

After-Hours Social Media Response: Making Social Media a Success for Your Company



Your customers and potential customers use social media around the clock, 365 days a year. **However, social media teams in most companies only respond to customer social media postings during regular business hours, and usually not at all on weekends or holidays.**

The **busiest activity on social media sites happens after business hours, and on weekends and holidays.** This means many postings to your Facebook page, your Twitter feed, and your other social media sites **go unanswered** until the next morning, or all through the weekend until Monday.

Don't Let **#FAIL** Become Your Online Brand Attribute

A lot can happen on your social media sites when you're not there to respond:

- **Urgent but unanswered questions** from customers related to your product;
- **Important product inquiries** and questions from interested potential buyers;
- **Negative customer postings** of experiences with your product;
- **Erroneous replies or other adverse information** given about your product by social media users on comment threads;
- **Defamatory, libelous,** or obscene postings and comments

The longer these postings and comments are left **unanswered**, the greater the chance they will escalate online, leading to:

- **Dissatisfied customers** who post negative comments about your company's non-response to their problem;
- **Amplified "word of mouth" damage to your brand** from thousands of consumers who read and respond to these unaddressed negative comments;
- **Potential and current customers who "highlight and delete"** your brand as an option or solution to their problem or need, removing your company from any future purchase consideration.

20% visit a brand's Twitter page

(Source: Twitter customer research 2015)

45% take action after seeing Tweets from brand

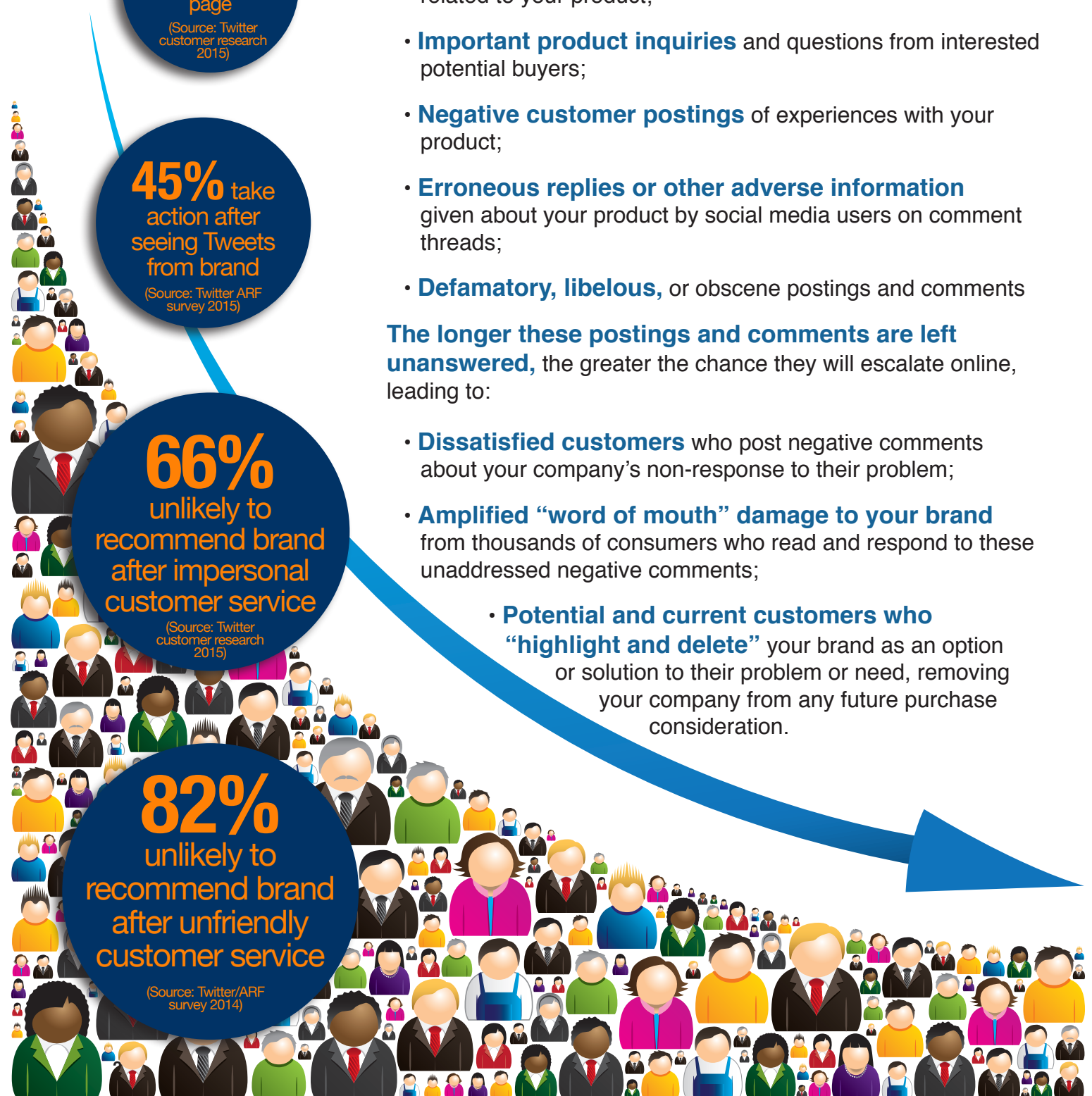
(Source: Twitter ARF survey 2015)

