

The Complete Guide to **BUILDING YOUR TWITTER AUDIENCE**

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INTRO

We wanted to share our insights on using Twitter for Social Marketing. With so many individuals and business leveraging social networks it's become absolutely necessary to make your presence known in areas such as Twitter.

Twitter in particular serves many purposes. You may be looking to spread the word about your brand or product, establishing yourself as a real entity, or keeping tabs on your customer service, many of you are looking for all of the above.

This guide is designed to help you get up to speed with actionable steps that will help you become a true Twitter *Rock Star*!

A close-up, black and white photograph of a large pile of nails. The nails are scattered and overlapping, creating a dense, textured background. The lighting highlights the metallic sheen and the sharp points of the nails.

**WANT TO
NAIL EVERY
TWEET?**

Who Is This Guide For?

If you have been struggling to figure out just how Twitter can fit into your marketing arsenal or just want to increase your brand awareness, this guide is for you.

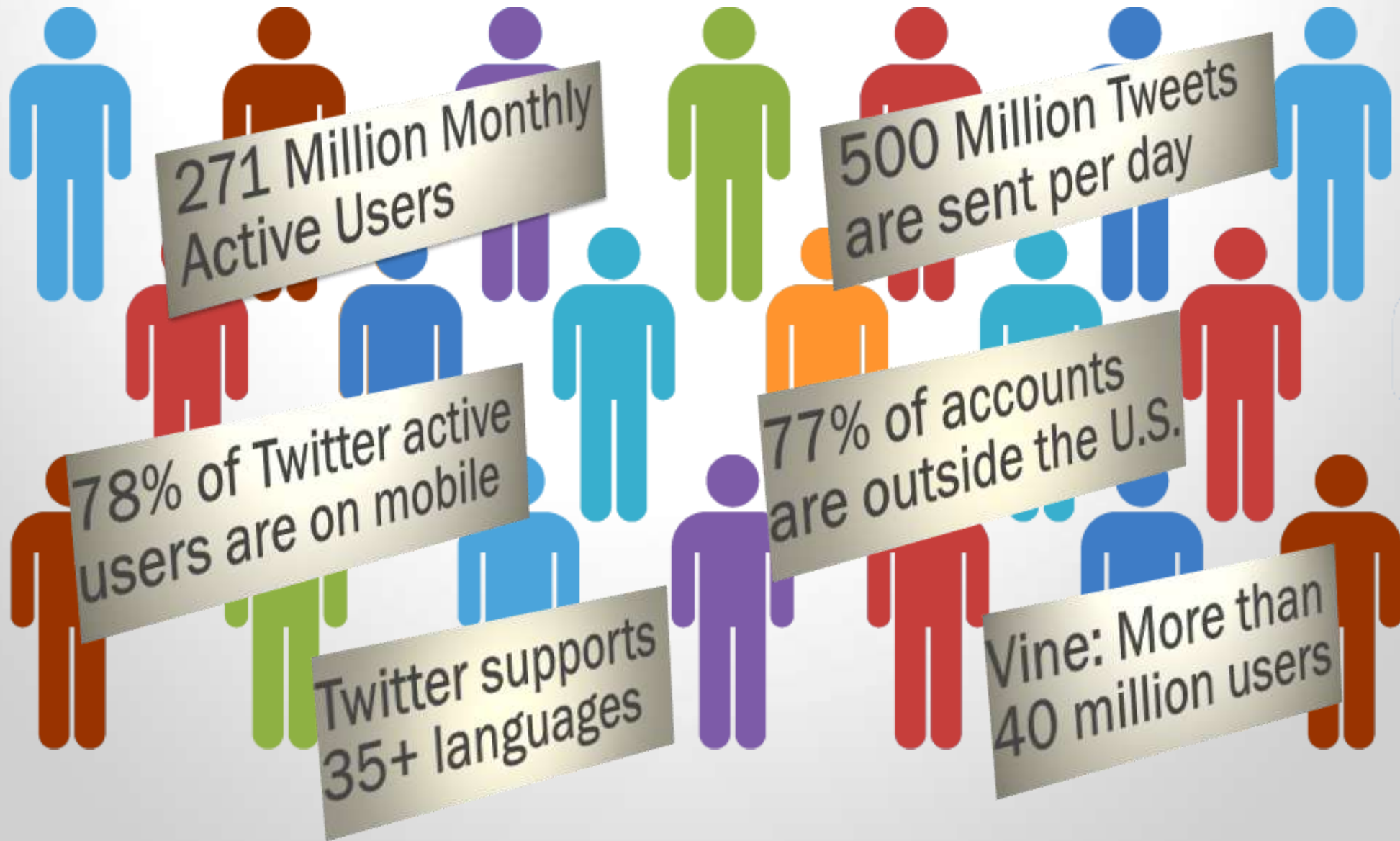


Why Twitter?

