



# Connect!

REAL RELATIONSHIP MARKETING IDEAS



## Gift Giving is a Solid Strategy



by CHAD RUEFFERT

Intuitively we all know that rewarding our customers with gifts creates positive feelings towards our company or service.

**W**hat you may not know is that there is science behind the intuition that helps prove that gift giving is a solid business strategy to create long-lasting relationships with your customers.

On *PsychologyToday.com*, Susan Heitler, Ph.D., talks about serotonin, the neurotransmitter chemical known as “the happiness drug” and how it relates to receiving a gift.

“Insufficient serotonin levels are associated with depressive states,” says Heitler. “Gratitude is a serotonin booster, so the receiver, feeling grateful for your gift, gets to enjoy the lovely feelings of a serotonin surge.”

Gift cards or gift certificates have the benefit of a double dose of good feelings, according to consumer incentive company *FreeMonee*, because the recipient not only gets a positive mental boost when they receive the card, but also when they shop for or enjoy the final product. “Shopping produces endorphins,

the body’s natural feel-good chemicals. Researchers at the UK’s Brunel University noted that shopping is associated with increased activity in the left prefrontal cortex, a part of the brain that has been linked to pleasure and positive thinking.”

Happiness, pleasure and positive thoughts. That is **EXACTLY** what you want your customer to associate with your name every time they hear it. This moves them beyond the vendor / client relationship into a place where they become active cheerleaders for your business. Reward your customers for their relationship with you and they’ll reward you with repeat business and referrals!

*Chad Rueffert is the president of Braintree Marketing, Inc. and the creator of the From Your Friends Relationship Marketing program.*

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