

The **NMS** Newsletter

Equip Your Business
With This Tool and Boost Your
Marketing Technique Today!

August 2021

 **New Media Services**

WE'RE HALFWAY TO 2022 NOW!



Are you done overhauling your marketing strategies?

Not yet?

Well, in that case, we might be of help!

Gear your business to withstand the dynamic tides of the market with our finest business outsourcing services.

Customers are our lifeline as businesses, and it can't be changed. As such, nurturing them should be your number one priority!

Two of the most refined services you can employ if you want higher customer retention and acquisition are:
Live chat with ticketing system and **moderation services!**

EVER TRIED PAIRING LIVE CHAT WITH YOUR SUPPORT TICKETS?

Experience an organized user help desk like never before!

It is not too late to fuse support ticket solutions with your live chat setup. There is a distinct difference in customer satisfaction. It effectively reduces the stress levels of your live chat operators. Also, the inclusion of automated replies also helps ensure that the ticket created from agent-to-customer interaction ensures you can track customer concerns better.



The benefits of having a live chat function with support ticket solutions include:

Real-Time Replies

When using live chat, you are able to talk to your customers in real-time. When they send you a message, you have the capacity to reply on-the-dot. Consequently, it increases satisfaction rates since customers get replies from either operators or AI-powered responses. Creating a customer ticket becomes faster and your support reps will find it less of a hassle to follow-up details even with a dramatic increase in message volumes.



Encompass Time Zones

Unlike email that is asynchronous, you reply at your own convenience. If a customer is from a different time zone than yours, it might take hours before you can address them, thereby decreasing your brand's efficiency. Live chat is the best tool for you to handle your international market and provide tickets for faster tracking.



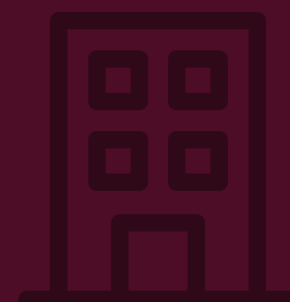
Reduce Repetition

This is especially true with support tickets because of its tracking ability. Chatbots can be tasked to handle similar or repetitive concerns, thanks to features such as messaging logs that enable your human and AI operators to check previously recorded data for reference.



Report Building

Employing live chat services paired with support ticket solutions strengthens the rapport between you and your customers. This is true because customers feel valued due to the fast replies of AI. Then an operator answers after a few minutes to answer their concerns.



Two-Way Convenience

Both you and your customers are kept happy because it does not take you forever to reply. They receive answers while you track how many more also need help with their concerns.



To cut it short, you need to incorporate accessible communication channels to lessen the tendency of putting customers on queue. More importantly, it adds a modern touch to your services, as it implies you are well-equipped to keep up with the evolving market.

Now that you've gained some valuable tips on how to assist your customers with a higher level of competence, it's time to shift the focus on enhancing your branding strategies.

Have you heard of influencer marketing?

It is a strong asset to your marketing plan aside from your live chat—support ticket tandem.

INFLUENCER MARKETING IS THE NEW THING, YOU KNOW.

Have you tried collaborating with an influencer?



If you have not yet, this is your sign to do just that.

Influencers are a strong asset to your pre-existing marketing ads because people gravitate towards people with status—individuals with a significant level of social power. Influencers have merit for, well, influencing people because of their massive number of followers. Employing their undeniable impact to promote your products or services will likely attract more target audiences to check out what you have in store for them.

Finding the balance between what you already have and incorporating a charismatic spokesperson for your brand is the most viable option to prep your business for influencer marketing.

Let's explore 5 impeccable tips to help you incorporate influencers into your marketing plan:

Get Your Priorities Straight

Have a clear notion of the results you want to see. Highlight your core goals before selecting an influencer. Your marketing goals should consist of smart ways to improve your brand's current status on the corporate landscape, such as boosting awareness, extending audience reach, improving sales & lead generation, and/or establishing brand identity.

Choose the Right One

When searching for an influencer, don't message every influencer you find. Rather, find the one that can synergize with your brand's vision — someone whose main interests are aligned to your industry. This way, it is easier to build a professional relationship and create a fruitful communication to ensure that these brands, accounts, or people can maximize all your features and resources. Also, it increases the possibility of reaching a broader range of target audiences.

Know Your Campaigns

Having a concise road map on your future actions is crucial to know the type of influencer you should select. See to it that your campaigns are directly related to the type of influencer you want to collaborate with.

