



The Ultimate Guide to Twitter Marketing Success!

moreFollow.com

Contents

Intro

- CH 1** Why Does Twitter Make Sense For You?
- CH 2** Making the Best of Your Profile
- CH 3** Finding The Right Followers
- CH 4** Increasing Engagement
- CH 5** The Right Way To Tweet
- CH 6** Real World Hashtags
- CH 7** Customer Service
- CH 8** Twitter In The Sales Funnel
- CH 9** Measuring Your Twitter Marketing

Introduction

WHY DID WE WRITE THIS GUIDE?

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!*

Introduction

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.

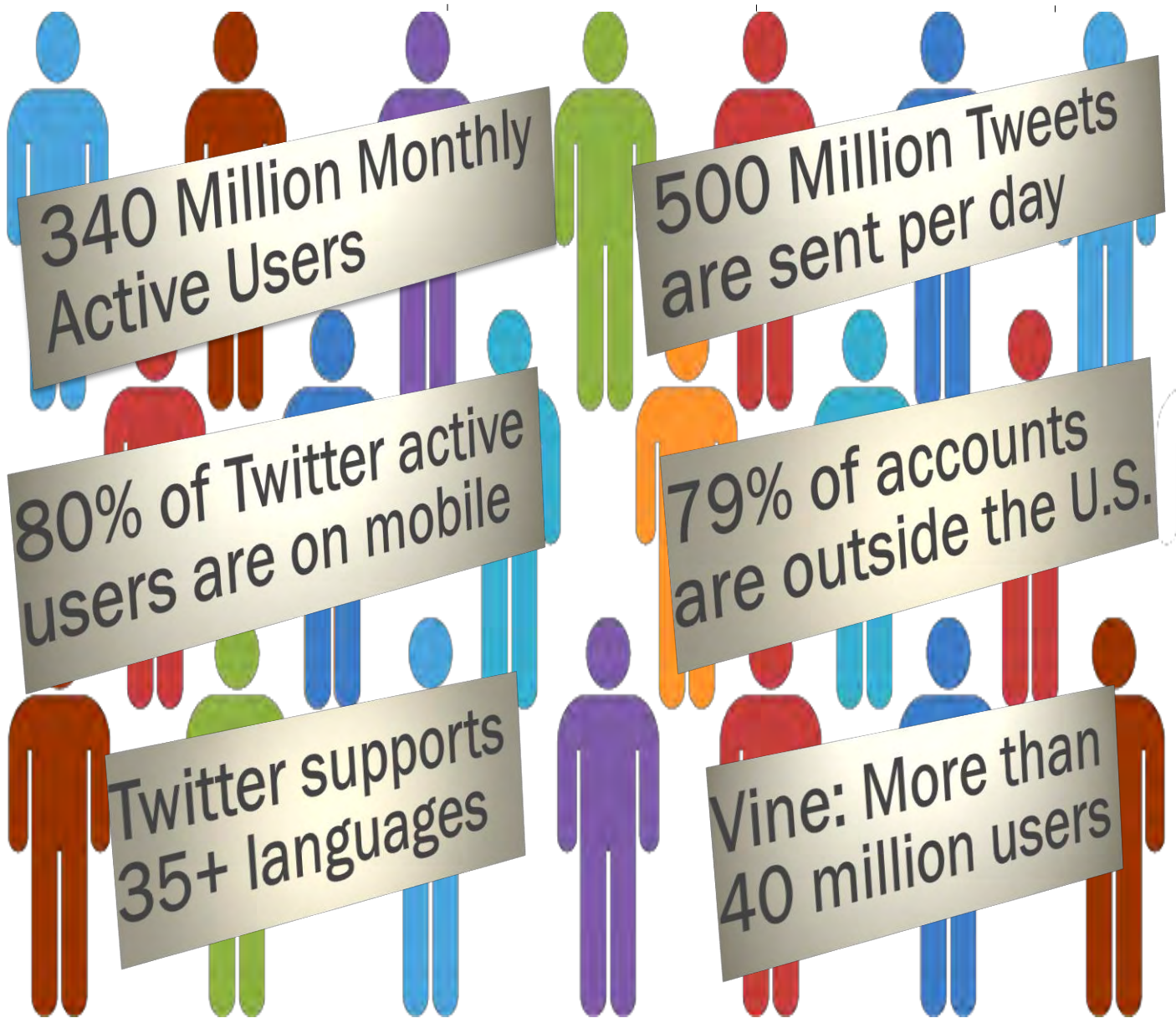
There are numerous articles and blogs dedicated to the topic of Social Media, if you are looking for an answer on how to use Twitter as a tool to improve your business, this guide is for you.



