



Send to Many

# Is Your Shopify Store Ready for Gifting?

FOR FOOD AND SPECIALTY PRODUCT BRANDS THAT WANT TO GROW THEIR GIFTING REVENUE WITHOUT ADDING OPERATIONAL CHAOS.

Practical Guide



## The core problem with gifting on Shopify

Gifting can mean anything from one person sending cookies to a friend, to a company sending a favorite product to five hundred clients in a single order. That range is where the complexity lives, and where a lot of Shopify stores struggle.

Shopify is built around one order, one address. The moment a buyer wants to send to multiple recipients at once, the standard checkout breaks down.

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**Standard e-commerce is built for individual purchases, primarily. Someone selects a product, checks out, ships to one address. Corporate gifting involves sending to many recipients at once. This is a common sticking point across multiple e-commerce platforms.**

— Taylor Clark, Director of Supply Chain, Goode Company

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## Gifting is not a single thing

There are four distinct gifting scenarios, each with its own buyer and its own expectations. Understanding which ones apply to your brand is the first step to building an operation that captures all of them.

### Personal Gifting

Individuals buying for friends, family, or occasions like birthdays and graduations. Smaller orders, but often the entry point that turns a consumer into a corporate buyer.

### Corporate Gifting

Businesses sending gifts to clients, partners, or prospects. Typically large orders, repeat annually, and highly uniform across recipients. Often want customization with logo.

### Influencer & PR Gifting

Brands sending product to creators or media contacts. Smaller recipient counts, but high emphasis on presentation and personalization.

### Employee Gifting

Internal gifting programs: onboarding kits, holiday recognition, milestone rewards. Often managed by HR or office ops, not marketing.

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## Do you have a giftable product?

A giftable product is one where your first instinct after experiencing it is to give one to someone else. That impulse is the foundation of every gifting program. Without it, no amount of tooling or promotion will build the channel.

Two signals consistently show up in strong gifting products: **memorable taste or sensory experience**, and **strong regional or cultural identity**.

Goode Company's [Brazos Bottom Pecan Pie](#) makes an amazing gift because, in addition to being sumptuously delicious, pecan pie is central to Texas identity. Fastachi's roasted nuts work because the product is distinctive enough that recipients want to know where it came from. Félix & Norton's [Magnumm of Cookies](#) work because the packaging is treated as part of the product, and people keep the bottles on their desks after the cookies are gone.

Packaging should not be underestimated. In gifting, the unboxing moment is the first impression is critical and says something to the recipient about the sender. Products that arrive looking like they were bought on a whim don't generate repeat gifting customers.



**The packaging is the product in gifting. You want people to receive it and be wowed.**

— Simon Paquin, COO, Felix & Norton



**A quick test:** Ask yourself three questions.

- Has anyone ever received your product and immediately asked where to order it for others?
- Does your product have a story, an origin, or a visual identity that makes it feel like a statement?
- Could someone send it without a note and still have it communicate something about them?

If the answer to all three is yes, you have a giftable product. The question is whether your Shopify store reflects that.

## The gifting spectrum

Not every gifting program is built the same way. Where your program sits on the spectrum determines what tools, workflows, and team capacity you actually need. Send to Many is built to support all three models, giving merchants the flexibility to grow without switching tools.

