

Color-Coding in Social Inbox

Monitoring Twitter can seem like trying to drink from a fire-hose at times. It's tough to know who to respond to and how to best allocate your time. By infusing social monitoring with information from your contact database, HubSpot's Social Inbox can help you become more efficient at social monitoring and elevate the people who matter most to your business. We do so with simple color-coded indicators, here's how it works:

<p>NO COLOR CODING This person is not yet a contact of yours.</p>	 <p>Kieran Flanagan @searchbrat</p>		<p>RT @TechCrunch: The Yahoo Board Has Approved A \$1.1 Billion Cash Acquisition Deal For Tumblr, WSJ Reports tcm.ch/12Mf5VL by @drizzled</p> <p>4 hrs</p> <p> Email</p>
--	--	---	---

If someone does not have a color line next to their profile, it means that they are not yet in your contact database. *Best response:* Even though they're not yet a contact, their tweet indicates that they have an interest in your company or keyword, so why not engage them with a reply and send them to a landing page with related content so they can convert into a subscriber or lead.

<p>ORANGE The tweet is from a contact of yours.</p>	 <p>Anand Rajaram @anandrajaram FOLLOWS YOU</p>		<p>Nice analysis of the recent iPhone ad anand.am/12I4KPU</p> <p>50 mins</p> <p> Email</p>
--	--	---	---

If someone has an orange color indicator, it means that they are in your contact database. They could be a subscriber, lead, or opportunity, but bottom line – they're engaged in your company's customer lifecycle. *Best response:* Click on the mention to see what stage of the lifecycle they're in and who from your company is the lead owner. Tailor your response to their interests and experiences or forward their mention to the relationship owner of that contact.

<p>GREEN The tweet is from a customer of yours.</p>	 <p>Dharmesh Shah @dharmesh FOLLOWS YOU</p>		<p>RT @MikeMcDermont: "If a picture is worth 1000 words, a prototype is worth 1000 meetings" @ideo</p> <p>18 hrs</p> <p> Email</p>
--	--	---	---

If someone has a green color indicator, it means that he or she is a customer of yours. *Best response:* According to Gartner Research, failure to respond via social channels can lead to up to a 15% increase in churn rate for existing customers. We advise using the green color-coding to prioritize your customers, respond to them first and make sure any customer question or concern gets an answer

<p>GRAY The tweet is from a possible contact.</p>	 <p>Kipp Bodnar @kippbodnar FOLLOWS YOU</p>		<p>YouTube Makes Some Videos 'Shoppable' and Other Marketing Stories of the Week bit.ly/111xEbj</p> <p>7 hrs</p> <p> Email</p>
--	--	---	---

Gray means that while you don't have this person's Twitter handle on file, you do have someone by the same name in your contact database. Clicking into the message and choosing "identify this contact" will then bring up a listing of people from your contact database with the same name. If it seems like there's a match, click update. The color-coding will change to represent the lifecycle stage of that contact and their related contact information will be appended to the tweet.