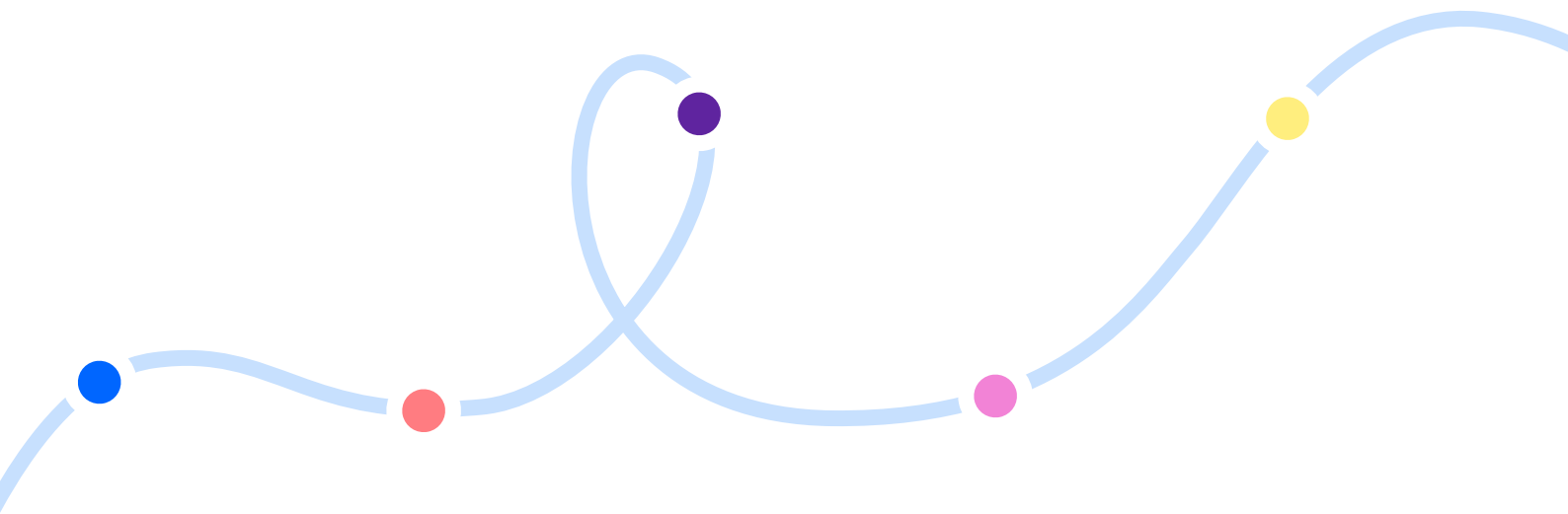




Better together:

Advancing customer advocacy
with **Influitive** and **Reachdesk**





Influitive is your strategic partner in customer marketing. Their SaaS product and professional services help companies discover, nurture, and mobilize their advocates to accelerate sales and increase customer lifetime value.



Reachdesk empowers B2B companies to deliver moments that matter at scale. We help businesses build deeper connections with prospects, customers, and employees through the #1 global gifting platform.

Customer advocacy

This is a commitment to build trust with customers by putting their needs first and working to deliver solutions to their challenges. This in turn encourages them to be loyal and act as spokespeople and champions for your brand.

Advocacy can emerge publicly in the form of social media shoutouts, or privately as referrals. In an age of digital overload, and a growing cynicism towards traditional paid tactics, both are invaluable forms of promotion.

Word-of-mouth marketing results in **5x more sales** than paid media impressions ([Invesp](#))



How Influitive encourages customer advocacy



Discover new advocates

Deepen every customer relationship as you gather zero-party data and learn how and when to engage them on their terms.



Scale the voice of the customer

Gather feedback and testimonials rapidly and create user-generated content that converts – infusing the voice of the customer into marketing materials and sales conversations.



Build a powerful reference pool

Recruit new referenceable customers then leverage their Salesforce integration for an end-to-end solution that matches the right reference to the right opportunity and helps you measure impact.



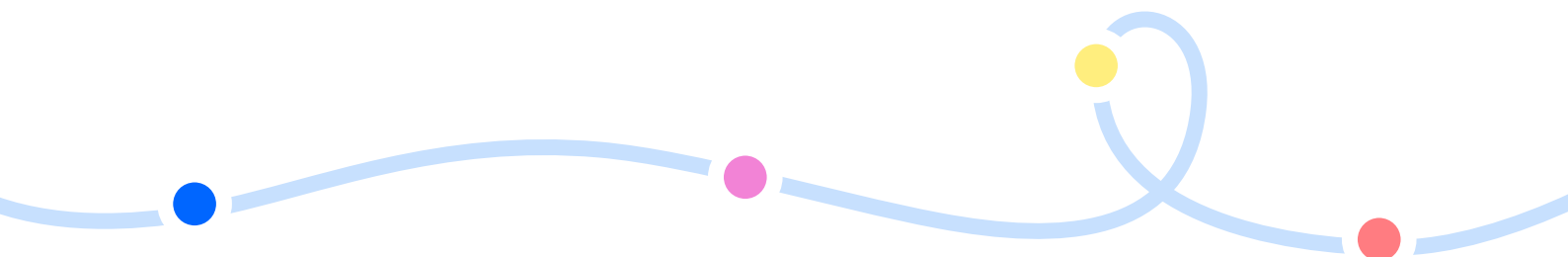
Gather referrals

Members refer their peers directly or share personalized links. Every new referral is pushed straight into your CRM or multichannel marketing hub and members can track each milestone.



