

CASE STUDY:



Marketing Center of Excellence Client:
Consumer Social Media Platform

Unlocking New Opportunities with Appreciation

Summary

Challenge:

Consumer social media platform sales team wanted to build stronger connections with partners and stand out to clients and prospects.

Results:

Their team **increased incremental sales** and **re-engaged relationships where a partner had gone quiet**, bringing back more business when they connected with a Thnks.

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Partnering Manger,
Retail



About Customer

The Consumer Social Media Platform helps you discover and do what you love. Find recipes, style inspiration, projects for your home, and other ideas to try.

Industry:

Technology, Information and Internet

Company Size:

1,001-5,000 employees

Joined Thnks:

March 2020

Solution:

Sales

Challenge

A consumer social media platform's enterprise sales team was looking for a way to stand out when their sales manager found Thnks. They wanted to build connections with prospects and customers, and quickly realized Thnks was a powerful tool to break up the noise of other outreach. A Partner Manager for the Retail industry was part of this initial team sending Thnks. "My clients had never seen anything like this," the Partner Manager says. The impact of showing gratitude immediately strengthened the team's relationships with their customers. When the SVP of Partnerships learned about the tool, he put Thnks in the hands of the entire Enterprise sales team, which later expanded to the mid-market US and Canada sales groups with over 400 team members.

Solution

Thnks has given the consumer social media platform's sales organization the ability to build connections with their clients and has been a powerful tool for re-engaging when a prospect goes quiet. Each group within the sales organization puts their own personal spin on showing gratitude with Thnks. A Sales Manager for Advertising Partnerships for the Fashion vertical leads a team that uses Thnks for connecting with clients and prospects. "It's fantastic not having to ask for addresses. Before the pandemic, we used to bring swag to meetings in person, but now it's so rare to have a whole team in the office. Thnks gives us the opportunity to celebrate and thank our clients without having to be in person." For the Partnering Manager, sending Thnks that are themed on the consumer social media platform's latest trends has been a unique way to stand out to prospects. She also uses Thnks to show appreciation to more established clients, sending something small after every meeting to say thank you and using the platform to send larger items during the holiday season to show gratitude for another year of partnership. A Partner Manager, has also seen success sending coffee and lunches to her clients. "It's a great way to show appreciation for existing partnerships. A personal touch goes a long way," she adds.

The Sector Lead for Emerging Markets leads a large team of Partner and Account managers. He uses Thnks to show appreciation internally to his colleagues at the consumer social media platform. He has found that setting monthly calendar reminders for him and his team to set aside the time and show gratitude to one another has helped them improve their relationships. "Internal partners are so underappreciated, so a coffee and a kind note goes a long way to show that you care," he says. "And as a leader, it's important to me to set an example of gratitude, because it trickles down throughout the rest of the team." He urges his team and any Thnks user to think creatively about showing appreciation internally and externally. "The Thnks platform is so easy to use and has so many options to put a smile on someone's face."



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Sector Lead,
Emerging Markets



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Partner Manager

Results

The Consumer Social Media Platform has seen overwhelming success building relationships and re-engaging with partners throughout the sales cycle. “Not only has Thnks made all the traditional things we do to show appreciation easier, it’s also been great to get us back on people’s radar if we’ve fallen off,” a sales manager said. Check out these incredible success stories from the team!



Another Thnks success story for the books! Our client has been mostly unresponsive and also dark for the entire year. They recently hired a new VP of Customer Acquisition who we tried to get to for weeks - however, unsuccessful. We then sent him a week’s coffee supply via Thnks to help him get through the whirlwind of his first busy weeks in the new role & company. One week later... he not only responded to my next email, thanked us for being supportive and understanding while he was settling in and apologized for not getting back to us earlier - we also have a meeting with him and his team in 2 weeks, **the first meeting the client agreed to in months!**



A brand had been super unresponsive over the previous month since going dark, but **I sent the contact a Thnks to order GrubHub and he immediately got back to me apologizing and with times to connect next week!** Thnks has been so helpful, and I’m excited to keep using it and unlock more opportunities!



I sent a Thnks to a partner to show our appreciation for their partnership. An hour later they came back to us with an additional \$20k in incremental spend for the last day of the quarter. All their incremental spend was supposed to go to a competitor, but that Thnks put us top of mind and they realized they should spread the wealth. Love to see a **\$10 coffee Thnks get turned into \$20k of additional budget!**



We had an account transition to us in Q2 that spent ~\$500/day, but the email contacts were completely unresponsive. In an effort to set up a meeting with the partner for a Q2 recap and H2 pitch, **I sent them a week’s worth of coffee and within 10 minutes they got back to me, for the first time ever.** Direct quote from the partner: “I have dedicated account reps for all the channels we run on and this is the first time anyone has ever done something like this-- thank you so much!”

“Every single time, who doesn’t like a Thnks? Every time you send one, you build the relationship and make someone feel appreciated,” the Sector Lead said. The personal touch of a Thnks goes a long way for showing appreciation to partners, colleagues, and clients, which has clearly helped the consumer social media platform grow their business and stay connected with key accounts. Thnks and the consumer social media platform continue to partner to spread more gratitude and grow business relationships.



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Sales Manager,
Advertising Partnerships