



**Panchero's Webinar
Questions & Answers
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**How To Build a Fan Base 1 Burrito at a Time
Reid Travis**

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Pancho's Webinar - Questions & Answers

1. What's the best way to handle upset customers who are venting via social media?

- a. Trevor: I recently hosted a SCB Webinar titled: "WestJet - A Social Media Success Story" as an example of how brands can implement strategies to deal with crisis management situations. You can access the webinar replay and presentation slides here: <http://socialconnectblueprint.com/westjet-webinar>
- b. Reid: Most of the experience that I've had dealing with negative feedback is customers that may have had a poor experience in the restaurant. Generally, I prefer to take the conversation offline as a first resort rather than addressing people through public channels.
- c. Reid: When those people contact me via email, I have them address the problem in detail and then direct their concerns to the appropriate department (sales, marketing, pr, etc). If it's a small enough problem, I'll address it directly with the appropriate person internally and attempt to solve it as quick as possible.
- d. Reid: With crisis management, it all comes down to timing. You should try to respond to someone's concern in a timely manner (less than 24 hrs)
- e. Reid: So, there are three key points. 1. Take the conversation offline 2. Be extremely timely with your response 3. Have good follow up

2. What social tools do Pancho's focus on and why?

- a. Reid: We chose Twitter, Facebook and a Blog as our main social communication channels because they have the largest user base that fit our demographic
- b. Reid: We wanted to take a very conversational approach to social media and those platforms allow us to do this.
- c. Reid: We have a presence on Squidoo and Foursquare, but we consider those more of a niche following, rather than a mass appeal.

3. I have a reunion planning and genealogy business. I would like to know what social media would be best for my business.

- a. Reid: Search the web (Google) for keywords related to your industry to see where people are talking about your topic of interest.
- b. Reid: Setup accounts on any platforms that you may be interested in and start listening to what people are saying and try to provide value in the way you communicate with those communities.
- c. Trevor: Find blogs and forums that are focused on your industry and follow the users on Twitter, Facebook and via RSS to find out where there are opportunities to add value.

4. **What's really the best way to gain followers while still trying to stay focused on what your business is all about?**
 - a. Reid: 80% of the time I try to be conversational while 20% of the time I try to push the business side of things.
 - b. Reid: One piece of advice would be to look at your own profile once in a while and check out the last 50 Twitter tweets. And, ask yourself, would you follow this person or do they seem too push or self serving. It's a fine balance, but the 80/20 rule seems to work well for me.
 - c. Reid: We have integrated our offline marketing to drive traffic to our social media sites. By doing this, we are able to gain followers in a non pushy way.

4. **Buzz word: Transparency. How transparent are you as a brand? How do you or where do you draw the line on what should/shouldn't be shared via the social space.**
 - a. Reid: When complains come in, I try to take those offline. But, in general, there are very few things that I wouldn't touch online in the social space.
 - b. Reid: We really don't make a point to bash competitors. Even if there are opportunities to jump on the "competitor bashing bandwagon", it would be in bad taste and that's not what we are about.
 - c. Reid: We try to be very transparent as a company while realizing that things are not always perfect. Therefore, when problems or concerns arise, we deal with them to the best of our abilities and ask for people's patience.
 - d. Reid: Consistency in your messaging and branding is very important.

5. **How did you choose which social media sites to utilize for Pancheros? If a business is just starting to join the social network scene, do you suggest they get on many sites and work on branding themselves on multiple accounts? Or start slowly with one site and grow into more?**
 - a. Reid: I actually picked up in the Social Media Manager role 6 months into the position being created. So, the social accounts were already established by the time I started.
 - b. Reid: We hired a social media company called [LavaRow](#). They worked with our Marketing department to help us establish a blog, Twitter account and Facebook Fan Page. They were huge proponents to taking things slowly and listening first.
 - c. Reid: It's important to start with only what you can handle. It's very easy to get totally engulfed in social media and get in over your head. So, take it slow.

- d. Trevor: It's a good idea to secure your name across multiple platforms even if you are not active on them. Establishing your brand online is important for both individuals and businesses. However, if you are a brand and you are going to have a presence on a platform that you won't be actively monitoring, make sure you communicate that to people on that platform so that they know where they can contact you directly.
- 6. A lot of business that are looking at getting started in Social Media want to know what the ROI of their social media efforts are. How does Pancho's measure ROI in social media?**
- a. We don't put a definite emphasis on measuring the ROI from our social media efforts. We look at it more as a communication tool that enables us to improve marketing efforts, collect feedback, communicate key messaging and it works! Pancho's is forward thinking about their view on social media in that it helps improve their business, even though it is difficult to measure the exact ROI.
 - b. Trevor: Although social media is not something that can easily be measured, it is important to try to implement strategies that allow you to measure your results as best as possible. For example, all forms of traditional media should have clear "calls-to-action" that drive traffic to your online presence. And, once there, give people incentive to sign up for something or win something to collect valuable information that will allow you to measure your return on investment.

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If you have any questions about the information provided in this document, please don't hesitate to contact me directly!

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