

# THNKS

## SAYING THNKS THIS HOLIDAY SEASON

Holidays in this year may be a bit different. Here are some helpful tips to ensure you can still spread your holiday cheer.



### No mailing address? No problem.

With so many people working remotely, reaching contacts at their corporate mailing address isn't an option this year.

Fortunately, **Thnks only needs a valid email or SMS** to ensure your holiday appreciation gets where it needs to.

### 4 Keys for Holiday Appreciation



1

#### Make your list. Check it twice.

Your business depends on relationships, so don't forget anyone important in your holiday campaign. Be sure to include prospects, clients and VIPs alike on your appreciation list.

2

#### Don't wait until the last minute.

The end of the year is hectic enough, so don't procrastinate on your holiday appreciation. Stand out by saying Thnks early in the season, or schedule your campaign in advance so you don't have to worry come late December.

3

#### Send your recipients something they'll truly use and appreciate.

Receiving swag for the holidays is the equivalent of getting socks in your stocking. Your contact will say "thanks", but it'll just end up in the back of their closet. Swag is about you and your brand. Instead, think of something personal to your relationship, or that they'll be sure to use.

4

#### Don't forget your people.

It's especially important to show appreciation to your colleagues, maybe now more than ever. Let your teammates know how much their hard work is valued with a holiday Thnks.

### Need some holiday appreciation ideas?



#### Sweet Treat

Chocolates, cookies, and other goodies are always welcome ways to sweeten the holidays.



#### Get Festive

Help your contacts celebrate with their favorite wine, liquor or bubbly.



#### Keep 'em Warm

Keep your deals warm with a Peppermint Mocha or Hot Chocolate.



#### Donate

Pay the generosity forward with a donation on their behalf.