SELF-SERVICE	HYBRID	WHITE-GLOVE
<b>Buyer does it all</b>	<b>Buyer chooses their path</b>	<b>You handle everything</b>
<b>WHO:</b> Returning customers, smaller orders, familiar with your brand	<b>WHO:</b> Any buyer, any order size — your site makes both options clear and accessible	<b>WHO:</b> High-value accounts, 1,000+ recipients, long-standing relationships
<b>HOW IT WORKS:</b> Customer uploads their recipient list and checks out directly on your site	<b>HOW IT WORKS:</b> Self-service checkout for straightforward orders; inquiry form for complex ones. The buyer decides.	<b>HOW IT WORKS:</b> Customer sends list and brief; your team manages every step from order creation to fulfillment
<b>YOU NEED:</b> Multi-address checkout, address validation, clear gift message field	<b>YOU NEED:</b> Both paths signposted on your gifting page, multi-address checkout, inquiry form, and bulk upload for your team	<b>YOU NEED:</b> Dedicated gifting rep, bulk order upload tool, experienced staff for custom inserts and artwork
<b>BEST FOR:</b> Brands with high consumer familiarity and a straightforward product lineup	<b>BEST FOR:</b> Most growing brands. Handles the full range without a dedicated team for every order	<b>BEST FOR:</b> Established operations with proven demand and a team for white-glove execution

Most growing brands run a hybrid model. The key is having clear website flows that make both paths obvious to the buyer from the moment they land on your gifting page.

## Three steps to get your store ready


Whether you're preparing for peak season or building gifting as a year-round channel, these three steps give you a working foundation fast.

### 1 Build a single, unmissable gifting page

One page, immediately visible in your sitewide nav, that answers every gifting question a corporate buyer would have: minimum order sizes, customization options, how the recipient list works, and how to get started. Show buyers exactly which path fits their needs, whether that's self-service checkout or submitting an inquiry.

[Campo Grande's gifting page](#) gives potential gift giver's a clear idea of their options

### Choose your Gifting option



**Customer favorite**

#### Bulk Gifting

##### Self-Serve Gift Boxes

Choose from our curated Campo Grande gift boxes and ship to one or multiple addresses in just a few clicks. Ideal for bulk orders that don't require customization.


**Who it's for**

Teams  Clients  Gifting

**Highlights**

Curated gift boxes | Multiple addresses | Personal message per recipient

[CHOOSE GIFTS →](#)



**Custom Gifting Form**

##### Concierge & Fully Customized

Have a more complex order or want a tailored gifting experience? Submit an inquiry and work directly with our gifting concierge to create an order from product selection to delivery coordination.


**Who it's for**

Large lists  White-glove gifting  Complex or custom requests

**Highlights**

Dedicated concierge support | Custom product selection | Multiple addresses | Personalized messaging

[SUBMIT →](#)



**Gift Cards**

##### Let Them Choose Their Favorites

Give the freedom to choose. Campo Grande gift cards make gifting effortless—no shipping logistics required. Recipients can select exactly what they want, when they want it.

**Who it's for**

Clients  Employees  Celebrations & Thank-yous

**Highlights**

Instant delivery | No address collection required | Redeemable on all products | Flexible, last-minute friendly gifting

[BUY A GIFT CARD →](#)

## 2 Streamline your internal workflows

Ask your team: how long does it take to turn a 100-recipient spreadsheet into Shopify orders right now? If the answer is longer than five minutes, that's friction that will quickly spiral out of control during peak seasons. Send to Many handles the complexity of bulk order intake, address validation, gift message assignment, invoice creation, and order generation in Shopify in a single workflow.

When that process is fast and reliable, spreadsheet orders stop being a bottleneck and become a growth lever. The difference for your sales or support team between a 100-recipient order and a 1,000-recipient order should be negligible.

## 3 Add self-service multi-address checkout

When a customer can see on your website that they can check out with 5, 25, or 50 recipients in a single transaction, the bar to placing a large order drops significantly. Self-service checkout is the signal to buyers that you've thought about their needs. Send to Many's checkout app block can go live on most Shopify stores within a day. Orders that might have taken your team several hours to sell and manage can now be handled entirely by the customer. Each recipient order shows up as an individual order in Shopify, ready to flow through your fulfillment workflows like any other order.