Do you want to discover how 140 character messages can actually help your business grow, this guide is for you....

Why Does Twitter Make Sense For You?

Twitter is not likely going away anytime soon, it has a broad adoption and has experience consistent growth. According to [Twitter](#) here are a few facts:

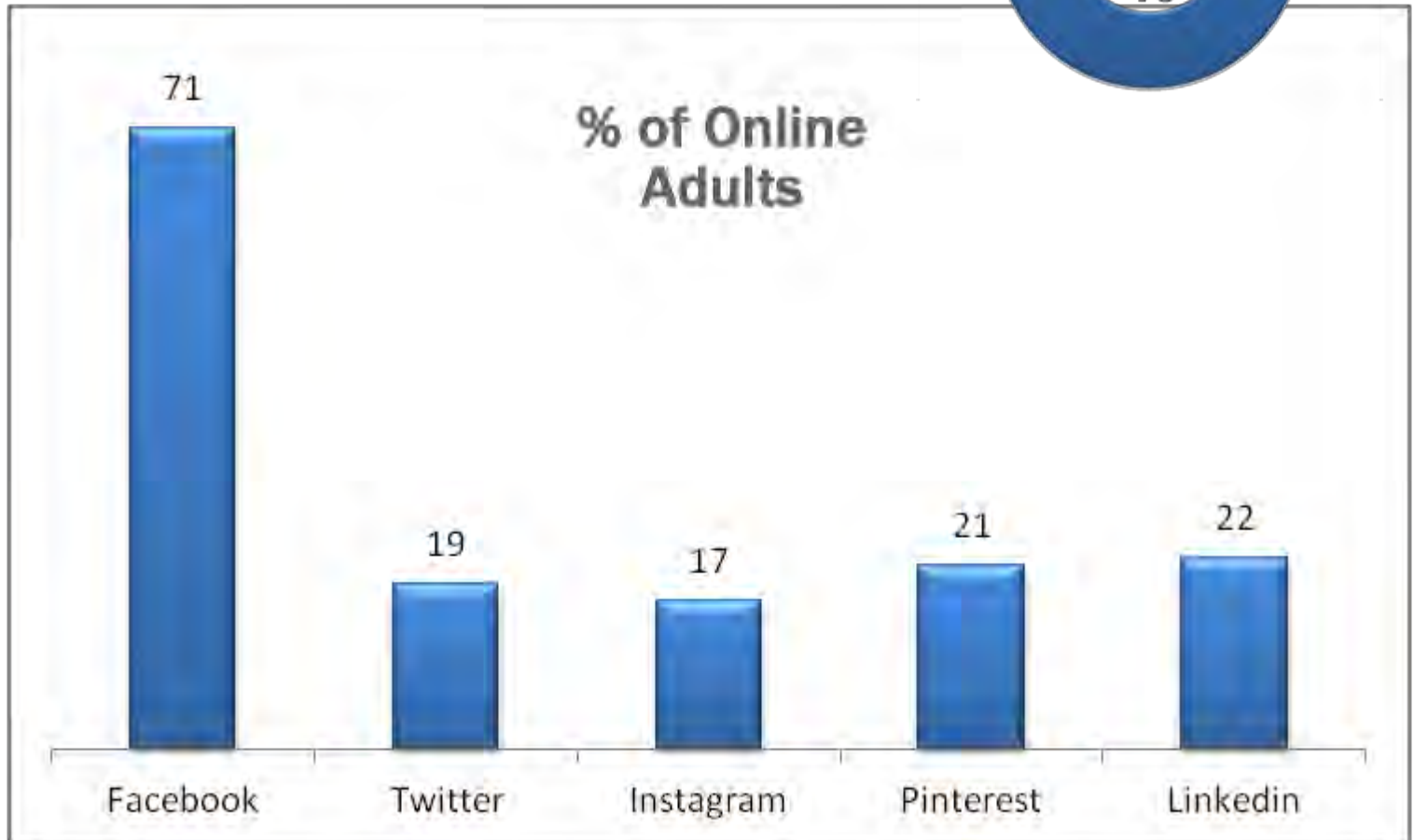
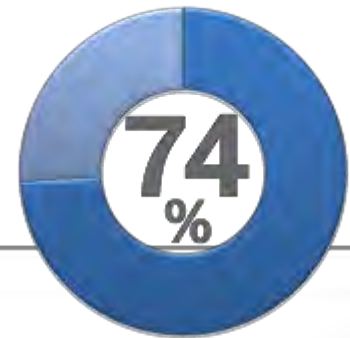