When investing in Social Media you should go where your audience is already participating!



Twitter Stats



Does Twitter Fit My Business?



CUSTOMER SERVICE

Solve potential problems
Become involved in solutions
Show your availability

THE SALES FUNNEL

Prospecting
Brand Awareness
Drive Traffic
Increase Conversion

MEASURING YOUR ROI

Traffic
Engagement
Sentiment
Followers

CUSTOMER SERVICE

People love to complain - when something is wrong they will shout it from the roof top or go on a Twitter rant about you at 2 AM.

Monitoring the Twitter universe for comments of your brand is essential to your success. It's all about meeting expectations.

The majority of customers expect a response within one hour of a Tweet.

CUSTOMER SERVICE

- 1** Monitor - First you have to know about the Tweet. Not all Tweets come nicely packaged in the form of a DM sent just to you. In fact 80% of all complaints never include @twittername at all. So it is imperative that you have some form of monitoring in place to catch tweets about your brand that may not follow standard formats.
- 2** Action Plan - Second you need to have a plan to handle these types of responses. This is not the time to be combative, the customer is always right. If you have customer service staff in place be sure to have a plan to educate them. Twitter has often times replaced the 1-800 in the consumers mind. Take the necessary steps to adjust your staffing to ensure that you meet the high expectations of today's customers.

SALES FUNNEL

Twitter can be a great way to reach your potential customers.

Here are a few scenarios:

- A user follows you from a Twitter button on your website after reading an article about a topic that interested them. You follow them back. They happen to ask you a direct question about your product and you are able to engage in a follow up conversation that may close the deal.
- You follow a user based upon a search of keywords. They follow you back. You say thanks for the follow. They notice who you are and check out your website for the first time.



SALES FUNNEL

Your Sales is about establishing a relationship and Twitter can be a great way to find new contacts every day. There is a direct benefit to building a long term rapport with your followers. For starters you can greatly reduce resistance once someone already feels like they know you.

Create Brand Awareness:

- 1 Share your Twitter handle on all your marketing materials, your website, blog, and email signatures.
- 2 Reach out to new users you identify using Advanced Twitter Search to increase your exposure to new followers often using keywords and #hashtags.
- 3 Establish Credibility by sharing informative links, images, and tidbits that will help your followers.

Share your Twitter handle
everywhere!

MEASURING ROI

There have been many debates on the topic of how to measure the actual ROI. Measuring the ROI of your social media can mean different things to different people.



Have a clear picture of your goals and clearly identify what you want to track.

MEASURING ROI

Social Media ROI

Does your level of effort produce the expected results?

Referral Traffic -

Clicks, Click-through-rates and conversion details.

Engagement -

How many people reply, retweet, favorite or list you.

Following/Follower ratio -

You should maintain a good ratio.

Sentiment -

Are people saying positive or negative things?

Reach - how many people do you have the potential to reach?

Make The Most of Your Twitter?



Put your best TWEET forward!



*Create an awesome profile and
engage your followers!*

- ~ Establish your Twitter presence by creating the perfect profile
- ~ Build your audience with the right followers
- ~ Engage your community with thoughtful informative Tweets.

What's a Profile

- 1 Your @name is your Twitter handle and your Name should be a descriptive real name. You want people to find you and recognize you. Every time you send a Tweet your name will appear along with your image.
- 2 The bio should tell a story in 160 characters or less. This is a great place to use #hashtags and @mentions if you are promoting multiple channels. Your bio is used in searches so be sure to take advantage of keywords that are meaningful to what you do.

Showcase your strengths.
Your profile should be professional and thorough.

Profiles - Good Design

- 3 Your Twitter photo shows up in all your tweets so it should also have a clear meaning and be recognizable. Your logo for example is a great choice to carry your branded theme if you are promoting a business page and a professional clear headshot should be used to promote an individual. Consistency is key to make it easier for people to recognize you.
- 4 It's time to take advantage of the real estate. The recommended dimensions of the header photo are 1500 x 500 pixels use that space wisely to showcase your talents.
- 5 Your background ties it all together. There are many free or low cost background templates available that will give your profile that polished look.

WHO TO FOLLOW

FIND THE RIGHT FOLLOWERS

Not all followers are equal in terms of being a potential client, influencer, or friend...

TARGET YOUR FOLLOWERS

The Potential Customer

These are folks that tweet on topics that you have identified as prime keywords. This is much like creating your SEO or PPC keyword list. People talking about X topic are most likely in the market for the product or service you are offering.

