



April Master Class with Melissa Fach
Thursday, April 14, 2016

Crystal Cook: Welcome to the SearchEngineNews April Master Class with Melissa Fach, "Tips on Handling Customer Service Through Social Media." Please type any questions you have in the Q&A Box.

Melissa Fach: <http://www.zappos.com/d/about-zappos-culture>

Melissa Fach: <https://moz.com/about/tagfee>

Melissa Fach: <https://about.twitter.com/company>

Melissa Fach: <http://bit.ly/1KycJ7H>

Melissa Fach: <http://bit.ly/1Q0K32S>

Melissa Fach: <http://bit.ly/1S9oWD5>

Melissa Fach: <http://bit.ly/1VfHaD8>

Melissa Fach: <http://bit.ly/1qeVjn2>

Casey Markee: Hey everyone, if you find something truly AWESOME that Melissa shares don't be afraid to Tweet it out. She is at @SEOAware -- mine is @MediaWyse and of course @PlanetOcean. Use the hashtag #MasterClass

Participant: Will switching on the auto response on Facebook messaging automatically increase response time?

Melissa Fach:

I think that it will help with your response time. I think Facebook wouldn't have made it if they didn't want you to use it. So I think it will be a nice automatic response like, "We'll be back at work at 8 o'clock in the morning." But then you're going to have to respond to it, come back (as a human) and respond to the question fairly quickly in the morning. So before you turn that away button "off", I would see how many messages you have and which ones you need to reply to first.

Casey Markee: Is there any evidence or [have] any studies been done so far that turning on the nice, green messaging light on your page... does that provide you any sort of increase in engagement or in conversion?

Melissa Fach:

Not that I know of, I think it's fairly new to most people and most businesses. And I think businesses are kind of shocked, a lot of them... especially smaller businesses... that this is something that they've got to add to their plate. So I don't think we have enough information on that yet.

Participant: What's your favorite social media management tool?

Melissa Fach:

Buffer; Buffer by a long shot. I'll tell you why, I can schedule everything out (like I like). But I also have analytical data in it that I can compare to Twitter analytics, and what I do is... what I'm finding with both the companies I work for... is that sharing helpful articles and information in the day, I look at the ones that are most successful and I re-share those in the middle of the night, for the European crowd. I actually get more clicks from the European crowd, between 1am and 4am, than I do from the Americans all day long. So, Buffer allows me to see - this did the best, this did the best... so Buffer, by far, is so easy to use. Even if you get the \$10 a month plan, it will make your life a lot easier.

Casey Markee:



Got it, okay fantastic. I don't use Buffer, I basically started using Sprout Social several years ago and just stayed with them. They have very similar... I can manage LinkedIn, Twitter, Facebook, from the same...

Melissa Fach:

Sprout Social is a little bigger and a little more money... for a small business.

Casey Markee:

I think I pay like \$40 a month. What is Buffer, like \$9 a month?

Melissa Fach:

They have a free version, a \$10/month, and then they go up to \$99/month, depending on what you need.

Casey Markee:

Gotcha, so probably the \$10 a month for most people and that's great. So if any of you on the call are on the fence, definitely check out Buffer and of course we have a resource on Sprout Social on SearchEngineNews, as well... that you may want to check out.

Melissa Fach:

One really cool thing I want to mention about Buffer is within the tool, they have Pablo. So say that you're sharing a tweet and you need an image for it, you can create an image for it within Buffer.

Casey Markee:

Ah okay, so you can just design the image directly within?

Melissa Fach:

Yep, you have little options.

Casey Markee:

Do you search a library or are you actually able to control/change the image within that?

Melissa Fach:

I think you can change the image and I think Pablo is free, if you want to go test it out and play with it. But for small businesses, it's a nice quick way to include a nice graphic or a quote or something with the tweet. And we know that images increase engagement. So I really like it, it's my favorite.

Participant: When resources are limited, is it ok just to post and monitor but not actively build community?

Melissa Fach:

Yes, what I would suggest though is if your resources are limited, find things to share that would be very helpful and interesting to people that follow you, that they would share because it increases impressions of your brand. So even if you have nothing to say, if you share a quality article... I'd stay away from politics... but something related to what you do or something that would be helpful to your community or something funny. You know how I got followers on Twitter? Star Wars; Star Wars humor, Star Wars items, I just shared stuff I liked and it's followed me with every brand I've worked for. So you can just share things that you think are funny and not offensive, to anyone. When people retweet and your brand is in there, people are seeing your name.

Casey Markee:

Do you use any content aggregators to pull off what's popular, like Pop URLs or All Top or anything else that's giving you a digest of what's hot on the internet, at any one time?



Melissa Fach:

I'll tell you what, and I hope I'm not offending anyone by saying this. I am extremely particular, because there's this thing going on on the internet that I call content vomiting. Where everyone is just throwing so much content out there, that I can't rely on it being quality or things someone hasn't read 100 times. So I am really picky... I like the website The Verge, because it has technology articles but also cool stuff about Marvel and superheroes.

Casey Markee:

That's a personal favorite as well.

Melissa Fach:

So I have a list of sites that I love: Ad Week, Social Times... there are certain things that I keep an eye on, that I will share. So I would love to share Star Wars for PubCon, but my boss is a Trekkie. I would say just find some things to share that are going to keep you kind of visible.

Casey Markee:

How about lists? Do you use lists a ton on Twitter?

Melissa Fach:

I don't, I might be the only person on Twitter that doesn't use lists. I don't have time. The other thing I was going to mention that I forgot is - I run PubCon all day and I run Authority Labs all day. The way that I do that is I have them in two different browsers, so I never tweet the wrong thing to the wrong company. And so because I have so many browsers up at the same time, I don't have time to totally go through lists. Now one thing I have found is that creating lists and adding people to it kind of makes people feel good, so for a few companies, I have created lists and I have added people... so they kind of feel special because they're on the list. But beyond that, I haven't used it.

Casey Markee: Info on Pablo folks: <https://pablo.buffer.com/>

Casey Markee: Find hot content: <http://popurls.com/>

Casey Markee: Or...<http://alltop.com/>

Casey Markee: <http://www.theverge.com/>

Casey Markee: <http://www.adweek.com/socialtimes/>

Casey Markee: @SEOAware

Participant: Awesome! Thank you Melissa. Great presentation and so much valuable content

Participant: That's great. Thanks Casey :)

Participant: Thanks Melissa!!! AAAA!!!!!!

Participant: Thank you!