

# Play Blueprint: Surprise Gift🎁

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👉 Why Run It: Sending a surprise gift is a great way to create fans.

👉 Who It's For: Business owners, operators, and sales teams who are looking for a great way to “wow!” prospects, clients, and customers.

🕒 Implementation time: 15-25min

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## Play Snapshot

A campaign that remembers and reminds your prospects, customers, and team members of their importance with a free gift is a surefire way to win. By automating the entire process, you never have to remember anything, and your gift can really pay off in terms of higher satisfaction, referrals, social proof, and yes, more sales. This isn't just a campaign about sending a customer a coupon on their birthday, either. There are countless types of gifts – from flowers and brownies to vacations – that can be automated in your business.

There are several ways to run this play, so let's look at the most likely options for success in your business:

**New (and Repeat) Customers:** The idea behind the entire Surprise Gift play is simple – we want to honor our customers with a token of our appreciation. By setting up the campaign correctly, you and your team can automate this completely and capture loads of goodwill from anyone in your target group(s). ]

**Customer Anniversary or Birthdays:** This has been one of the most useful plays in the Keap playbook for years, and for good reason. The simple act – now automated – of wishing someone happy birthday or anniversary carries a lot of positive emotional weight. Just as importantly, this is a critical aspect of nurturing long-term relationships with clients and team members, too.

The best part of these two types of plays is they can both be implemented easily and can run – literally – for years. Once your recipient has their gift, it's also the perfect time to follow up with them for referrals, sales, or just to check in with them. They are going to be very happy to hear from you.

Running this play consists of deciding the type of gift you'll send, creating the proper tags and the fulfillment process, removing the tags and creating the follow up for the play.

**Pro Tip:** It's FAR more effective to have the fulfillment handled by another company that specializes in this type of work. That might be a local florist or other store that will send the gift based on an email from your business or one of countless companies online who can automate and send out gifts ranging from cards to brownies to wine.

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Quick Start Guide 

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Play Action Plan 

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Automations Bank 

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Measuring Success + What's Next 

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