MissingLettr Review: The Missing Piece to Your Social Media Strategy?

Learn in this MissingLettr review how the social media automation tool can help promote your content with just a click of a button.

Christopher Jan Benitez

Do you find social media promotions to be a perpetual pain in the ass?

While reaching out to your target audience with your content is a crucial component of your content marketing strategy, posting updates on social media is not the "sexiest" task on your list. Opening all your social media accounts to promote your latest post may not be the most efficient way of spending your time.

Even if you used a social media marketing tool to help you expedite the process, you still need to manually input the text and images to be included in each update.

If you want to re-promote the posts on social media, which you should, you have to repeat the steps again. And again.

It's a painstaking process that will help tip the scales in favor of your content and drive more traffic to your blog. Unless your blog thrives from organic traffic, you need to take advantage of every tactic out there to help you drive more readers to your latest content.

At the same time, it's only a boring and brain-dead task that gets duller and duller every time you do it. You can bite your lip and just keep promoting your content on social media, but you sacrifice your time from doing something that interests you more than this.

However, there's a tool that aims to take the pain away from the monotonous social media posting that you have to do day in and out.

I'm referring to MissingLettr.

In this MissingLettr review, I will discuss how this social media tool can help ease the boredom by letting you create a year's worth of social media campaigns for all your incoming blog posts. Also, I will talk about how useful this tool is for your needs and whether or not you should get this tool for your promotions strategy.

Learn in this MissingLettr review how the social media automation tool can help promote your content with just a click of a button.Click To Tweet

Note from the Editor: All links that point to MissingLettr are affiliate links. If you click on the links and successfully subscribe for an account at MissingLettr, I will receive a commission of the sale. If you like the tool, then I would highly appreciate it if you sign up to MissingLettr using any of the links here or by clicking here. Thanks!

Why you need a social media promotions strategy and campaign?

Developing and implementing a social media campaign for your content is a requirement for all newbie blogs. You need to leverage the audience found in different social media site by posting there at the best times possible. This task may not be necessary for established blogs with returning visitors and lots of subscribers.
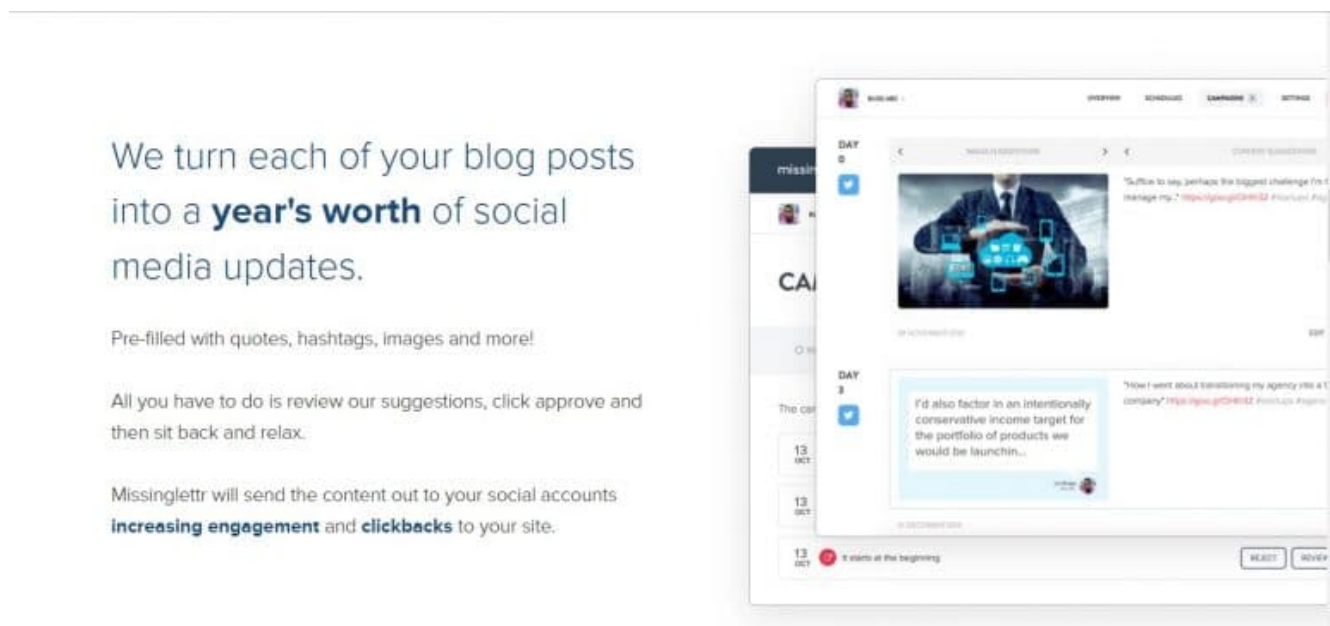
If you are a fairly new blog without any readers and no subscribers to your mailing list, then these are the things you'll face if you decide *not* to develop a social media promotions strategy:

