

Retailer Enrollment Spikes As Social Media Viewership Swells



ThumbStopper
Brand Manager™



Customer
enrollment page



110%
Dealer Enrollments
Since March 13

The ThumbStopper White Label Experience

Retailer enrollment in ThumbStopper's multi-location organic content distribution programs has increased exponentially during the COVID-19 pandemic.

ThumbStopper.com

In mid-February, a major outdoor power equipment brand launched their brand-specific version of ThumbStopper to their network of independent retailers across North America. As with every delivery of ThumbStopper, the intention was to provide their retailers with a hands-free solution to automate the delivery of branded content to their retailers' social media pages.

No one would have envisioned how important this launch was for their retailers as the COVID-19 situation changed the way consumers do business.

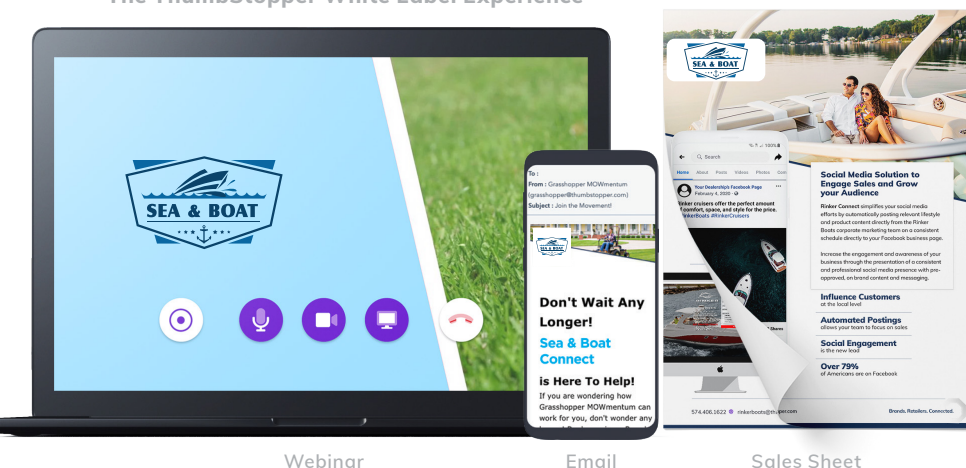
Retailers are struggling with their "new normal" and how to conduct business. This thought-leading brand remained determined to support their retailers, providing a solution to deliver authentic and sympathetic content to their social media pages on a consistent cadence.

The Challenge

The COVID-19 pandemic really began to take shape in late February and by mid-March, was fully affecting individuals and businesses across the country and the world. The brand was uncertain if timing for launching their white-labeled version of the ThumbStopper program was still appropriate and viable given the uncertain times.

The enrollment process launched for some of their dealers in late February, to strong initial success, but the brand considered that pausing future enrollment pushes might be the best course of action for the foreseeable future.

The ThumbStopper White Label Experience



Webinar

Email

Sales Sheet

The Solution

The team at ThumbStopper worked with the brand to adjust the messaging being sent to dealers to ensure they were sympathetic to the current situation.

The enrollment push continued through the typical cadence and is continuing through the publishing of this paper in early April.

The Results

The results speak for themselves. Both the brand and their team at ThumbStopper have been pleasantly surprised by the overwhelming positive retailer response. Retailer enrollment skyrocketed in March and continues as this document goes to print.

Enrollments continue to increase steadily as dealers clamor for support on messaging with their social fans during this time.

Reported initial feedback by dealers enrolling has been enthusiastic and positive, with dealers expressing their gratefulness for the help during these tough times.

“We’re thrilled to be providing this service for our dealer network,” says the brand’s marketing leader. **“We have a strong solution to help support our dealers and ensure that the messaging that is going out on their behalf and ours as the brand they sell is consistent, sympathetic, and encouraging.”**

