

The Automated Reply

A great thing to do on your Twitter a/c is to set up an automated reply. This gives you a chance to interact with your new followers and no-one slips through the net and gets ignored.

As usual, there are right ways and wrong ways to do this, so let's have a look at both so there is no doubt in your mind about how to go about doing this.

Below you will see a small selection of the automated replies that I received overnight, have a look through and then we'll dig a little deeper... oh, and to protect the 'victims' of my tutorial, I have covered their names and avatars.



██████████ Thank you for following me. I will follow you back. Get hosting for \$0.01 first month using discount coupon "404PAGE" <http://bit.ly/1xWOu9>

about 2 hours ago



██████████ I do not send sales links as a welcome & hate to get them back! Do you hate them too?

about 3 hours ago



██████████ Hi - thanks for following. Looking forward to your tweets! Have a blessed day!

about 3 hours ago



██████████ Hi there thanks for following me: •Want To Learn How Twitter Pays My Bills Every Month? Look... <http://bit.ly/4QGxLm>

about 6 hours ago



██████████ Thank you for following- if your on facebook I'd love to connect there also <http://bit.ly/anA3e9>. Hope you have a scentsational day!

about 7 hours ago



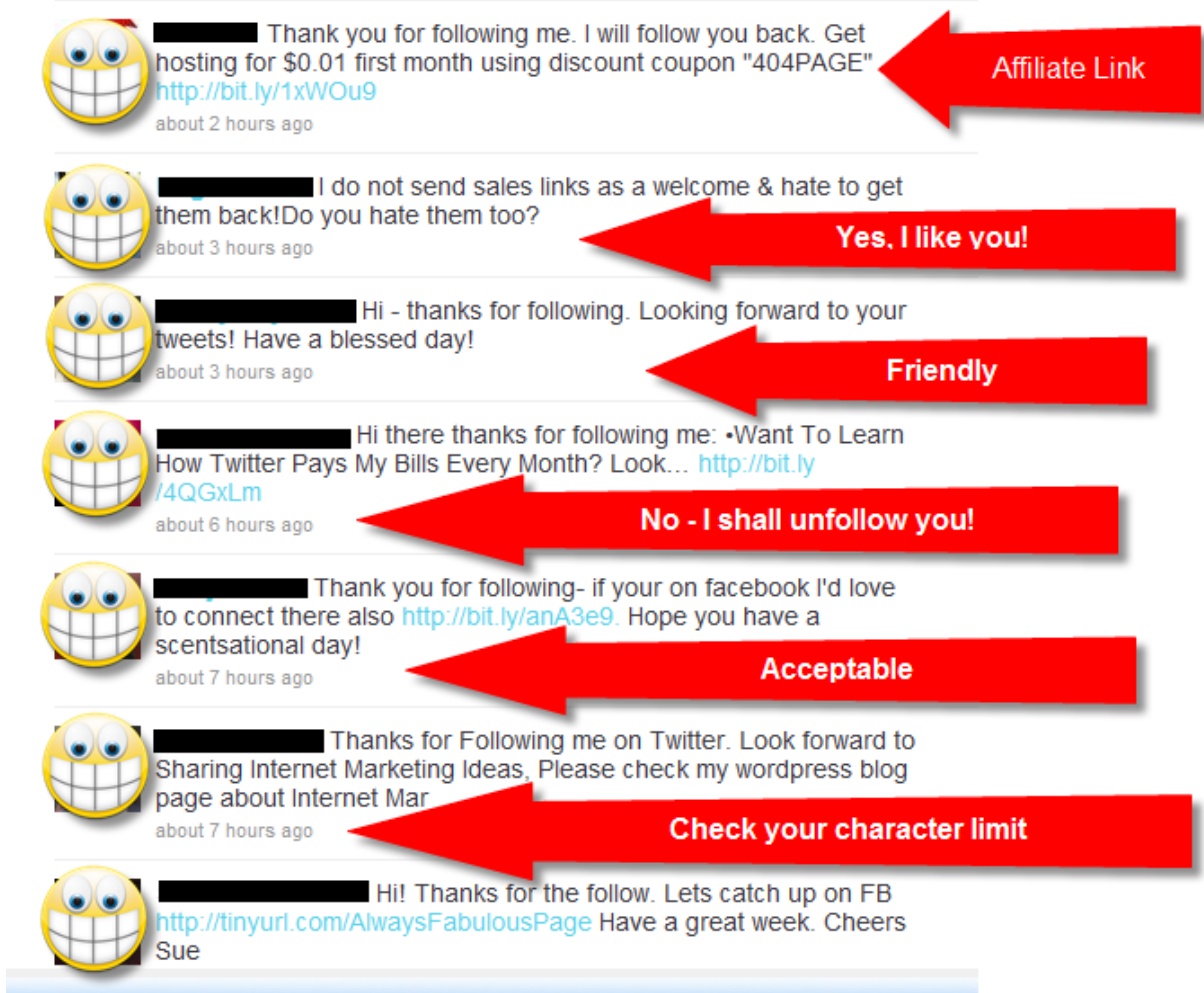
██████████ Thanks for Following me on Twitter. Look forward to Sharing Internet Marketing Ideas, Please check my wordpress blog page about Internet Mar

about 7 hours ago



██████████ Hi! Thanks for the follow. Lets catch up on FB <http://tinyurl.com/AlwaysFabulousPage> Have a great week. Cheers Sue

So, here we have the same image below, but as you can see, I've added some notes. Did it match up with your thoughts on the subject?



