

Why Customised Gifting is a Game Changer in Influencer Marketing



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I want to talk to you today about a strategy that's not just effective but absolutely game-changing when it comes to influencer gifting: **customized gifting**. If you haven't yet unlocked the power of tailoring your gifts to each influencer, now's the time to start.

Here's why:

1. It Makes Your Brand Unforgettable

When you send a customized gift to an influencer, you're not just giving them something you think they'll like—you're showing them that you've taken the time to understand their needs, interests, and personal brand. This personal touch instantly makes your gift stand out from the hundreds of generic packages they might receive. Think about it: they'll remember you because you've made them feel valued.

2. It's About Building Relationships, Not Transactions

Influencer gifting isn't just about sending free products—it's about creating a meaningful relationship that can lead to long-term partnerships. When you customize your gifts, you're demonstrating that you're in it for the long haul, not just for a quick win. This personalized approach helps you build trust and connection, which is key to turning influencers into true brand advocates.

3. It Creates an Emotional Connection

Customized gifts evoke an emotional response, and we all know that emotion drives action. When influencers receive something that's uniquely tailored to them—whether it's something that fits their personal style, helps them with a specific problem, or simply shows you've paid attention to who they are—they're more likely to engage, share, and promote your brand in a meaningful way.

4. It Cuts Through the Noise

With so many brands sending generic gifts, customized gifting ensures that your product gets the attention it deserves. Influencers are bombarded daily with countless packages, but if yours is special, they'll stop, take notice, and actually want to share it with their followers. This not only boosts your chances of getting featured but also helps you cut through the clutter in a big way.

5. It Builds Brand Loyalty

When influencers feel personally connected to your brand, they're more likely to stay loyal to it—and recommend it to others. Customized gifting is a great way to foster that loyalty, as it shows you care about their individual preferences and needs.

Here are some examples of smaller brands that have successfully used customized gifting strategies with influencers, sending personalized gifts aligned to their interests or even with their names on them:

1. Sugarfina

Custom Candy Boxes for Influencers

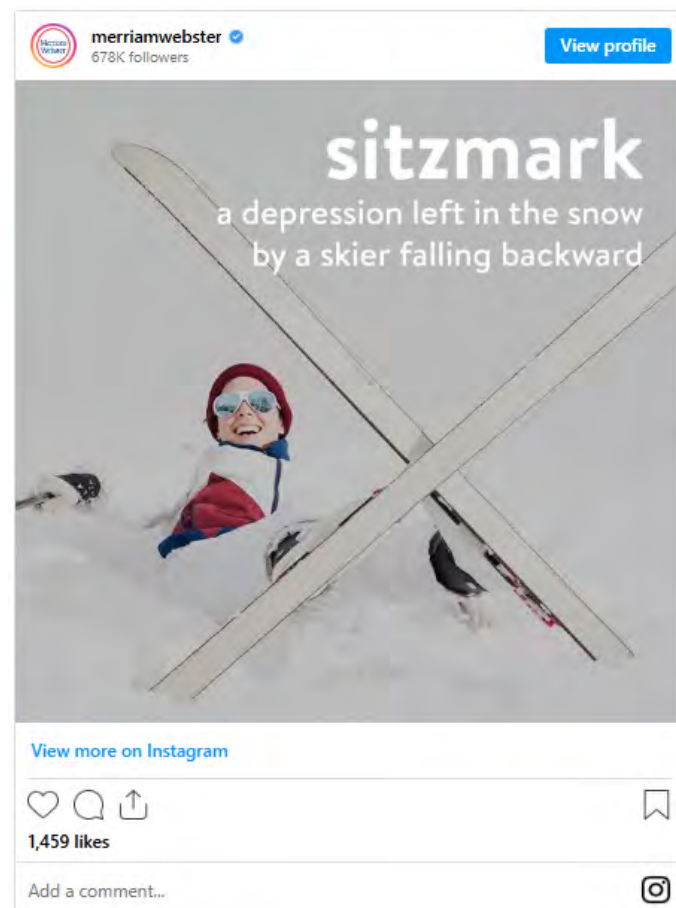
Sugarfina, a luxury candy brand, sends influencers custom candy boxes that are personalized with their names or specific favourite flavours. For example, they sent a custom box filled with a selection of treats to influencer Kristin Cavallari, showcasing the brand's personalized touch. The box was designed with Kristin's favourite candy colours and flavours, and she shared the gift on Instagram, leading to a great buzz and engagement.



2. Toms

Custom Shoes for Fashion Influencers

Toms, known for its comfortable and charitable shoes, has a history of creating customized shoes for influencers. For instance, they sent Shay Mitchell a pair of custom-designed shoes with a personal message. The shoes were created with her favourite colours and style, giving her a reason to post and share the thoughtful gesture on her social media. This personalized gift boosted Tom's visibility and gave a boost to its positive image as a brand with heart.



thoughtful gift sparked conversation and drew attention to Merriam-Webster's brand in a more personal, human way.

4. Blume

Custom Skincare Kits

Blume, a clean skincare brand, is known for sending personalized skincare kits to influencers. For example, they sent Olivia Jade a kit customized with products suited for her skin type, along with a

3. Merriam-Webster

Personalized Dictionary for Influencers

This is a unique case of a small, personalized touch. Merriam-Webster sent Lindsey Vonn, the Olympic skier, a custom dictionary with her name engraved on the cover. The dictionary included words that were meaningful to her, creating an emotional connection. The

handwritten note that spoke directly to her. The kit included products with her favourite scents and colours. Olivia shared the gift on her social channels, helping Blume reach a new audience.