66% unlikely to recommend brand after impersonal customer service

(Source: Twitter customer research 2015)

82% unlikely to recommend brand after unfriendly customer service

(Source: Twitter/ARF survey 2014)



SMRT365: Your Extended Hours Solution For Smart, Fast Social Media Response

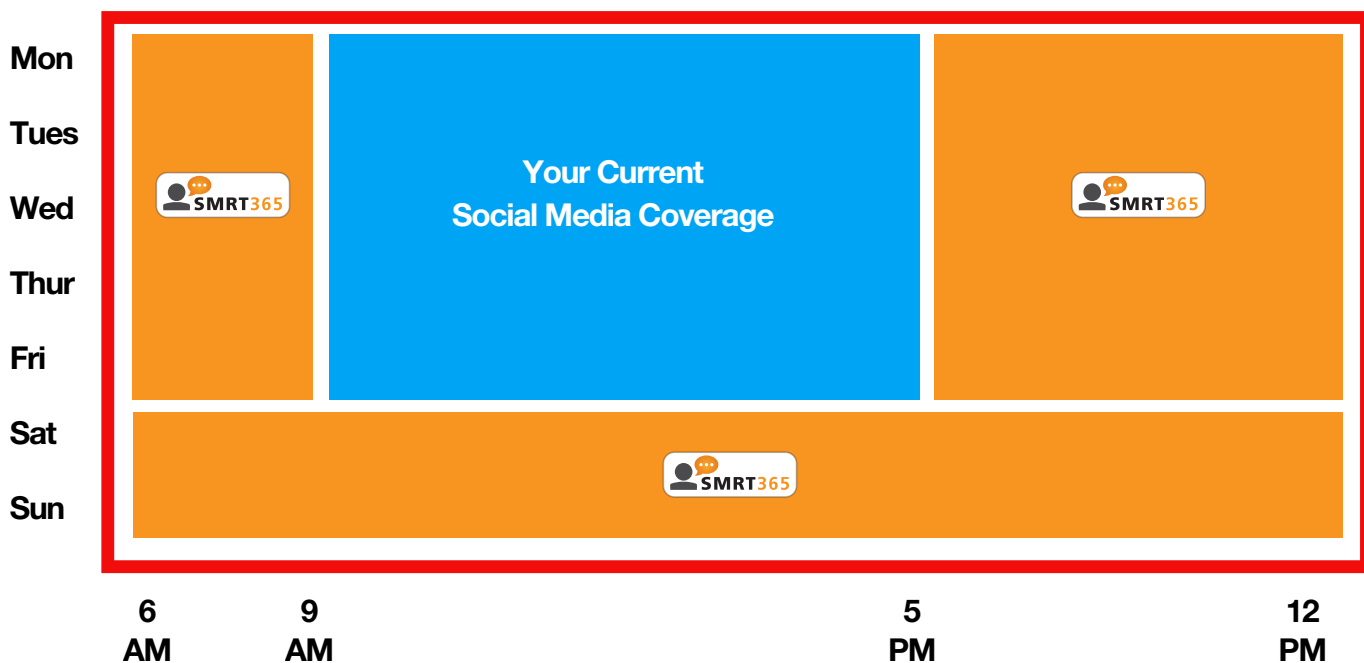
Now you can respond to all customer social media posts on a 365-day basis, and eliminate the risk of unanswered postings damaging your brand.

With SMRT365, you get live off-hours response to all new postings on your company's social media sites, provided by one of our dedicated and experienced social media teams.

For a low, fixed monthly fee, we respond to every type of posting, inquiry, complaint, and brand/product-related comment across your entire social media presence, providing timely response to these important inquiries from current and potential customers.

Are You Covering Your Social Media When Your Customers Use It The Most?

Your customers use social media mostly on nights and weekends—not during regular business hours. With SMRT365, you can now be sure your customers get a response during these evening and weekend hours



How SMRT365 Works: A Dedicated, Experienced Team Working Alongside Your Existing Social Media Team

facebook

Thursday and Friday have 18% higher engagement. Saturday and Sunday have 32% higher engagement.



Best times to post on weekends are 3PM and 9PM.

We work alongside your existing, in-house social media team to provide the additional, **after-hours and weekend coverage you need** to respond to customer questions and inquiries, answer product questions, and respond to all other postings and comments on your social media sites. If your company does not have a social media management team, SMRT356 can create one for your business.