Why Does Twitter Make Sense For You?

Social Network Landscape

“ Twitter users tend to be younger, smarter, richer and more mobile compared to the average Facebook user. ”

Online Adults Using Social Networks



Why Does Twitter Make Sense For You?

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

Why Does Twitter Make Sense For You?

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.

Engagement is an important consideration as it is a measure of how many times user click on links you post as well as share your tweets. Remember the goal here is to get your follower to do something specific that you ask them to do.



FOLLOWERS

The Art of Social Selling
with TWITTER!

ENGAGEMENT

CH 2

Making the Best of Your Profile

In order to attract your audience you must make a good impression starting with your profile. Don't under estimate the importance of your profile.

Here's A Great Example

Pam Moore
@PamMktgNut

50% mktg 50% geek CEO @MktgNutz
@SocialZoomFactr entrepreneur #socbiz
consultant speaker ~ love God Friends
Beach & Life! Forbes TOP 10
#SocialMedia Influencer

Orlando, FL
pammarketingnut.com
Joined February 2009

Pam MOORE
HALF GEEK · HALF MARKETING · 100% SOCIAL NUT!

SPEAKER - TRAINER - CONSULTANT - AUTHOR - CEO marketingnutz

TWEETS 93.4K PHOTOS/VIDEOS 1,340 FOLLOWING 132K FOLLOWERS 222K More Following

Tweets Tweets & replies

Pinned Tweet

74 Pam Moore @PamMktgNut · Sep 23

Need some #socbiz inspiration for commute?
Chk out #SocialZoomFactor #podcast iTunes
itunes.apple.com/us/podcast/soc... Stitcher
stitcher.com/podcast/social...

Stitcher

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.

Making the Best of Your Profile

- 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.

Making the Best of Your Profile

Put your best foot forward so to speak. This is your only chance to make a first impression so make it count! When creating a Twitter profile for business it is a great opportunity to show your potential audience exactly what you're all about.

Think about your curb side appeal. If you are selling your house you want the first image to be inviting. You want that prospect to be interested in finding out more. Give them a clear picture of who you are, what you are interested in and what you have to offer, whether that's a business or a personal profile.

Your Twitter profile should keep in theme with your brand colors and style. This should be an extension of your website and not a stand alone entity.

Making the Best of Your Profile

Showcase your strengths. Your profile should be professional and thorough. Be absolutely clear about who you are and what you do in as little time as possible. Curb side appeal, as mentioned in the introduction, is extremely important. You should be very transparent here.

