



# A Study on Marketing and Sales Strategies of Nexus Innovative Private Limited in the B2B Corporate Gifting Industry with Internal Recommendations for Marketing Improvement

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## ABSTRACT

The corporate gifting industry has become an important component of business relationship management and brand engagement strategies in modern organizations. This study focuses on analyzing the marketing and sales strategies adopted by Nexus Innovative Solutions Private Limited, a Chennai-based company operating in the B2B corporate gifting sector. The research examines the effectiveness of marketing channels, customer engagement practices, branding activities, promotional strategies, and sales approaches followed by the organization.

The study adopted a descriptive research design and collected primary data from 50 respondents through structured questionnaires. Secondary data were collected from company documents, journals, and industry reports. Analytical tools such as percentage analysis, correlation analysis, and chi-square test were used to interpret the data.

The findings indicate that the company maintains strong relationships with corporate clients, effective promotional strategies, and efficient logistics support. However, areas such as digital marketing adoption and internal communication require further improvement. The study concludes that relationship-

oriented marketing, customization, and technology-enabled engagement strategies significantly influence marketing effectiveness in the B2B corporate gifting industry.

**KEYWORDS:** Corporate Gifting, B2B Marketing, Sales Strategies, Customer Engagement, Branding, Digital Marketing, Corporate Relationships



## INTRODUCTION

Marketing and sales strategies play a vital role in improving organizational performance in highly competitive industries. In the B2B corporate gifting sector, companies depend heavily on relationship-oriented selling, customized engagement solutions, and branding initiatives to strengthen connections with employees, customers, channel partners, and stakeholders.

Corporate gifting has evolved from traditional festive gifting into a strategic business engagement tool used for employee recognition, loyalty programs, promotional campaigns, and customer retention activities. Organizations increasingly rely on personalized merchandise, reward platforms, and customized gifting solutions to improve corporate relationships and enhance brand visibility.

Nexus Innovative Solutions Private Limited operates as a corporate gifting and engagement solutions provider offering employee gifting, loyalty programs, channel partner incentives, and customized merchandise solutions across India. The company also provides sourcing, logistics, packaging, and fulfillment support for corporate engagement campaigns.

This study analyzes the marketing and sales strategies adopted by the company and evaluates their effectiveness in improving customer engagement and organizational growth.

## OBJECTIVES OF THE STUDY

1. To study the marketing and sales strategies adopted by Nexus Innovative Solutions Private Limited.
2. To analyze the effectiveness of branding and promotional activities.
3. To evaluate customer engagement and relationship management practices.
4. To examine the effectiveness of sales approaches toward corporate clients.
5. To identify challenges faced in marketing execution.
6. To suggest measures for improving marketing performance.

## REVIEW OF LITERATURE

### **Tyagi & Rahman (2025)**

The study emphasized that corporate gifting strengthens emotional bonding, customer engagement, and brand perception. Personalized gifting solutions improve stakeholder relationships and organizational loyalty.

### **Kalal & Vidani (2024)**

The researchers highlighted that customization, relationship-oriented selling, and integrated logistics support significantly improve customer satisfaction in the B2B corporate gifting sector.

### **Sudheer et al. (2024)**

The authors concluded that relationship marketing strategies play a major role in customer retention and long-term organizational partnerships.

**Mohammadi et al. (2023)**

The study found that sustainable and eco-friendly marketing strategies positively influence brand loyalty and customer trust.

**Sudheer et al. (2024)**

The authors concluded that relationship marketing strategies play a major role in customer retention and long-term organizational partnerships.

**RESEARCH METHODOLOGY****Research Design**

The study adopted a descriptive research design to analyze the marketing and sales strategies followed by the organization.

**Sources of Data**

- Primary Data
- Secondary Data

**Sample Size**

50 respondents

**Sampling Method**

Convenience Sampling Method

**Tools Used**

- Percentage Analysis
- Correlation Analysis
- Chi-Square Test
- Graphical Representation