- Suffer from *zero* traffic
- No traffic means no readers, so all of the hard work you put in creating your content is all for nothing
- No readers mean no chances for conversion, so you won't be able to turn visitors into customers or subscribers
- No conversions mean no *nothing*. You blogged simply to waste your own time. Congratulations!

These are outcomes that will be the death of your blog. Therefore, you need to devise a strategy that allows you to launch a promotions campaign on all your social media account and not be bored by it.

The story behind MissingLettr

MissingLettr is a brainchild of the innovative people behind Minimum Ideas which specializes in launching multiple projects. The tool was developed and launched within a week, which is a testament to the group's skills and abilities to turn ideas into reality.


In simpler terms, MissingLettr is your solution for social media automation. With just a click of a button, the tool will automatically generate social media messages and images for Facebook, Twitter, Google+, and LinkedIn schedule for the entire year!

Sound amazing in concept, but does it deliver? Let's find out.

How to use MissingLettr

Once you sign up for an account, you will be brought to the dashboard.
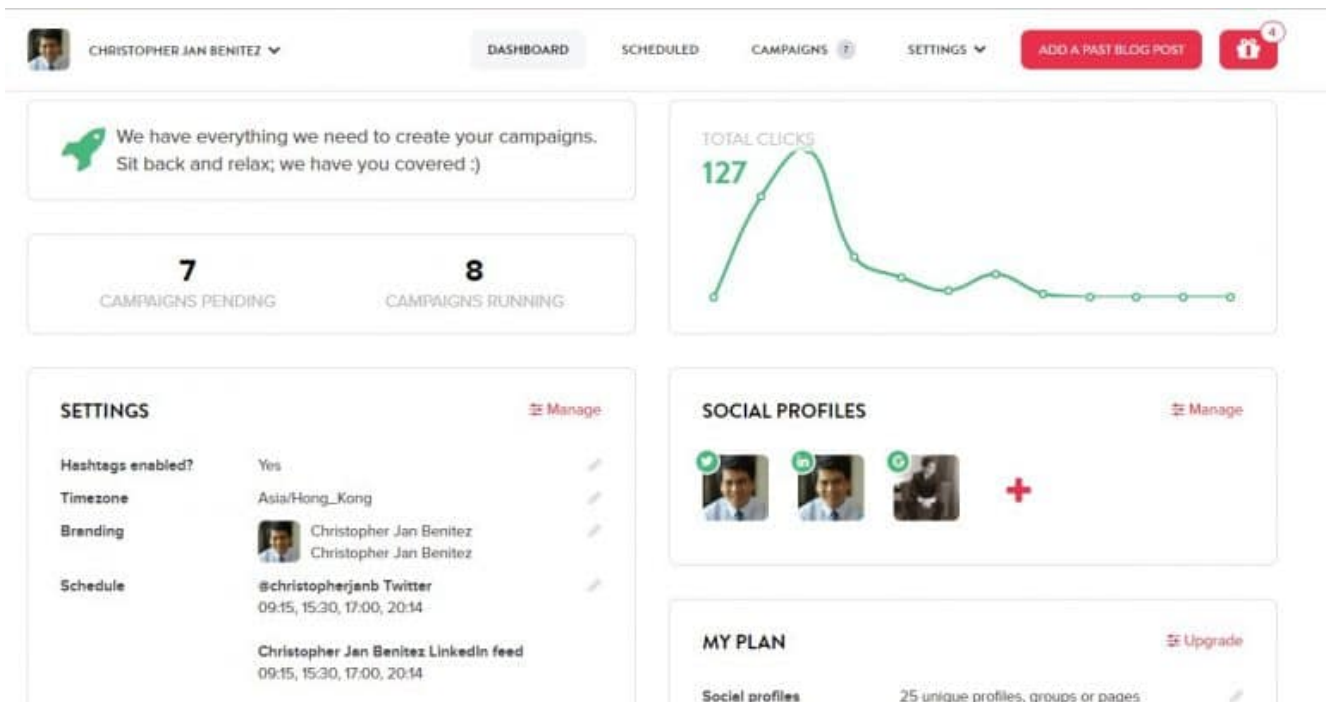
The screenshot above shows my account dashboard, which features the pending campaigns and the active ones. It also shows the total clicks from your campaign over a period although it does not break down the clicks (at least not for now).