If you are selling a 2 bedroom, 1 bath home on a small lot you would not advertise that it has 5 bedrooms with a view. People who participate in social have no tolerance for false claims and can spot a fake in a heartbeat.

The Importance of Good Design

Photo

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.

Header Photo

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.

Background

Your background ties it all together. There are many free or low cost background templates available that will give your profile that polished look.

CH 3

Finding The Right Followers

The first step in leveraging Twitter is to find the right followers. Assuming you have a stellar profile all ready to go, let's move on to the next step which is to grow a very targeted Twitter Audience.

POTENTIAL
CLIENT

- ~Tweets on your Topic
- ~Asks for product "recommendations"
- ~Follows Competition
- ~@mentions

INFLUENCER

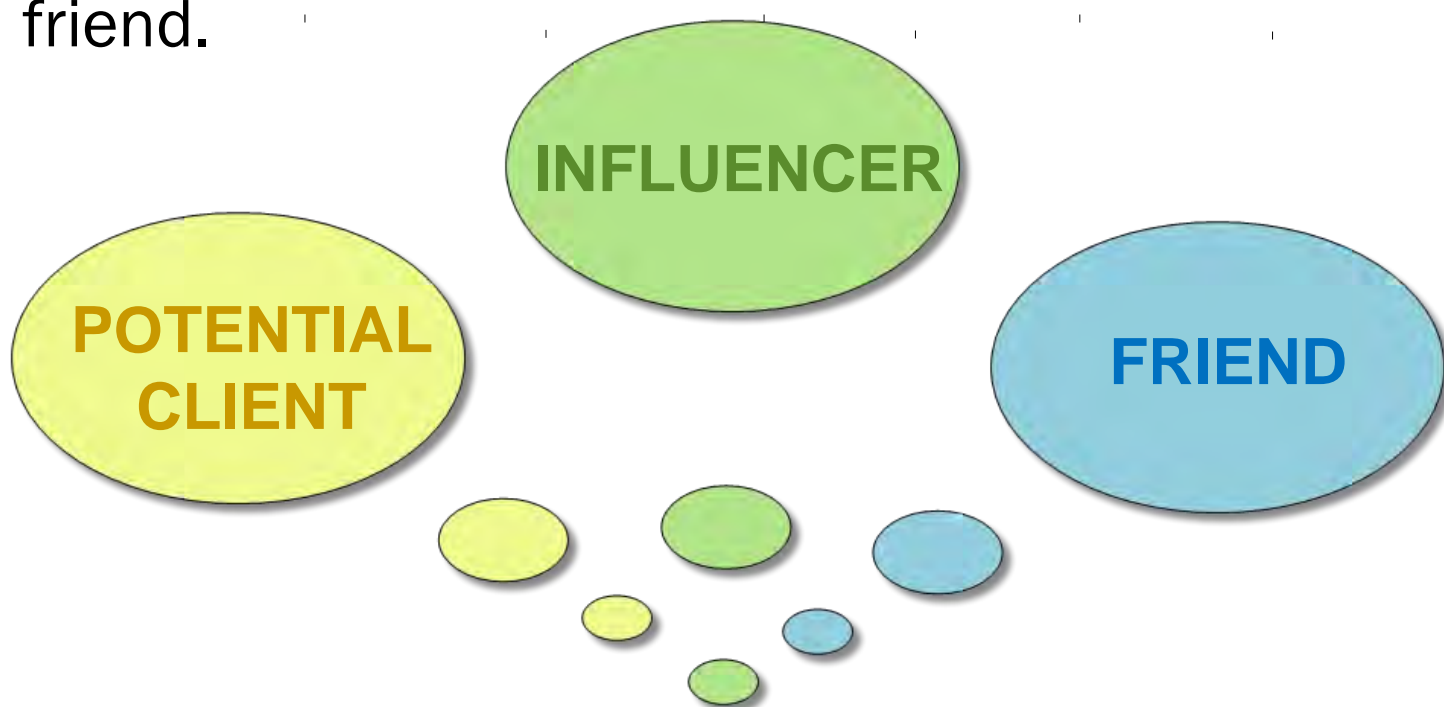
- ~Industry Leaders
- ~Popular Bloggers
- ~Large/engaged following



Not all followers are equal in terms of being a potential client, influencer, or friend. Let's face it, you are establishing a Twitter Audience specifically for your business which means you should treat it as a business endeavor.

