

LiveHive and Other Bay Area Startups Join Forces to Benefit Toys for Tots

Local Companies Support U.S. Marine Corps Reserve Holiday Program Through #SalesTips4Tots Social Media Campaign

SAN JOSE, CALIFORNIA, UNITED STATES, December 1, 2015 /EINPresswire.com/ -- [LiveHive, Inc.](#), the industry's most comprehensive sales acceleration platform, today launched its second annual #SalesTips4Tots campaign – a unique social media holiday campaign to benefit the U.S. Marine Corps Reserve [Toys for Tots](#) program. For every sales tip tweeted with the hashtag #salestips4tots, LiveHive has pledged to donate a new toy to the Toys for Tots program.

In addition, LiveHive announced that this year it has expanded the campaign and is inviting local startups to participate to increase donations for less privileged children in the Bay Area. The following companies have already committed to a monetary donation or the equivalent amount in new toys to join this year's campaign:

- BigEngage.com
- Datanyze
- JuiceBox Energy, Inc.
- Rule of Three
- Wellocity Wellness

“Last year LiveHive received hundreds of tweets and donated a generous number of new toys to Toys for Tots,” said Suresh Balasubramanian, CEO of LiveHive, Inc. “This year we hope to achieve even more and demonstrate how small companies can make a big difference by working together and tapping into a larger social community.”

“The primary goal of Toys for Tots is to deliver, through a new toy, a message of hope to less fortunate children,” said Staff Sergeant Daniel Little, Santa Clara County chapter coordinator for Toys for Tots 2015. “With a community of businesses joining together to provide support for our program, we can spread that message even farther this holiday season.”

Local companies embrace holiday cause



The graphic features a light brown teddy bear wearing a blue collar and a red patterned tie, sitting on a light blue surface. To the right of the bear, the text reads: "LIVE  HIVE" in black, followed by "Give a sales tip, GET THE WARM FUZZIES" in red, and "#SalesTips4Tots" in red. Below this is a red button with the text "Tweet now" in white. At the bottom of the graphic, it says "Tweet a sales tip with #salestips4tots and support Toys for Tots!" in black.

“Being able to spread holiday cheer is something everyone can support,” said Lloyd Jacob, CEO of BigEngage.com. “BigEngage.com is glad to join the campaign and do more for our local Toys for Tots chapter.”

“We loved the idea of teaming up with other local startups to make a bigger impact this holiday season. Toys for Tots is a great foundation, and we are absolutely thrilled to be involved,” said Ilya Semin, CEO of Datanyze.

“JuiceBox Energy is glad to participate with our local business community to raise awareness – and more toys – for local children in need,” said Neil Maguire, CEO of JuiceBox Energy, Inc. “The US Marine Corps has built a long-lasting and beneficial program with Toys for Tots, and the program has special meaning to me.”

“Toys for Tots relies on the local community for success,” said Hilary Wolfe, co-founder and creative director, Rule of Three. “We’re happy to partner with other Bay Area startups to help make this year’s program even more successful.”

“Wellocity Wellness is pleased to join and help do something positive for the community. This type of campaign also supports our own commitment to enhance employee wellness. Giving back just feels good,” said Suzanne Lai, vice president of sales and customer success at Wellocity Wellness.

The #salestips4tots campaign will end Monday, December 14, with a toy event pickup, including partners and local Marines, at LiveHive’s San Jose offices. Bay Area startups interested in joining the campaign can email jennifer@livehive.com for more information.

About Toys for Tots

The mission of the U. S. Marine Corps Reserve Toys for Tots Program is to collect new, unwrapped toys during October, November and December each year, and distribute those toys as Christmas gifts to less fortunate children in the community in which the campaign is conducted.

About LiveHive

Headquartered in San Jose, California, LiveHive, Inc. delivers a complete sales acceleration platform that empowers sales leaders with deep buyer-based engagement analytic insights into the effectiveness of their team’s sales efforts. With LiveHive’s comprehensive analytics, sales organizations can personalize and automate their follow-up to get more time in the day to focus on building sales relationships and accelerating sales.

LiveHive helps sales leaders get insight into reps’ email, calling and follow-up activity, ramp up new reps to full productivity faster, and ensure consistent messaging across the organization, empowering them to build a successful repeatable sales process. LiveHive’s SmartPath automated email sequencing, and award-winning engagement analytics let sales reps focus on core selling activity and sales leaders quickly understand the effectiveness of their sales teams’ efforts. For more information, visit www.livehive.com and follow @LiveHive.

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