Pinterest

Best days to post are Saturday and Sunday



Best times to post are 8-11PM, especially on Saturdays. Peak time is 9PM.

Our service is designed to work efficiently **within the existing processes** required by multi-department organizations in both regulated and non-regulated industries, and our customers include major brands in the consumer packaged goods (CPG) and pharmaceutical industries.

LinkedIn

Best days to post are Tuesday, Wednesday, and Thursday



Best times to post are 7-8AM, Noon, and 5-7PM. Peak time is 5-6PM.

(Sources: HubSpot, Forbes, Buffer, Huffington Post, Fast Company Q1 2016)

SMRT365 response teams are made up of experienced online community managers, often with specific expertise in your brand category or industry, and always with specific training on your brand and how to monitor and engage with postings in your social communities.

Our after-hours and weekend coverage typically **includes 1-2 reviews each day** of all posts, tweets, and comments on all of your social media sites, including:

- Twitter
- Instagram
- Facebook
- YouTube
- LinkedIn
- Pinterest



Customer service conversations on Twitter:

2014

2016

2.5x Increase

(Source: Twitter Customer Service Research 2015)



We respond to social media postings based on your company's pre-established response policy, or "workflow," a specification which provides details and instructions for handling each type of social media posting or inquiry (if you are not currently using a workflow in your social media program, we can develop one for your company).

This workflow:

- **Organizes social media postings into categories** (product/service questions, customer complaints, customer compliments, critical issues, legal issues, etc.);
- **Provides pre-approved responses** to each type of posting, for our monitoring team to provide directly to customers;
- **Outlines which internal department in your company** should see a copy of any social media post (e.g., customer service, marketing, legal, engineering, etc.) based on the content of the post;
- **Acknowledges that the customer's questions or concerns have been heard** even where no specific, pre-approved response is available, with responses like: "Thanks for bringing this to our attention--we will respond shortly."

Additionally, you can tailor SMRT365 services to meet your specific needs: For example, you can extend coverage into workday hours, or you can focus the scope of our services to monitoring or moderating comment threads. Additional SMRT365 staff can be added as needed to respond to spikes in traffic as a result of news coverage, product recalls, etc.

SMRT365 Response Teams Are Experienced Online Community Managers, Often With Specific Expertise in Your Brand Category or Industry



Customer Social Media Response

25%

punish the company for poor service

32%

want the company to respond to their social media request

53%

learn more about your product or service by going to social media

67%

give recognition for a positive social media customer service experience

(Source: Nielsen McKenzie)

Specialized Expertise and Compliance Experience

SMRT365 team members are all highly experienced in utilizing social media for corporate marketing and customer support purposes, and often we can provide team members with specific expertise in your industry. As needed, we can also add specially licensed or credentialed staff, such as RN's, nutritionists, certified mechanics, etc. to provide enhanced conversation quality in your company's social media communications.

More scalable and efficient than hiring additional staff: Adding internal resources to cover off-hours support requires more than just bringing on a single new headcount. For that reason, scalability benefits are difficult to achieve versus outsourcing the function to SMRT365. In addition, designating SMRT365 as your off-hours social media advocate brings with it increased flexibility by allowing you to adjust service levels as dictated by your customers and not your shift requirements.

SMRT365 is the preferred alternative for clients and advertising agencies that support those clients. We allow you to focus on what you do best, which is creating value for your customers. And we allow advertising agencies to focus on what they do best, which is communicating that value.

Experience with your company's social media software platforms: SMRT365 teams are fluent across a wide variety of enterprise-level social media communication management systems, including Spredfast, Radian6, Hootsuite, Sprinklr, and many others.



Benefits of Off-Hours Social Media Response to Your Company

Making your social media presence as responsive as possible to the needs of your present and potential customers, whenever they visit your social media sites, provides your company with significant benefits:

- **Higher customer loyalty:** Customer satisfaction studies have shown that when brands respond promptly to their customers' social media postings, customer loyalty increases dramatically, with some results as high as 186% over average response;
- **Higher sales and shorter sales cycles:** When potential buyer inquiries are answered promptly, any time of day, important questions are answered and objections are overcome, which shortens your company's sales cycle and increases the likelihood of higher sales;
- **Improved brand perception:** A positive customer experience from a social media interaction with your company is often shared and communicated with

Our Customers Include Many Major Brands in the Consumer Packaged Goods and Pharmaceutical Industries





**Customer Loyalty
Increases Dramatically
When Brands Respond
Promptly to Their
Customers' Social
Media Postings**

thousands of others online, adding to customer good will that improves your company's reputation;

- **Reduced liability risk:** When important customer questions are answered promptly, and there is a documented procedure and pathway for addressing key customer questions about product uses and potential risks, your company's overall liability risk can be reduced.