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Dishing social media: Gifts your clients won't find boring - by Diana Podaski

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'Tis the season to give back and show your clients your appreciation. This can be done many ways including sending along a reasonable gift. After hours of research, I can safely give some suggestions of items that your clients won't find boring. Note, stay away from the e-card, it's impersonal and nobody likes them unless it's a video possibly including your staff dressed up as Buddy the elf. "What's your favorite color?"

Most importantly, know your target audience and envision them receiving the gift. What can you do to make your gift stand out? Perhaps it's unique packaging with fresh holly on brown paper, or a unique size or something useful that people will use on a daily basis. Next, think how you can extend to campaign by including social media. Put a hashtag in the card greeting so people can share photos and videos of them enjoying or using the gift.

Get nostalgic - Williams Sonoma

'Twas The Night Cookie Cutter Set - \$24.95

Get the family cooking and creating fun experiences together young and old. Great for a cookie contest tied with social media.

<https://www.williams-sonoma.com/products/twas-the-night-cookie-cutter-set/?pkey=cgifts-under-50-dollars&isx=0.1.27100>

Get views and create tranquility - Unique Hand-Crafted Desk Calendar

Calendar by Karen Adams Designs - \$62 retail, bulk discount is \$30.75

Tie this with a peace-themed card that says something like, "May the peace and joy of the season be with you throughout the New Year." It is a high-quality item, uniquely designed and would sit on someone's desk.

For the guys guy that likes the simple things in life - Man Crate

Think golf, beer, BBQ items stuffed in a wooden crate that comes with its own crow bar to open it with a personalized note. Simply the opening of this gift is unforgettable. (Various packages and pricing) <http://www.mancrates.com/gifts-for-men>

Laughable and lovable - Urban Outfitters

Binge-watching survival kit - \$20

We've all been sucked into the Netflix black hole so why not make it even more comfortable. This kit includes all the necessary binge watching accessories. Sure to give your client a laugh and yet you know they will use it and love it.

Comfort tech - Pottery Barn

Wireless Bluetooth Beanie (one size fits all) - \$24.50

A high-end brand that created something cozy but with utility for a reasonable price. Love the one size fits all too.

<https://www.potterybarn.com/products/wireless-beanie-one-size-fits-all-bluetooth-hat/?pkey=cgifts-below-twentyfive&isx=0.0.3000>

Conversation starter - Grommet

Scratch Map - \$24

Scratch the map for the places in the world you have traveled to. This is something fun that people would hang in the office or at their home office and it creates conversation when others come in and see where you've been. It's also fun to scratch the map and the recipient potentially would see it on a daily basis. I also like it because it shows that we aren't afraid to travel.

<https://www.thegrommet.com/gifts/under-50/luckies-of-london-scratch-map>

For the wino - Williams Sonoma

Wine Pump and stopper - \$24.95

Amazing gift for the wine enthusiast or even anyone drinking wine over the holidays. It's of course super useful and keeps bottles fresh for up to three days. I have one and love it and use it weekly.

<https://www.williams-sonoma.com/products/williams-sonoma-wine-pump-stoppers/?pkey=cgifts-und>

er-50-dollars&isx=0.0.8400

Go corporate colors

GurglePot - \$40

I like this idea because it was made to create laughter at the dinner table when you pour the water, there is a gurgling sound that is created and it makes people smile. They come in all sorts of colors.

<http://www.gurglepot.com/shop.html>

Happy Holidays!

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