

# Plain Talk About Marketing: Eclinch

 SUMMARY KEYWORDS

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## SPEAKERS

Olivia Mooring, Jordan Nicholson

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Olivia Mooring 00:00

Hi, I'm Olivia and welcome to Plain Talk. Today we have Jordan on and we're gonna be talking about Eclinch. So Jordan, can you tell me exactly what Eclinch is and why we use it?



Jordan Nicholson 00:12

Yeah, so there are probably a million social media scheduling tools out there and out of all the ones that we've kind of tried Eclinch has been the best one for us. So we really like Eclinch because of not only its scheduling capability, where you can draft posts to schedule posts later, it makes it super easy to plan out an entire months of content ready to go. But you can also use it for social media monitoring, and for its analytics capability, which will give you analytics on all of your social media platforms that are plugged into it. So we really like it not only because it schedules but because it also shows us the results of our content.



Olivia Mooring 01:01

Awesome. And you, I would say, you probably use it the most out of everyone on the team. I don't spend too much time in Eclinch.



Jordan Nicholson 01:10

Yeah, I'm in it almost every single day, because if I'm not scheduling social, then I am monitoring all the clients socials just to see comments replies, likes, be active in it. So I'd say it's a daily task for me.



Olivia Mooring 01:27

What would you say is the biggest reason we use it at In Plain Sight Marketing?

**J** Jordan Nicholson 01:33

Yeah, so back to the analytics capability. We love, love, love it, because it will show us basically everything that we want to know about our clients social media. So with a client that has Instagram, Facebook, Twitter, LinkedIn, and Google My Business, it'll show impressions, reach, followers, likes, how the posts are doing, how the posts aren't doing, basically, yeah, everything we want to know about any of our posts, what we posted that month, on all platforms across. We had Pinterest once for another client too. So basically, anything that we want to know it can pull up for us. And it's a nice, neat report that has beautiful graphs, beautiful data, it will show us comparisons to last month's data as well. Yeah, it really just helps us understand that very easily. And it's a downloadable PDF that we can send to our clients as well. So they can also see how their platforms are doing and like a really easy laid out way.

**O** Olivia Mooring 02:39

And I know you are able to schedule like the analytics to come out. Like to pull the previous month, I'll send you on the first for that next month. And it automatically emails you.

**J** Jordan Nicholson 02:52

The emails are great, because you don't have to worry about it all. It just appears in your inbox on the first and it will do quarterly reports too. You can have monthly and quarterly and yeah, you don't have to remember you just set it up once and you choose what you want to see. You can pick and choose what goes into the report, so you can switch it up if you want to. But once you finalize what you want in it, and press save, it'll just automatically come to every single month.

**O** Olivia Mooring 03:19

Awesome. So we know like the analytics side is fairly easy to use. But when it comes to like scheduling content, what would you say? Like, can you give us like a quick step by step, just so we know the process?

**J** Jordan Nicholson 03:32

Yeah so the way that we do content is we have our social media content word docs, where it will have the caption, the photo, any tags, hashtags, like tagging an account, nice and neat. So I'll just look at our calendar for let's say, the month of October, and then I'll go day by day. And I'll easily copy and paste over our captions, drag over the photo that we've already saved all organized into our folder, we labeled them by the day so you know exactly what day to put it on. And then the best part is, so we have all of our hashtags saved in Eclinchier. So there's a tab that you can go to that just goes to saved hashtags and then you just click on the bunch that you have already inputted in there, and then you click Insert, and then it automatically uploads into your social media post, so that you're not copying and pasting the caption, the hashtags,

or having to sit there and think about it and write out every single hashtag for your posts. I'd say Ropers is one of our best examples because we have at least six different tags for him based on what kind of content we're posting. So it's an easy way to mix up your hashtags as well and not have all the same hashtags on the same post every single day. Because all you have to do is type them in once and then insert it into your caption.

 Olivia Mooring 05:01

Awesome, that makes it easy for sure. Do you have any tips or tricks that you can share with us? That would be helpful for someone using Eclinchr?

