



Thumbtack | Launching in the Lone Star State

Thumbtack | Launching in the Lone Star State

CHALLENGE

As an online service that matches customers with local professionals and small businesses, San Francisco-based Thumbtack was ready to launch full force into the Lone Star State. Knowing Pierpont keeps a steady pulse on Texas, Thumbtack, along with our partner Grayling, engaged us to create a market-by-market launch strategy, starting with Austin. This included a multi-pronged approach of event planning and implementation, along with blogger and community relations.

OBJECTIVE

The best way to showcase the varied services of Thumbtack's business partners wasn't just to tell the community and bloggers about these great services, but rather to show them. That's why the first phase of the launch involved hosting an event at the popular South Austin venue, Vuka, featuring local Thumbtack Pros from a variety of service areas, ranging from fitness trainers and life coaches to caterers and dog trainers.

During the event, attendees, along with bloggers and traditional media, convened in a central location to download and test the Thumbtack app. Then they were ready to wander the event for their Thumbtack experience. This included participating in makeovers, guitar lessons, headshots, massages, yoga training, and more—all while enjoying some of Austin's best eats and drinks from local caterers.

APPROACH

Connecting with the Austin Community

To engage with the community further, Thumbtack also sponsored a charity contest asking the Austin area to vote for their favorite organization. Members of the community rallied behind Florence's Comfort House, a non-profit organization focused on serving local children. Thumbtack Pros came together to fix up Florence's Comfort House and Thumbtack planned a

celebration event, inviting local media, public officials, and community members. Pierpont secured high-profile attendees at the event, including Mayor Adler, who addressed the crowd and spent time with Florence and the children.

RESULTS

Through both events, Thumbtack made a lasting impression on the Austin community and helped Thumbtack Pros expand their business across the city.