5. Cocoon Apothecary

Personalized Skincare for Eco-Conscious Influencers

Cocoon Apothecary, a skincare brand with a focus on sustainability, sent Marianne, an eco-conscious influencer, a personalized skincare

package. It included products designed specifically for her skin type, and they even custom-packaged them in reusable glass bottles and eco-friendly materials. The gift resonated deeply with her values, and she shared it widely with her followers, bringing exposure to the brand.

6. The Sill

Custom Plant Gifts

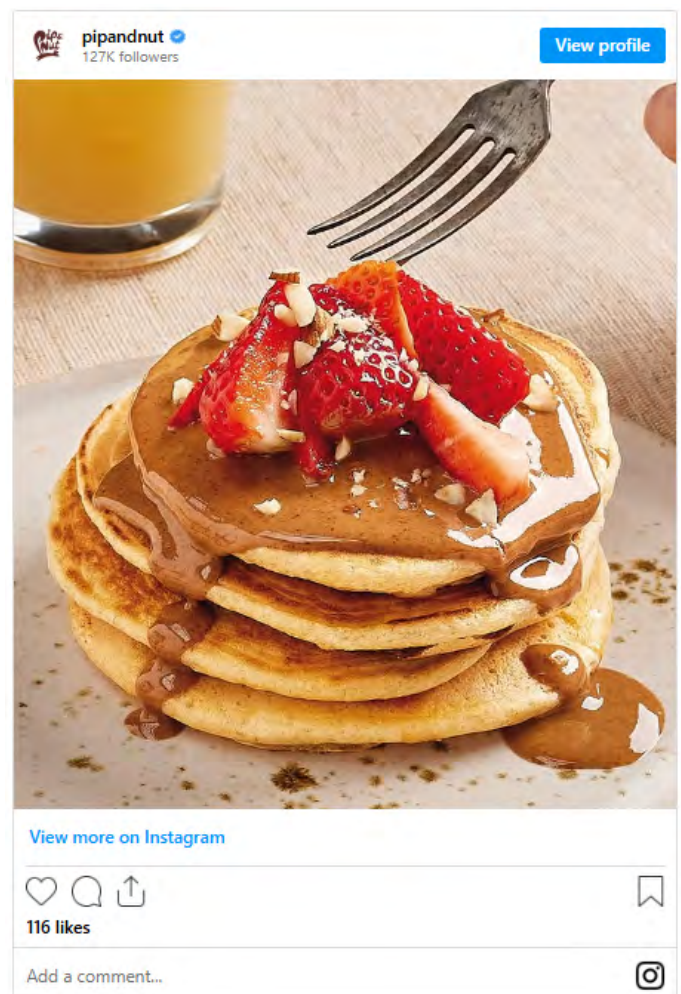
The Sill, a plant shop known for sending personalized plant gifts, has successfully engaged influencers by tailoring plant selections to their unique tastes. For example, Emily Schuman of Cupcakes and Cashmere received a customized plant set that included a personalized pot with her name on it. She loved it so much that she posted it on her Instagram, sharing her excitement with her followers. This simple, thoughtful touch helped The Sill build stronger relationships with its audience.



7. Oliver Bonas

Custom Jewelry for Influencers

Oliver Bonas, a lifestyle and fashion brand, sent a personalized jewellery set to Sophie Hinchcliffe (Mrs Hinch), one of the UK's most well-known influencers. The jewellery set was custom-designed with her initials, making the gift feel extra special. Mrs Hinch shared her custom set with her followers, showcasing Oliver Bonas' attention to detail and helping the brand gain further exposure.



8. Pip & Nut

Personalized Nut Butter Gift Sets

Pip & Nut, a nut butter brand, sent Holly Willoughby, a well-known TV presenter, a personalized nut butter gift set with her name on the jars. They even included a flavor specially tailored to her preferences. This gesture helped Pip & Nut not only get a shout-out from Holly on her social media but also position themselves as a fun, approachable brand that truly understands their audience.

9. Function of Beauty

Custom Haircare for Influencers

Function of Beauty, a personalized haircare brand, became popular by offering custom shampoo and conditioner based on the specific needs of influencers. For example, they sent Jackie Aina, a

beauty influencer, a personalized haircare set with formulas designed for her unique hair type and preferences. Jackie shared her personalized haircare experience, driving brand awareness and showing the customization power of Function of Beauty.



10. Hempz

Custom Skincare with Personalized Scents

Hempz, a skincare brand, created custom-scented lotions and body washes for influencers

like Chloe Moretz. The products were designed with scents that the influencer would love based on her known preferences. Chloe shared the gift on social media, and the personalized touch gave Hempz a more personal, relatable connection with her audience.

These examples prove that customizing gifts to reflect an influencer's personality, preferences, or values can create a stronger connection and result in more impactful marketing. With a little extra effort to personalize your outreach, your brand can stand out and create lasting relationships with influencers.

The results? You're not only getting their attention—you're building a relationship that's going to pay off in the long run.

So, How Can You Start Using Customized Gifting in Your Influencer Marketing Today?

Start by researching the influencers you want to target—what are their personal values? What problems are they trying to solve? Then, take that information and tailor your gift to meet those needs. Make it something personal, thoughtful, and in line with their personal brand.

The Handbook is a perfect tool to help you find the right influencers and send customised gifts that will make an impact.

Trust me, the influencers you're targeting will appreciate it, and it'll set you apart from the competition.

Let's make your brand unforgettable.