Maximize Social Media

Social media is the perfect spot to find the right candidate who will help you kickstart your new and improved marketing campaign. With features allowing you to sift from one profile to another, discovering a suitable 'face' who can resonate with your niche becomes easier. Instagram and Twitter offer unlimited access to different niche-related topics through their search & explore feature. Don't forget #hashtags, as these can prove useful!

Know Your Campaigns

One of the best and easiest ways to find the perfect influencer to promote your brand is to look on search engines like Google. To make this work perfectly, you need to be as specific as possible with your keywords. This is especially important if you're searching for a local influencer. "Surfing influencer" is far different from "Surfing influencer in Melbourne".

NOT ALL HEROES WEAR CAPES



Where there's an influencer, there's a basher. It's just the way it is.

These individuals would comment on the pages of your chosen spokesperson to wreak havoc and discredit you for the hard work you have done.

This is where content moderation enters the picture.

Content moderation aids you in your brand protection by filtering negative and unsavory comments, including spam, scams, and hate comments from trolls.

Check out our dependable line of moderation services:

Community Moderation

Our efficient moderators are geared to monitor the behavior of your online community members. We see to it that everyone is posting relevant, wholesome, and genuine threads to ensure a peaceful, troll-free online community.

Forum Moderation

Backed with revolutionary profanity filters, we guarantee that your online forum is safe from abusive, offensive, and outright explicit content posted by trolls, spammers, and other hostile users.

Image & Video Moderation

Reduce the exposure of your end-users from sexual, gory, abusive, offensive, and other inappropriate multimedia content with our image and video moderation services.

Profile Moderation

Get rid of those pesky phishers and scammers with our profile checking and verification expertise. Foster a peaceful platform away from the threats of toxic users.

Social Media Moderation

Protect your online credibility with 24/7 social media moderation. Our services guarantee reinforced safety and protection against online trolls trying to destroy your well-preserved reputation.

User-Generated Content Moderation

Handling multiple channels online? Gain optimum protection against malicious user-generated content. We employ flexible screening, assessing, and moderating processes to handle all sorts of user-generated content!

Website Moderation

Our moderators are hands-on in maintaining your website's credibility. We ensure that your website is free from typos, unnecessary multimedia content, false reviews, malicious links, and other factors that can derail your online success.

Get your platform moderated today and strengthen not only your brand integrity but also your influencer's credibility with our moderation services for every platform. Moderation safeguards both your brand and the influencer you choose to collaborate with.

Thanks to moderation, say goodbye to the online trolls and spammers and wave hello to authentic interaction and messages from genuine fans and leads.

WHY CHOOSE NMS?



Driving Efficiencies and Growth for Your Business is Our #1 Priority.

New Media Services pledges to give flexible, tailor-made solutions to aid in the growth and success of numerous businesses. From customer support and virtual assistants to content creation and moderation to social media marketing, web design, and development, NMS's lineup of BPO solutions is designed to meet big and small resource and manpower demands.

***Have a campaign or project not covered by our list of services?
Contact us and we'll be more than happy to make an assessment!***

Contact Us

OUR CUSTOMIZABLE OUTSOURCING SOLUTIONS:

MULTILINGUAL CONTACT CENTER

Deliver accessible customer care and assistance with advanced platforms for Call Center, Email Support, Live Chat Operators, Escalation, Customer Support Tickets and Refund Management.

CUSTOMER SUPPORT SERVICES

We cover General and Technical Support, Sales Support, Inbound & Outbound Customer Service, Setup & Provisioning Services, and Advanced Customer Support requirements.

CONTENT CREATION AND PRODUCTION

Our seasoned content creators aim to maximize your digital presence while helping make your products and services be known across the internet.

ONLINE MODERATION

Employ our online moderation expertise that help regulate content in text, image, and video formats on online communities, social platforms, dating apps and websites.

LIVE CHAT OPERATORS

Save more on operational costs. Enable 24/7 availability for your customers and convert visitors into patrons with the help of skilled customer support operators for live chat.

BULK SMS

Need a convenient and cost-effective way to promote your products? Our Bulk SMS platform allows you to disseminate promos and relevant info about your business.

IT SUPPORT PLATFORMS

Ready-to-Integrate and customizable platforms designed to execute simple to complex functions for your service needs.

WEB DESIGN & APP DEVELOPMENT

Have visually fluid and functional designs along with reliable and stable systems uniquely designed and programmed just for your business and target users.

VIDEO PRODUCTION AND ANIMATION SERVICES

Video production and animation services help enhance your digital advertising and branding strategies. Employ the creative genius of our resident animation and video production experts.

WE LOOK FORWARD TO BECOMING A PART OF YOUR BUSINESS' SUCCESS!

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