

# Leveraging Gratitude to Save Valuable Hours

CONSUMER SOCIAL  
MEDIA PLATFORM

## Consumer Social Media Platform

Industry	Company Size	Joined Thnks	Thnks Solutions
Technology, Information & Internet	1,001–5,000 employees	March 2020	Sales

## The Problem

A consumer social media platform sales team was looking for a way to stand out when their metrics stagnated. They wanted to build connections with prospects and customers and rebuild lapsed interest. Thnks became a powerful tool for gratitude and value outreach. A Partner Manager for the client initially explored the platform after seeing Thnks’ “Why We’re Thankful” campaign near the end of the year. The Partner Manager saw the opportunity to strengthen partnerships and boost engagement.

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It’s always hard to reengage when we haven’t seen clients in person. Thnks lets us connect and show appreciation without having to be there.

PARTNER MANAGER, SALES

## Solution

Thnks has given the consumer social media platform sales organization the ability to build connections with their clients and has become a powerful vehicle for engaging with new prospects as well. Acting on the enthusiasm from the partnership platform presentation, a Sales Manager for Advertising Partnerships for the Platform said it was easy to point out the use: Thnks for connecting with clients and prospects. Testimonials noted the tangible actions to dissolve pandemic-era uncertainty and strengthen personal bonds, but it’s now a tool embedded into office life.

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As a leader, it’s important to me to set an example of gratitude, because it trickles down throughout the rest of the team. The Thnks platform is so easy to use and has so many options to put a smile on someone’s face.

SECTOR LEAD, EMERGING MARKETS

## Results

### Story 1

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!

### Story 2

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!

### Story 3

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 and 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!

### Story 4

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.

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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.

SALES MANAGER, ADVERTISING PARTNERSHIPS