[Cutter & Squidge's multi-recipient checkout](#) powered by Send To Many

The screenshot displays a multi-recipient checkout interface. At the top, there is a navigation bar with categories: FATHER'S DAY, BIRTHDAY, Gifts, Cakes, Flowers, Brownies, Afternoon Tea, Hampers, Subscriptions, Wedding, Corporate, and Squidge Society. The main content area is divided into several sections:

- Your recipient(s)**: A list of recipients with their names and a 'Clear all' button. Below the list is a detailed form for 'John Public' with fields for First Name, Last Name, Address, Apartment, Suite, etc., Company, Email, and Phone. There is also a 'Products' section showing 'EID MIXED BROWNIE BOX' and 'SQUIDGE SELECTION BOX' with their respective prices and quantities.
- Saved addresses**: A section with a 'Log in or continue as guest' button.
- Order Summary**: A table showing the items in the order: Eid Mixed Brownie Box - 12 Pieces x4 (£87.96), Mixed Mini Brownie Box - 12 Pieces / Without Gifting Sleeve x1 (£19.99), and Squidge Selection Box - 12 Pieces / Without Gifting Sleeve x1 (£21.99). It also shows Subtotal, VAT, and Shipping amounts.
- Shipping**: A section with a 'Discount code' field and an 'Apply' button.
- Total**: A section with a 'Checkout' button.

At the bottom of the 'Your recipient(s)' section, there are buttons for '+ Add another recipient', 'Duplicate these details', and 'Upload multiple recipients'.

## Bonus

# The Gifting Flywheel

The gifting flywheel is the entire framework you put in place to take customers from a single transaction to multiple transactions, and then to take the recipients of those gifts and turn them into gift givers themselves. It starts with a great product experience: someone receives a gift, loves it, and buys it for themselves. From there, positive feedback from their own recipients builds confidence to send more. Over time, some of the happy gift recipients go from sending one or two gifts to sending hundreds, and their recipients loop back in as new gifters. Each turn of the wheel compounds the last.



**95% of our corporate gifting customers are people who already had our product, tasted it, and then decided to send it to others.**

— Souren Etyemezian, Founder, Fastachi



## Recipient Gets the Gift

A memorable unboxing experience creates an immediate emotional connection with your brand.

## Gifter Scales to Bulk Orders

A single gifter grows into a corporate account sending hundreds of orders annually.



## Recipient Buys for Themselves

The product experience is strong enough that they seek it out independently.

## Consumer Becomes a Gifter

They share the experience with their own network — friends, family, or colleagues.

### 1 Make the brand visible in the package.

Recipients should find you without asking the sender. Include a simple card with your website, even on corporate orders where the wrap carries someone else's branding.

### 2 Treat the recipient experience as part of the product.

From the moment the box arrives to the custom message inside, every detail shapes how the recipient feels. Branded packaging, personalized notes, and clean presentation are the product in gifting.

### 3 Create an easy on-ramp for new gifters.

Someone who received your product and wants to send 10 to friends should be able to do that in just a couple of minutes on your site.

#### 4 Reward repeat gifters.

Corporate buyers who come back year after year have enormous lifetime value. Custom lids, saved recipient lists, and early-season outreach make the repeat experience feel different from the first purchase.

#### 5 Track the moment recipients become buyers.

A simple tag on orders where the customer mentions receiving a gift as their origin is enough to start seeing the loop in action.

#### 6 Don't wait for corporate season to reach your existing list.

Your past gifting customers are your warmest leads. TIP: create a Shopify segment of customers NOT using gmail, yahoo, etc email addresses. These shoppers may already be giving your products on behalf of a company. A campaign to them in late summer, before everyone else is competing for their attention in October, is one of the highest-return actions a gifting brand can take.

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## See how Send to Many works for your store

Book a 30-minute call to see how Send to Many helps you set the right gifting infrastructure so that you can scale it.

[Book a 30 minute demo](#)



**Cam Balzer**

Founder of Send to Many

cam@sendtomany.com

[LinkedIn](#)

Loved by merchants & teams at

*Goode Co.*



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VINEYARDS

**fastachi**

*Gorant*  
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**ONE SKIN**

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