

# FACELIFT CLOUD MODERATION

## PRODUCT SHEET





## ALWAYS IN DIALOGUE WITH YOUR CUSTOMERS – MINIMAL RESPONSE TIME VIA ONE CENTRAL INBOX!

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### Everyone has their favorite social media platform for talking about your brand

The number of monthly social media users worldwide is expected to reach 3.43 billion by 2023. 57% of consumers will follow a brand to learn about new products or services while 47% will follow to stay up to date on company news. Prioritizing and replying to hundreds of messages can be difficult without help. With Facelift Cloud, you can easily track, organize and respond to your community with a unified inbox for all social media channels.

### Be close to your community and be responsive

Community management allows your business to obtain feedback and gather ideas from your customers and audience members through real conversations. Learn about your customers and what they want, expect, and need in terms of content, products, services, and support. Everybody should deliver quick answers and work together as a team, so the customer isn't kept waiting. Software helps teams to talk about each conversation and request information from other departments if necessary.



## Be authentic and save time with predefined responses

Since community management requires so much thoughtful interaction, listening is crucial. You need to be authentic when managing any type of community to make sure your members feel valued.

Facelift Cloud Moderation offers time-saving functions to help you give the correct answer. Response templates are the easiest way to save answers for comments and questions that show up often. You can save standard answers here and use placeholders to fill in the first or last name of users automatically. These templates will be separated by your own team structure.

Even when your community managers don't have the perfect answers, you can support your team with the discussion section. Simply ask another team member in Facelift Cloud for help or forward the comment or private message to a colleague via email. Everyone can answer those mails to help you make your customers happier faster.

People want brands to offer social media customer support. One billion messages are exchanged between people and businesses every month on Facebook Messenger. With Facelift Cloud Inspector, you won't miss any conversations with your fans. No matter which team member sent a recent response, you can see all earlier conversations and comments.

## Stop checking all networks individually – use one central Inbox!

Everyone has their favorite social media platform for talking about your brand, and the challenge is in figuring out which ones. Facelift Cloud, with its unified Inbox, holds all messages, comments, and reviews across all social media profiles. Filters, sorting, team assignments, and custom inboxes help you organize your day-to-day workflow and find the relevant content.

Everyone knows their responsibilities thanks to either automatic or manual assignments. It's easy to work in your personal inbox while also checking all other team members' inboxes, too.

Tags and keywords make it easy to analyze topics or recognize critical messages fast.

To make sure your inbox only contains relevant comments or messages, you have the option to auto-resolve them with either only mentions or emojis.

## Make your community management workflow easier with Facelift Cloud

Mastering community management doesn't come easily – it requires patience, self-development, and a deep understanding of your target audience.

However, with Facelift Cloud Moderation and the help of automatic assignment, custom inboxes and responsibilities for each social media profile it will feel like a daily smooth flight through the jungle of your social community.

## Perfect fit for small and large teams

Community management is important for every company size. You can get to inbox zero with 1-3 colleagues or even create big teams, organize who handles which social media channels, and work together on hundreds of profiles. Facelift Cloud Moderation will fit your size and support you to focus on the most important comments, messages or even mentions.