You can also manage the social profiles where your campaign will be posted. So far, I've activated Twitter, LinkedIn, and Google+. You can also post on Facebook and there's an option in the future to post on Pinterest.

Configuring site settings

Depending on the plan you will choose, you can add websites that you want to create automated social media campaigns for.

What MissingLettr does is take your RSS feed as it takes the latest posts so you can generate the campaign for each with a few clicks of a button.

To set up the site that you want to promote on MissingLettr, click on the Settings > Site Settings on the menu bar.

Enter the details that you need to fill out the form on the Site Settings page as seen on the screenshot above.

If you don't know what the RSS Feed URL of your site is, you can simply add "/feed" at the end of the URL, ex. http://website.com/feed, if you're using WordPress to power your site. Otherwise, please read this post to help you find your site's RSS feed.

If you haven't configured the social media profile where your campaign will be launched or want to edit it further, click on the "Social Profile" and edit from there.

Edit schedule, branding, and blacklisted items

If you want your posts to be scheduled at specific times, click on the Schedule tab to fix the times.

If you want to maximize the impact of your social media campaign, then you need to know the best times when to publish your posts on each social media platform. If you're not sure at the moment, you can refer to this CoSchedule post for the best times based on 20 studies. The findings here will help you come up with calculated guesses on when you should publish and build off from there.

Once done, you can proceed with branding the social media images generated on MissingLettr.

Perhaps one of the most promising features of MissingLettr is the ability to automatically generate images to be included with the social media messages on your campaign. Instead of looking for stock photos or creating one from scratch, MissingLettr takes away the pain by doing it for you with just one click!

What the Branding tab will do is create the images along with your name, brand name, and image. Fill out the details and choose the quote image layout that you feel will be appropriate on your social media.

If you set up the branding details correctly, you will see this image later once you start building your campaign:
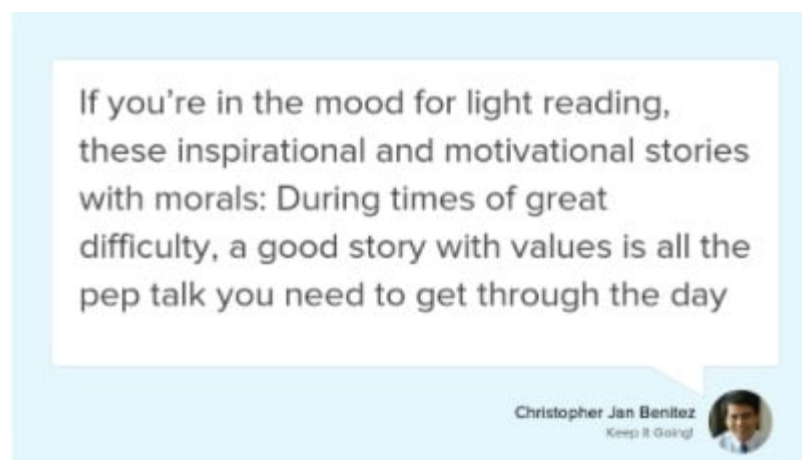
If you uploaded your profile picture as your branding image (which I did in this example), then it will look exactly like the one above. But we'll go into full detail about this part later.

If you want to blacklist items on your blog, then you can do so by entering the phrases or keywords that are part of your title.

To help you understand how MissingLettr lets you create social media campaigns for your post, I have created a step-by-step video showing you the exact process involved in launching a campaign for a post.

Feel like subscribing to MissingLettr? Then click here to **subscribe to MissingLettr for six months for the price of 1**!

[su_button url="https://christopherjanb.com/recommends/missinglettr-2″ style="soft" background="#2e4050″ color="#ffffff" size="12″ center="yes" icon="icon: hand-o-right" icon_color="#ffffff"]CLICK HERE AND GET 6 MONTHS FOR THE PRICE OF 1![/su_button]

Pros and cons of MissingLettr

Now that we've run through how MissingLettr works, below are my personal thoughts about the tools based on my experience of using it for months.

PROS: Great hashtag features

Arguably one of MissingLettr's best features is the ability to determine the popularity of hashtags.

Sometimes, you need to include hashtags in your tweets to increase their so your audience will see them on their feed. The problem, however, is finding the *right* ones for your posts.