The image shows a vertical list of seven tweets from a user whose name is redacted with a black box. Each tweet is accompanied by a yellow smiley face emoji. Red arrows point from the tweets to red labels on the right side of the image:

- Tweet 1: "Thank you for following me. I will follow you back. Get hosting for \$0.01 first month using discount coupon "404PAGE" <http://bit.ly/1xWOu9>" (about 2 hours ago) → **Affiliate Link**
- Tweet 2: "I do not send sales links as a welcome & hate to get them back! Do you hate them too?" (about 3 hours ago) → **Yes, I like you!**
- Tweet 3: "Hi - thanks for following. Looking forward to your tweets! Have a blessed day!" (about 3 hours ago) → **Friendly**
- Tweet 4: "Hi there thanks for following me: •Want To Learn How Twitter Pays My Bills Every Month? Look... <http://bit.ly/4QGxLm>" (about 6 hours ago) → **No - I shall unfollow you!**
- Tweet 5: "Thank you for following- if your on facebook I'd love to connect there also <http://bit.ly/anA3e9>. Hope you have a scentsational day!" (about 7 hours ago) → **Acceptable**
- Tweet 6: "Thanks for Following me on Twitter. Look forward to Sharing Internet Marketing Ideas. Please check my wordpress blog page about Internet Mar" (about 7 hours ago) → **Check your character limit**
- Tweet 7: "Hi! Thanks for the follow. Lets catch up on FB <http://tinyurl.com/AlwaysFabulousPage> Have a great week. Cheers Sue" (no time shown)

You'll notice everything from affiliate links to 'get rich quick' messages. I had one that made me chuckle yesterday, it said something along the lines of;

"Do you want to know how you can get 16,000 followers in less than a week?"

It was sent from someone who had less than 1,000 – I found it quite amusing!

I follow people within my niche because the best way to gauge what someone is like and to make new connections – is to follow them. But, if the first thing that I receive from them is a sales pitch – I'm outta there.

Why?

Because I know that this person and I are on a completely different wave-length, developing a relationship on those grounds is never going to work out, so I split. Time is precious and I don't like to waste it.

Plus, and more importantly, I like to be treated in the same way as I would treat others. I wouldn't dream of sending a sales pitch as a thank you to someone who has chosen to follow me, so I don't see why I should have to tolerate it from others.

If someone has enough interest in you that they follow you – it's a great honour. They have effectively opted in to what you have to say – you didn't **hard sell** them on it – they **chose** to do it off their own back – so why on earth would you want to make them switch off?

I hope that makes sense to you.

So, what kinda things should you have in your automated tweet?

Think about what you would respond to yourself and don't write any old nonsense in there, think about it as it's an important first impression.

Offer value first – **give!**

And by that, I don't mean a discount voucher to your product – it's still selling, even if you feel it isn't. Twitter is social platform; it's a way for faceless companies to connect with their audience, so make sure that you come across as a person and not a 'company'. You can be a person *representing* your company – but at the end of the day you have to be an individual.

I will give you some examples below that you can tweak for you own use. But first, do you want to know what I have in my automated tweet?

Hi, I appreciate the follow! I hope my tweets will be of use to you. Do you blog? @webmums me with it & I'll swing by. nikki@webmums.com

This is my current message and it's been working out really well for me. I've had a lot of personal contact from people who have been sending me links to their blogs and I do go and check them out and let them know that I have. **I do it because I am genuinely interested in them.**

I like reading other peoples blogs, I like promoting other peoples products and companies where I see fit and I really like helping other women (and men) succeed in their online business – and I can tell a lot from the blog!

I also include my email address but it isn't necessary, in fact I am toying with the idea of removing it and adding something else – it's good to test out different messages to see what works best for you.

If you are stuck on what to write, then consider variations of the following;

“Hi there, thanks for choosing to follow me on Twitter. I look forward to connecting with you”

“I'm really thrilled that you chose to follow me, thanks for taking the time to do that, I'll be looking out for your tweets”

“Thanks for the follow – I'm wondering if you have a blog? I like discovering new ones, so let me know & I'll check out yours”

I think you get the idea? **It's not about you** – it's all about them.

Some Points to Remember;

- Don't go over the 140 character limit – it will cut off the end of your message and look unprofessional and lame.
- Don't ever, ever, ever try and sell them something.
- Don't send them to a website, if they want to visit your site, they will visit your profile page and click through from there.
- Don't send them offers, discounts, vouchers/coupons etc
- Do engage with them and be thankful that they chose to follow you on Twitter

So, now that you know what to send in your automated message, let's take a look at how we set this all up.

First of all, head on over to <http://www.socialoomph.com/>

If you haven't already, set yourself up an account. You can watch the accompanying video within this module to find out how to set up your a/c and your automated tweet.

Social Oomph is choc full of information and services, so watch the video to learn about it in more detail.



If you are enjoying the FREE Twitter course on Web Mums, why don't you share it with your own followers? Send them to:

<http://su.pr/1J2sil>

Where they will be able to register for their own free course – please don't share your login details, many thanks,

Nikki Backshall & Diane Stafford

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