### New Features



Custom Inboxes



Filter



Mentions



Tags



Moderate Facebook and Instagram Ads



Mobile App



WhatsApp Business

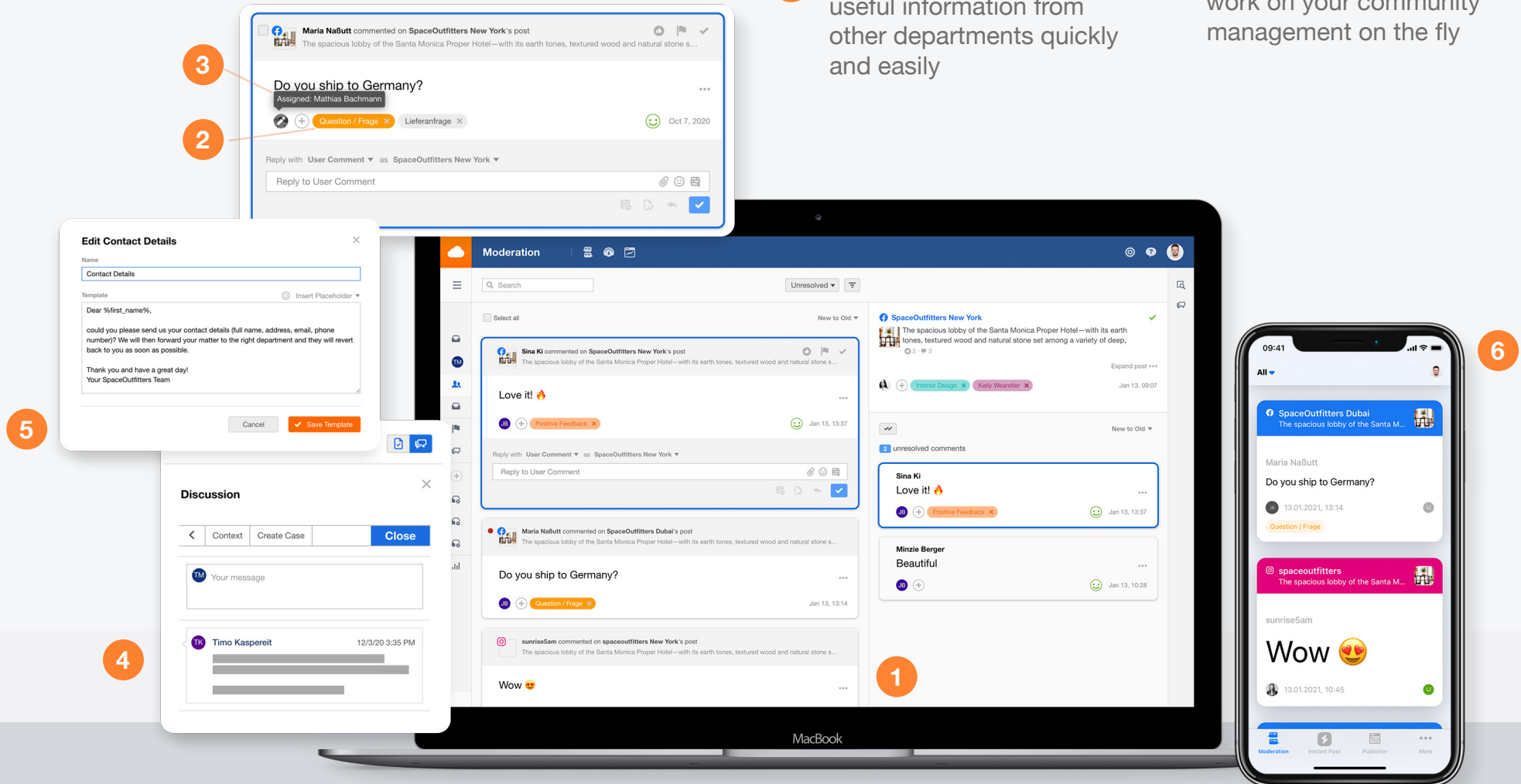


Team Performance



# KEY BENEFITS OF FACELIFT CLOUD MODERATION

- 1 Unified inbox that holds all messages, comments and reviews across all social media profiles
- 2 Automated tag system that organizes your messages into categories
- 3 Manual or automated assignments for organizing responsibilities
- 4 Integrated chat to get useful information from other departments quickly and easily
- 5 Respond even faster with response templates for the most asked questions
- 6 Our mobile app lets you work on your community management on the fly





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## THE LEADING **ALL-IN-ONE** SOCIAL MEDIA MARKETING SOLUTION

Facelift Cloud is a multi-certified software solution featuring all components for professional social media marketing. This tool is ISO 27001 certified and thus meets the highest IT security standards.

With over 250 employees and more than 2000 global customers, Facelift offers the world's leading technology for social media marketing from Europe.

Facelift is part of the official Facebook Marketing Partner Programme as well as the Instagram Partner Programme.

Learn more

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