With MissingLettr, you will see the best Twitter hashtags to use on your post based on the number of retweets. You can weed out the ones that aren't getting lots of retweets in place of those that do.

## CONS: Terrible generated images and message

What could have been MissingLettr's biggest advantage over other social media tools is actually its worst feature.

The idea of generating images automatically to be used on your social media posts seems too good to be true. MissingLettr made that dream a reality by converting the text in your post into an image. The concept sounds useful and practical in theory, but the results are just useless, to put it bluntly.

Case in point: I want to promote my Serpstat Sweepstakes post on MissingLettr. Below are some of the images that the tool created for me.
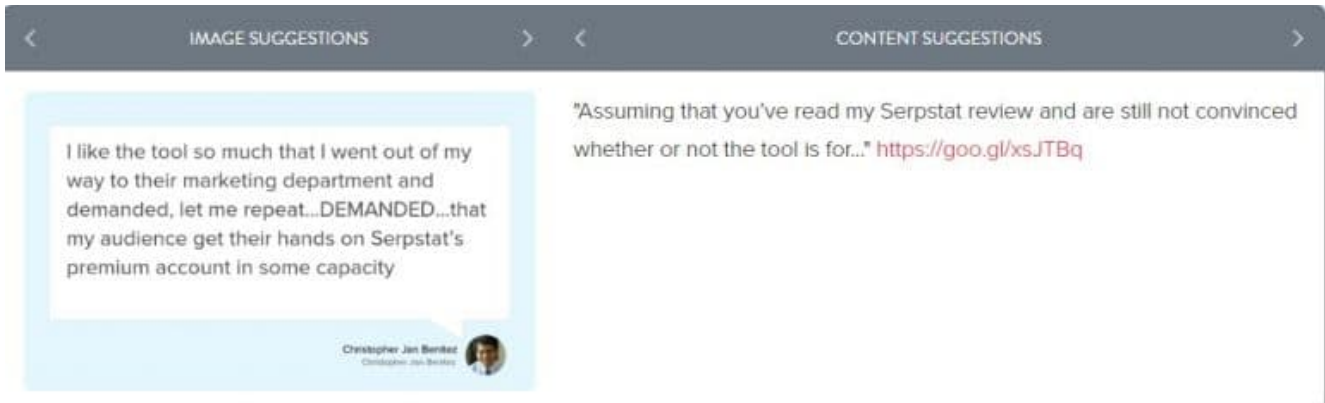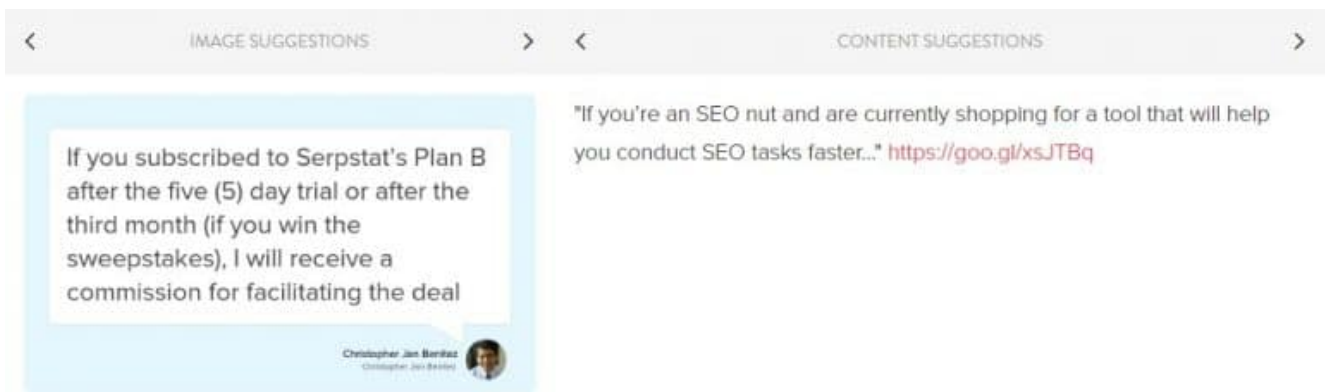
The image and message above are taken from the text in the content I want to promote using MissingLettr. However, they don't say much about the post. These aren't the kind of content that will encourage your followers to click on the link for more information because it doesn't say a lot about the sweepstakes.

Here's another one:

Again, it's the same case as above. Both are neither compelling nor useful enough for me to share on my social media accounts.