Cut through the noise

Bring an advocate megaphone to support your message and your brand on social media, at events, and in the news. Equip yourself with social proof wherever you go.



Advance your customer advocacy

When it comes to customer advocacy, Influitive does the **tracking**, while Reachdesk does the **rewarding**. Linking the two tools can enhance your account-based marketing and customer advocacy efforts.

Here are ten plays you can use to integrate these two platforms:

01 Advocate outreach play



Identify your most active advocates in Influitive.



Use Reachdesk to send personalized gifts or swag to these advocates as a token of appreciation.



Encourage them to share their gift on social media, tagging your company, and spreading the word.

Thanks for all you do when it comes to promoting **[your company name]** and the successes you've seen with us.

We hope you enjoy these **[advocate's company name]**-branded gifts. We believe all great teams need matching kit!

We'd love to see how it looks on socials, so feel free to tag us!

SEND



Gift suggestion:

Branded swag, such as a shirt or hoodie for a specific team.

02 Advocate onboarding play



Use Influitive to recruit new advocates among your customers.



Use Reachdesk to welcome new advocates with a thoughtful welcome package, including branded gifts and an invitation to join the advocate community.

Ready to share the love? You and your team are doing a fantastic job with leveraging **[your company name]**, and we'd love for others to hear about your success!

If you'd be interested in sharing your inspiring journey with others, please join our advocate community and let your fellow users know how to get the most from **[your company name]**. We think your success story will knock their socks off!

Speaking of which, we hope you enjoy your **[advocate's company name]**-branded socks!

SEND



Gift suggestion:
Branded apparel,
such as socks.

03 Event engagement play



Leverage Influitive to identify advocates attending your events or webinars.



Send event-specific gifts or incentives via Reachdesk to encourage their participation and drive event-related activities.

Subject line: See you at **[event name]**?

Are you joining us at **[event name]**?

We'd love to see you there as an inspiring example of how people can hit the road (and their targets) with **[your company/solution name]**.

Events are no fun on an empty stomach, so please enjoy an Uber Eats voucher as a thank-you for helping us on our road to success!

SEND



Gift suggestion:
Uber Eats voucher.

04 Content promotion play



Identify advocates in Influitive who regularly share your content.



Reward them with personalized content bundles, physical assets, or exclusive access to new content through Reachdesk.

Take a break – it's on us!

We noticed your interest in our **[content type] [content name]**. We hope you found it helpful and took away some valuable insights into **[content topic/pain points]**.

As a thank-you for sharing, we wanted to send you more energizing thought leadership that will leave you full of beans.

Speaking of beans, sit back with a cup of gourmet coffee while you enjoy our content!

SEND



Gift suggestion:
Gourmet coffee beans paired with new content.

05 Review and testimonial play



Encourage advocates in Influitive to leave reviews and testimonials.



Send thank-you gifts through Reachdesk for their valuable feedback and reviews.

Subject line: Give us some food for thought!

We want to hear from valued customers like yourself, so that we can continue to improve and optimize our offering.

Click here to leave a review. As a thank-you for giving us some food for thought, you'll receive a voucher to enjoy lunch on us!

SEND



Gift suggestion:

Deliveroo/Doordash voucher.

06 Customer success story play



Identify customers with successful stories in Influitive.



Use Reachdesk to send them a beautifully designed, printed case study featuring their success story.

We noticed you recently achieved **[summary of key achievements]** by using **[your company name]**. Congratulations!

As always, we want to celebrate your wins with you, so we've immortalized your recent successes as something special!

Working with customers like you makes our jobs worthwhile. Would you be open to collaborating on a case study with us?

Finally, we'd like to toast to the future of our partnership, so please enjoy a bottle of fizz, on us!

SEND



Gift suggestion:

Printed case study and personalized champagne/prosecco.

07 Feedback loop play



Solicit product feedback from advocates in Influitive.



Show appreciation by sending them customized feedback forms or surveys along with a gift via Reachdesk.

Hey **[first name]**, tell me more about **[feedback subject]**.

We want to hear directly from you about how we can make your experience with **[your company name]** even better. As a thank you for your time, we want to send you some **[advocate's company name]** swag!

SEND



Gift suggestion:

Branded swag store items.