 Jordan Nicholson 05:11

Yeah, so I would definitely say use that hashtag capability. Because just sitting down thinking about what tags work best for your post, your client's post, and then insert them once and then adding a variation, it just easily helps you put them in every single time you're scheduling. No worries about what you're typing, because it's all in there for you. I would say definitely use the social media monitoring tool. So it's kind of like an inbox, so when you're on the main page of Eclinchr, every single client will have a number that is in your inbox. And I would definitely say if you have a very active client on social media, or like all of them, they get lots of comments and likes and response and tags, definitely stay on top of that, and try to make that like daily or weekly tasks. Because I've definitely cleared an inbox that says 99 plus, but has had messages from two months worth. A lot of that because you want to be responding to comments in a timely manner. Yeah, having to do a huge batch like that can be very time consuming, or going in every day, every other day, depending on how many messages and comments you get. And it's just super easy. You can read the comments in the application, or you can click, it'll say show on Twitter, show in Instagram, it'll just send you over to the platform as well. Yeah, so it gives you a few ways to reply to them. But yeah, it all easily flows in there for you. So then you can just go through, like people's comments, reply to comments provided messages. And like staying on top of it makes it go by really easily.

 Olivia Mooring 07:12

Awesome. Yeah, I know from using other scheduling platforms. I know, HootSuite is a big one. Um, it's comparable. I don't know if you've tried any other ones before. But I know these like scheduling apps definitely are helpful. I use them a lot when I was doing marketing for Harley Davidson. Because it's like being able to post on the weekends. I felt like I ended up working seven days a week.

 Jordan Nicholson 07:43

Yeah, exactly. Because you can schedule it, you don't have to worry about it. You don't have to be online trying to post something at 7am on a Saturday. But Eclinchr is the only one that I've used. I've seen the insights of Sprout Social before. And I know that one is extremely popular too. Yeah, essentially, is the first one that I've used. So I definitely logged in and I was like, Whoa, like what is this?

 Olivia Mooring 08:10

But once you start using it, it is a really good, like, clean, easy to figure out kind of layout or a scheduling site, because I know a lot of them can be overwhelming.

 Jordan Nicholson 08:26

Yeah, I'd say I picked it up really easily just because how everything's laid out, you can easily navigate it. I would say the toolbar is amazing for choosing like calendar view analytics, commenting, and then their Help Center is absolutely amazing. They always have a little bubble in the corner to ask questions. Yeah, I've had an issue and like message immediately, someone came back to me immediately. They said, Give me two seconds. Let me see. And then it was fixed.

 Olivia Mooring 08:58

Yeah, I was literally just gonna say that because I was trying to figure out if we could post like Instagram reels on through Eclinchier and I messaged the guy and like, two seconds later, he had an answer for me and help me figure it out. So yeah, their Help Center is incredible. And it's free, which was nice. Yeah. Do you have anything else you want to tell us about Eclinchier before we go?

 Jordan Nicholson 09:28

Yeah, I would say just pay attention to the tools that it provides for you, like monitoring and the analytics. It can really help you easily navigate your clients social and your own social. It very easily shows you what's going on how you're doing how you can do better. Our client Ropers Heating and Air Conditioning, we were doing posts for him every single day but Sunday's for a very long time, and we were looking to kind of cut back at hours spent on social media, like we just realized that content creation was taking up a lot of time that we could be putting elsewhere for our client and their hours. So we just kind of looked at his analytics, and we found what platforms were performing the best and what day is the best to post on each platform. So we kind of reconfigured his entire social media strategy. Like we just threw it all away and started new just because of the analytics that we had seen for, I want to say two months, two months worth and just kind of said, okay, let's try this. So then we cut down to creating social media post for five days out of the week, and posting different platforms on different days and it actually improved his engagement and likes on Instagram and Facebook. And we started like an entire new LinkedIn strategy with him. Yeah. And it was taking half the time to create the social media. And we didn't lose engagement, like engagement went up and then now after doing this for four months, it's kind of like steadying out into a new rhythm. But we were like, Okay, let's try it, do it for a quarter and see what happens and it totally was not detrimental to our client at all in his strategy, and we cut the time in half, so just kind of paying attention to analytics, how it's doing, and just kind of thinking like, hey, like, could we be doing something different based on them?



Olivia Mooring 11:47

So yeah, it's definitely helping you get the most of your content for sure.



Jordan Nicholson 11:53

Yeah, exactly. So just paying attention to like something so small, that has completely transformed an entire social media strategy. So it's a really cool tool to be able to see stuff like that.



Olivia Mooring 12:10

Awesome. Well, thank you so much, Jordan, I appreciate it. Your insight on Eclinchier, I know you use it a ton. So as someone who uses that maybe like once a week, it's good to now, especially with like the analytics and getting the most from your content and learning your audience and stuff is for sure huge, especially with marketing, but thank you so much for being me today.



Jordan Nicholson 12:37

Yeah, thank you.



Olivia Mooring 12:39

Thanks. Bye.