There is an option to flip through different images that the tool created for me. However, it's more of the same random text from the article that doesn't say anything valuable about the article!

There is an option to reject the post or edit it to fit my needs. Regarding the former, I would end up rejecting 90% of the suggestions due to how useless they are in communicating the message of my blog. And even if I can edit the post, it defeats the purpose of using the tool in the first place, which claims to automate the social media sharing process.

NOTE: I recently ran another campaign using MissingLettr and it seems like they've have improved their algorithm.

Instead of taking texts at random and turning them into images and social media messages, MissingLettr is now showing somewhat better results than before. Promoting my blogger outreach article using the tools yielded these messages:
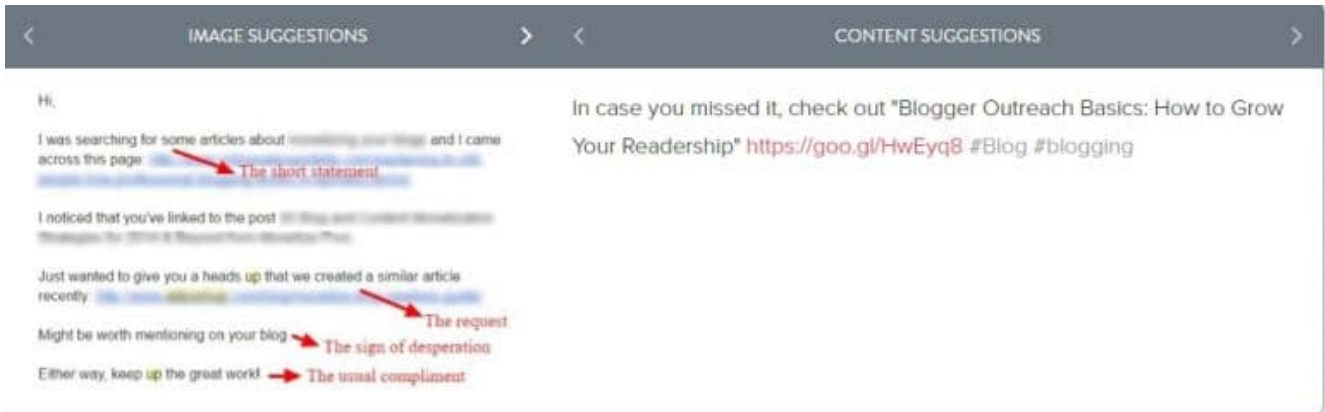
MissingLettr now defers to the actual images used in the post for your social media promotions. The content suggestions still produce nonsensical results, but it feels like MissingLettr will eventually turn out and provide more highly targeted content. When that will be, however, still remains to be seen.

CONS: Cost

For $15/month as its cheapest paid subscription, I find MissingLettr to be on the expensive side.
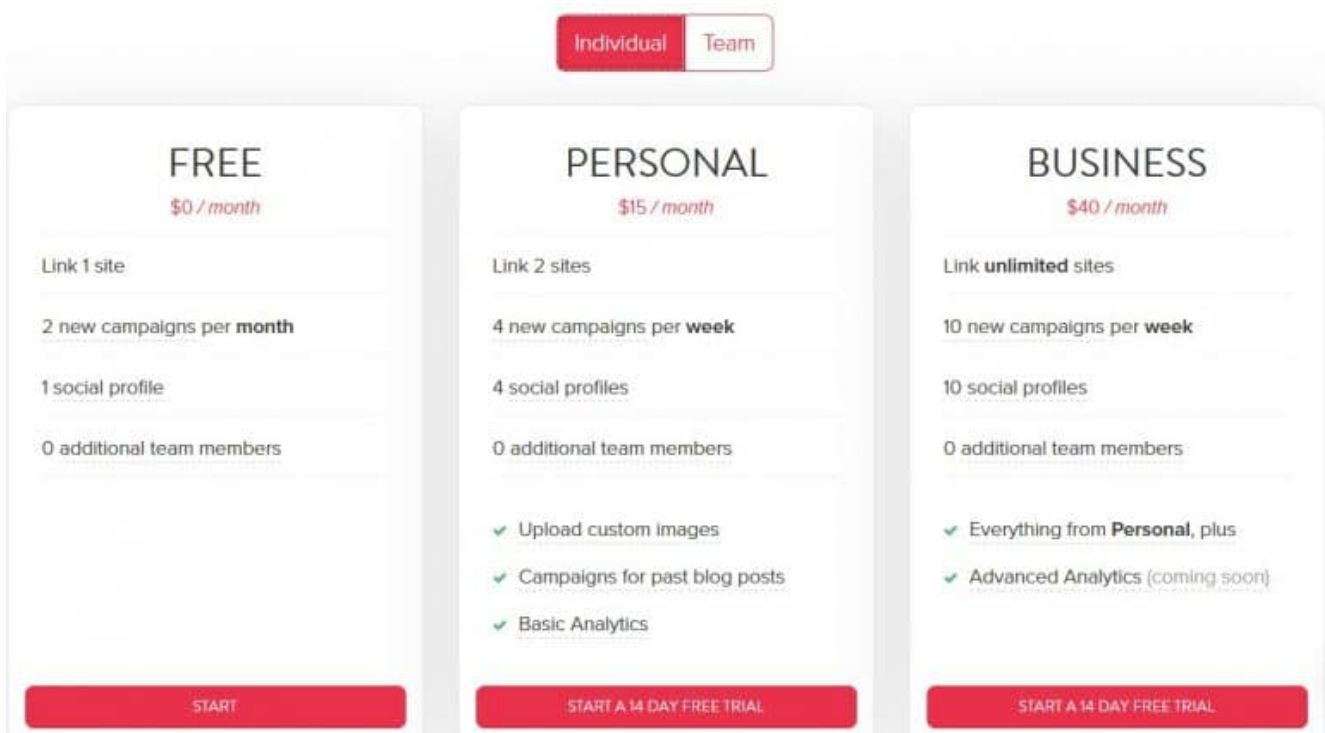
If you publish blog content on a regular basis, then there's use for any of its packages. However, there is no reason for you to subscribe to the tool if you don't publish content every day, or even a week for that matter.