08 Referral program play



Identify advocates who refer you for new business opportunities in Influitive.



Send referral bonuses or exclusive referral program incentives via Reachdesk.

Subject line: Your experience speaks volumes

Word of mouth is especially important with solutions like ours, which is why we've set up a referral program!

Being introduced to new customers is always music to our ears. As a thank-you for any referrals, we'll treat you to some personalized AirPods!

SEND



Gift suggestion:
AirPods/headphones.

09 Advocate recognition play



Recognize your top advocates in Influitive with badges or statuses.



Send them exclusive, higher-value gifts through Reachdesk to reinforce their status.

Subject line: You're top of the class

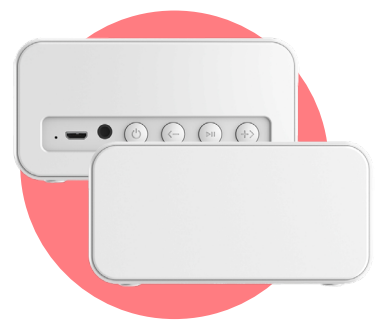
Hello **[advocate name]**,

You're one of our biggest supporters!

Thank you for being such a passionate advocate for **[your company name]**. Word of mouth is a powerful currency, and you've made us feel like a million dollars.

Since you've been making so much noise about us, we thought you'd enjoy this shiny new Bluetooth speaker.

SEND



Gift suggestion:

Marketplace technology highlights, such as a Bluetooth speaker.

10 Advocate recognition play



Create challenges and competitions for advocates in Influitive. This can be used to encourage a wide range of different behaviors, from generating referrals to driving usage of specific product features!



Reward winners with special prizes or incentives through Reachdesk.

Subject line: You're a winner!

Hi **[advocate name]**,

Congratulations, you won our **[challenge/competition]**!

Enjoy your prize – you've earned it!

SEND



Gift suggestion:
Branded goodies from our Merchandise Builder.



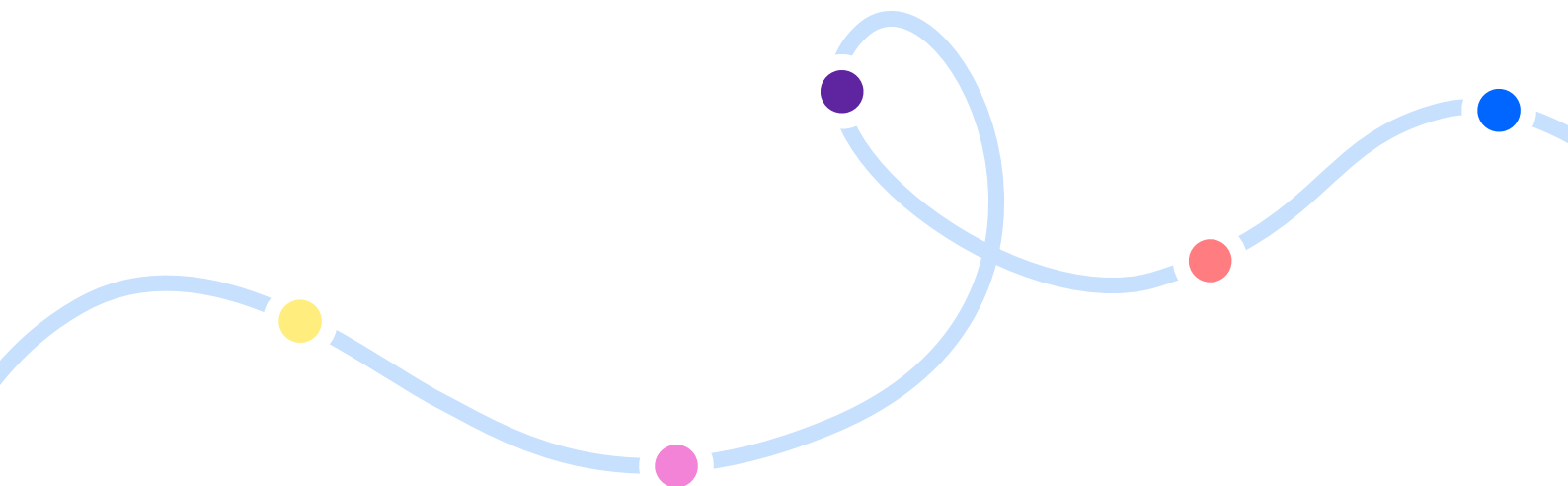
A match made in heaven

These plays leverage the strengths of both Reachdesk and Influitive to foster customer advocacy, engagement, and loyalty.

By combining personalized physical gifts with the power of advocate marketing, you can create a stronger bond with your advocates and boost brand advocacy efforts.

Get in touch with a friendly Reachdesk expert today by emailing hello@reachdesk.com

[Request a demo](#) to find out how Reachdesk can help you deliver moments that matter at scale.





reachdesk.com