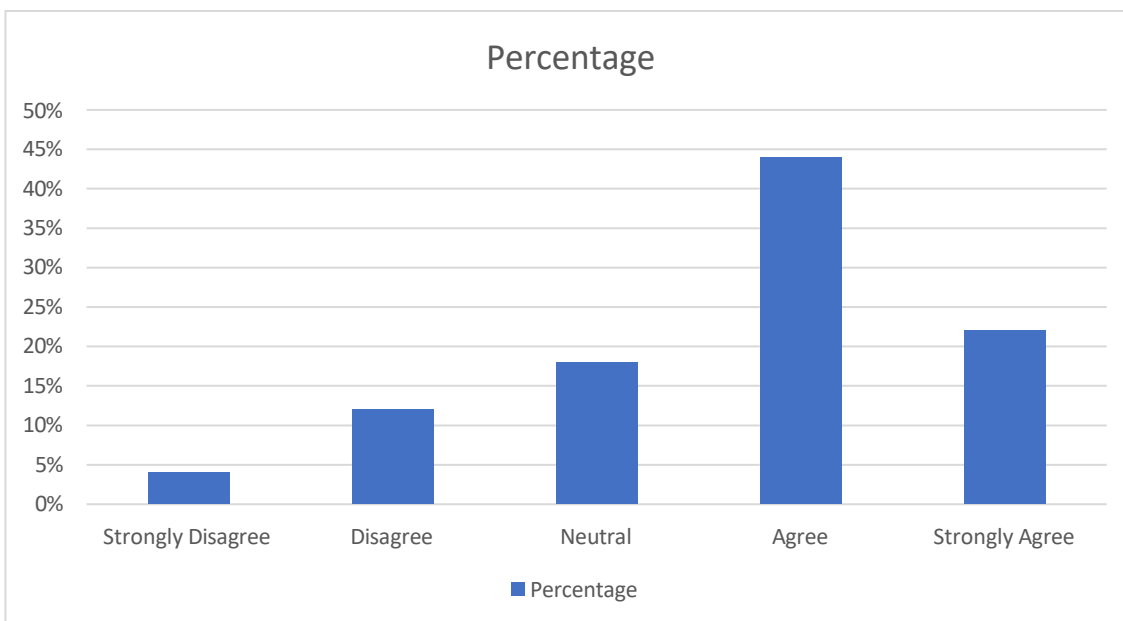


## • ANALYSIS AND INTERPRETATION TABLE 1

### Effectiveness of Marketing Channels

Response	Frequency	Percentage
Strongly Disagree	3	6%
Disagree	7	14%
Neutral	10	20%
Agree	20	40%
Strongly Agree	10	20%
<b>Total</b>	<b>50</b>	<b>100%</b>

**Chart - 1**



### Interpretation

The table indicates that 60% of respondents agreed that marketing channels effectively support customer acquisition. However, some respondents expect improvements in digital marketing performance.



## CORRELATION ANALYSIS

### Pearson Correlation Analysis

Variables	Correlation Value
Internal Communication & Delivery Satisfaction	0.632
Overall Satisfaction & Internal Communication	0.558
Overall Satisfaction & Delivery Satisfaction	0.509
Overall Satisfaction & Promotional Activities	0.506

### Interpretation

The correlation analysis indicates a positive relationship between marketing and operational variables. Internal communication and delivery satisfaction show a strong positive relationship ( $r = 0.632$ ). Overall satisfaction is strongly influenced by promotional effectiveness, client relationships, and operational support.

## CHI-SQUARE TEST

### Hypothesis

#### Null Hypothesis ( $H_0$ )

There is no significant association between promotional activities and overall satisfaction.

#### Alternative Hypothesis ( $H_1$ )

There is a significant association between promotional activities and overall satisfaction.

### Result

The chi-square analysis revealed a significant relationship between promotional activities and respondent satisfaction levels.

Test	Value	df	Sig.
Pearson Chi-Square	17.840	4	0.001
Likelihood Ratio	18.215	4	0.001



Linear-by-Linear Association	12.462	1	0.000
N of Valid Cases	79		

### Interpretation

Since the significance value is less than 0.05, the null hypothesis is rejected and the alternative hypothesis is accepted. This indicates that promotional activities significantly influence overall satisfaction regarding marketing and sales strategies.

### FINDINGS

- Majority of respondents positively perceive the company's marketing strategies.
- Relationship-oriented selling improves customer retention.
- Branding initiatives strengthen corporate visibility.
- Logistics and delivery systems are efficient.
- Digital marketing requires improvement.
- Promotional activities positively influence satisfaction.
- Internal communication impacts operational effectiveness.

### SUGGESTIONS

1. Improve digital marketing activities through LinkedIn and email campaigns.
2. Strengthen SEO and social media branding.
3. Introduce customer feedback monitoring systems.
4. Expand eco-friendly gifting products.
5. Improve coordination between marketing and sales departments.
6. Enhance promotional campaigns during festive seasons.



## CONCLUSION

The study concludes that [Nexus Innovative Solutions Pvt. Ltd.](#) possesses strong capabilities in customer relationship management, product customization, and logistics support, which significantly contribute to customer satisfaction and business performance. The organization has successfully developed effective relationships with clients by understanding their requirements and providing personalized solutions. Its ability to deliver customized products and maintain reliable logistics operations has strengthened its market reputation and improved customer trust.

The findings from the statistical analysis indicate that operational efficiency and internal communication play a major role in influencing customer satisfaction. Factors such as delivery quality, promotional sufficiency, and client relationship management were found to have a significant positive impact on overall satisfaction levels. The company's flexibility in handling customer requirements and ensuring timely delivery has enabled it to maintain competitive advantages in the corporate gifting and printing industry.

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