MissingLettr's price is comparable to Buffer, which is a lightweight and arguably *the* most affordable social media management tool around. That's not bad company at all – the problem is that, as social media automation tool, given the problems I have with its image and content suggestions, the price isn't worth it. You'll end up editing the campaign manually as you would using Buffer, which is even cheaper than MissingLettr.

I must admit, I am using a premium MissingLettr account through Appsumo's lifetime deal, and it's the only exception it'll take for me to pay for this tool.

However, if there's something that can help lower the price so you can try the tool out, here's a low-risk offer you can't refuse:

Enjoy a 6-month subscription for the price of 1!

For example, if you choose the PERSONAL plan, you will only pay **$15 for six months!** Enjoy all the features of promoting your blog content on social media for a *whopping $2.50/month*. Insane, right?

[su_button url="https://christopherjanb.com/recommends/missinglettr-2″ style="soft" background="#2e4050″ color="#ffffff" size="12″ center="yes" icon="icon: hand-o-right" icon_color="#ffffff"]CLICK HERE AND GET 6 MONTHS FOR THE PRICE OF 1![/su_button]

CONS: Very limited

As far as social media tools are concerned, MissingLettr is *far* behind the pack. I understand the positioning that it took to set itself apart from the competition, which is to help you automate your social media campaigns. However, if the automation features aren't even good enough to help you launch an effective campaign, then what is the tool good for?

Since you'll find yourself editing the suggested images and content, then there is *nothing* that sets this apart from other tools like Hootsuite or Buffer, which does a lot more as a social media tool. In fact, it makes MissingLettr look ill-conceived when you nitpick on its features as what we've done here.

Putting things into perspective (and conclusion)

While I might be brutal with my review of MissingLettr (and with good reason), I still think it's a tool that you need to watch out for in the future. Judging on their roadmap, there are lots of new features in the pipeline. For one, I would love to see click-back reporting and get a better idea of how successful the social media campaign launched using MissingLettr truly is. Also, they are setting up the ability to compose and schedule individual social media messages. Since almost all social media management tools have this feature, MissingLettr might as well jump on the bandwagon.

However, as the tool stands at the moment, there are lots of kinks to be fixed.

If anything, MissingLettr *can* be a missing piece to your social media puzzle. But it's just *not*.

The reason why is because you have **no control how to generate the images and content**. As a result, you are left with useless social media messages that will only force you to edit them. It's no longer an automation tool if you have to edit the images and content before publishing.

If MissingLettr truly wants to automate social media promotions, then giving users full access to how the tool chooses the text in your blog post to be turned into images and content suggestions. If the developers get around this issue, then MissingLettr is something to look forward to. For now, however, I'd say you skip this one.

MissingLettr

$15

Pros

See average retweets for hashtags

Cons

- Generated image
- Very limited