no one else.

2. **Be genuine and authentic**

Authentic customer service is hard to fake. Customers today have a pretty good sense of what is or isn't "real" and know corporate hogwash when they see it. If your company happens to one day fall flat in meeting a client's needs or expectations, apologize profusely (and mean it!). Offer a discount or agree to a no charge. If a client asks you a question (even a difficult one), be honest with them even if he or she may not like the answer.

3. **Automate card sending!**

Sending a greeting card to your clients has never been easier thanks to [Hallmark Business Connections](#). We simplify the whole process, so you don't have to worry about designing the card, stamping it and mailing it out. Tracking results and making changes are also a piece a cake. With just a few clicks of your mouse, we can help you reach hundreds of clients

instantly and at a time that works best for you. We also enable you with the data and insights to monitor, analyze and measure the ROI of your engagement efforts. When you leave the hard work to us, you can spend more time focusing on your business.

4. Give a special offer or a gift if appropriate for your business

According to [one study](#), 80 percent of consumers say they are more likely to do business with a company if it offers personalized experiences. So how do you provide those personalized experiences, you ask? It's simple. Consider offering clients a \$10 off coupon, a gift card of choice, donation to a charity, etc. We can easily help you make your offers special as well as provide your clients with hundreds of [major-brand gift cards](#) to choose from while boosting your company's response rates without increasing the workload on your end.

5. Consider sending a high quality Hallmark signature card

It's a card that LOOKS like a gift! Sending one to a client in recognition of a big moment for them may seem like a small gesture, but it comes with a big payoff. Remembers a client's birthday or achievement shows you care about your customers not just as purchasers, but as real people. A Hallmark card transforms even the most casual customers into advocates.

6. Just CELEBRATE THEM

It's just as simple as that. Let them know that they are important and that without them your business perhaps wouldn't be here. Sometimes a simple "thanks" is all it takes. So make it meaningful, personal and do it often. You just might be surprised how far one little word takes you.

Let Us Help!

Are you ready to celebrate your customers? Let us help you show them how much you appreciate and value them with our *Hallmark Business Connections*. We have a solution for every company that believes emotionally engaged employees and customers are critical to long-term success. [Click here to contact us.](#)