1. Create your Keyword list.
2. Use advanced Twitter Search to find people on your topic.
3. Follow these people
4. Engage with your audience.

Make it easy...
Grab a Free
[moreFollow.com](https://morefollow.com) account.

TARGET YOUR FOLLOWERS

The Potential Influencer

These are the people like bloggers, writers, and business owners that are authority figures in their particular industry. They are the ones everyone wants to have in their back pocket because one tweet, one mention can get your name in front of a lot of eyes because of their reach.

Look for influencers that have made it to the top 25 or top 50 lists.

Begin with the follow. It will be very unlikely they will follow you back right away but if you are persistent it might just pay off. The same rules apply as engaging general followers but positive attention goes a long way.

TARGET YOUR FOLLOWERS

The Competition

There is nothing better than spying on the competition and Twitter is the perfect place to do it.

Follow your competitors, track how often they post, who follows them, and pay special attention to what they are saying. This can give you ideas for your own posts but also can be most useful when creating other marketing campaigns.

ENGAGE



Make the most of your Twitter account by really engaging with your audience.

Become a Twitter go to account by sharing meaningful content with your friends. Be helpful and inspirational to your followers and they will thank you and share. Appreciate your followers by taking the opportunity to say thanks for the RT, Follow, or Mention.

How to Increase Engagement

Tweet Baby, Tweet!

As you establish your Twitter base with followers it is now time to actually engage with your fellow social friends.


Understanding their preferences will help you craft the right messages that will add value to the relationship and increase engagement over time.



You must tweet, retweet, and favorite tweets from others on a consistent basis.

TWEET THE RIGHT WAY

140
CHARACTERS



You must establish a brand theme, don't be afraid to have a little swagger as long as it truly relates to your character as a brand.

WHAT TO TWEET?

80% of your content should be from other sources

DON'T JUST SELF PROMOTE!

Curate Content Like A Pro

- ~Share Blog Post from a variety of sources
- ~Use tools like Scoop.it and BizSugar to find fresh content to share
- ~Be helpful by answering questions and you'll be a hero
- ~Retweet others content that you find may be useful to your followers. The more you retweet the greater your chances of others reciprocating by retweeting your posts.

Things to Share

- Your Latest Blog Post Newsletters
- Product Updates
- New Features
- Be honest with your users when something goes wrong but tell them how and when you are going to fix it.
- Tell a funny story about something that happened in your office.

20% of your content can be shameless plugs...

TYPICAL TWEETS

Don't be a tweet drone! Just because you only have 140 characters to work with does not mean you can be lazy. Coming up with original/inspirational tweets is much like writing good ad copy or blog posts. Many of the same basic rules apply and should always be part of your formula when creating your perfect posts.

- Headline counts - Don't forget to grab their attention first and foremost.
- Include links and a call to action, such as RT.
- Mention people often.
- Use hashtags wisely!

In addition to text be sure to mix up your content with images and videos.

Placement of the components count as well.

Your tweets should begin with your headline, this is a good place to use capital letters and other punctuation that displays enthusiasm.

Don't start a tweet with the @ symbol unless you only want that person to receive it.

Then add your call to action and a link. Followed by a hashtag as appropriate.

Share Tweets

- Informational
- Statistic
- Tips or Advice
- Inspirational
- Appreciation
- Question

WHY USE #HASHTAGS?

1 OR 2, NOT 20

How many hashtag jokes can you think of in 30 seconds? I'm sure it's a lot... Let us not forget what they are actually used for here. With only 140 characters to work with you must convey Your message as quickly and efficiently as possible.

Another very important aspect of the hashtag is its effect on Searches. Not everyone will automatically read every single post in their feeds. It is far more likely that they will run across your post while searching for something specific.

The **#1** mistake is overusing the number of hashtags per tweet.

- **Check first:** Search first to ensure you are using the hashtag in the right context.
- **Frequency :** Don't over use hashtags, keep it to one or two per post.
- **Create New Ones :** You can simply create a new hashtag by putting a # sign in front of a word with no spaces. This is great for promoting a webinar or event that you want to be shared with others.

HOW OFTEN SHOULD YOU TWEET?

Round The Clock

Twitter users are busy people. You need to post when they are listening. You will usually find the best results are during the daytime 7 AM – 7 PM. To make your life a little easier use a scheduling tool to make sure you are reaching your audience.



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WHAT DO YOU WANT FROM YOUR TWITTER?



Find More
Followers

UnFollow

Increase
Engagement

See how easy it is to manage your
Twitter

<http://morefollow.com/features>

moreFollow.com