In order to have a clear understanding of who the perfect follower is, you must first identify your perfect customer. You must know your audience in order to have a successful relationship with them. This will be the foundation for everything you do.

The first step in leveraging Twitter is to find the right followers. Not all followers are equal in terms of being a potential client, influencer, or friend.



“ You are establishing a Twitter Audience specifically for your business, which means you should treat it as a business endeavor. ”

Your goal should be to build a community that is mutually beneficial. That does not mean you should go follow 10k people on your first day.!

You must follow and respect the Twitter rules of engagement. The average Twitter account can only follow 2,000 people so choose your followers wisely.

You should only follow people that fall into a certain category such as potential customer, potential influencer or a potential source of valuable information. Within each industry there are always those that rise to the top as social influencers, these are always great assets to know.

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.



Step 1 – Create your Keyword list.

Step 2 – Use advanced Twitter Search to find people tweeting about your topic.

Step 3 – Follow these people

Step 4 – Engage with your audience.

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.

How do you find such people?



INFLUENCER

Look for influencers that have made it to the **top 25 or top 50** lists within your particular niche.

Stay with people that influence on your topic whether they be bloggers or media members.

How do you get an influencers attention?

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.

Retweet their stories, be helpful by adding your own comments about how you found their article helpful.

Add Influencers to lists. This will not only help get their attention but will also come in handy for finding their tweets.

Research The Competition

There is nothing better than spying on the competition and Twitter is the perfect place to do it. Be sure to follow your competitors and track how often they post, who follows them, and pay special attention to what they are saying.

This tactic can give you ideas for your own posts but also can be most useful when creating other marketing campaigns.

For example: You happen to notice a trend of people complaining or asking questions about a specific feature or functionality of their product. If you understand that they have a pain point use that as a trigger for your own campaign showcasing how you solve the customers problem.

Understand Your Target Audience

Your first challenge in finding your audience is to define your typical customer, while this may sound easy at first glance there are several details that are often omitted when profiling your target audience.

**Use
Twitter
Analytics
to check
the
interest of
your
followers**

Top interests

83% Marketing

61% Entrepreneurship

61% SEO

51% Technology

49% Tech news

37% Leadership

36% Startups

36% Web design

33% Advertising

26% Photography

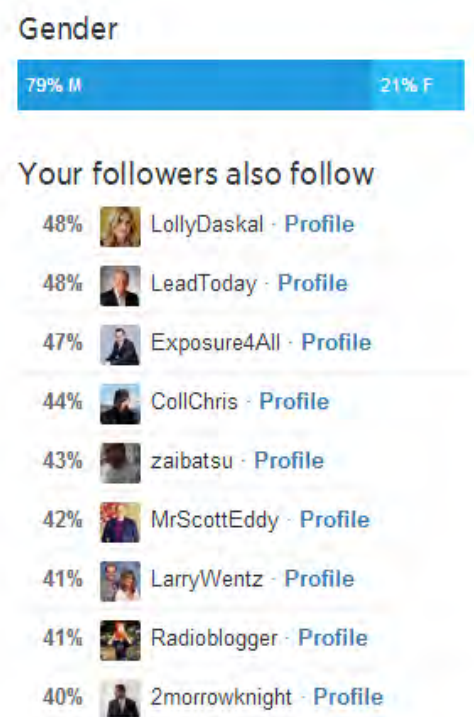
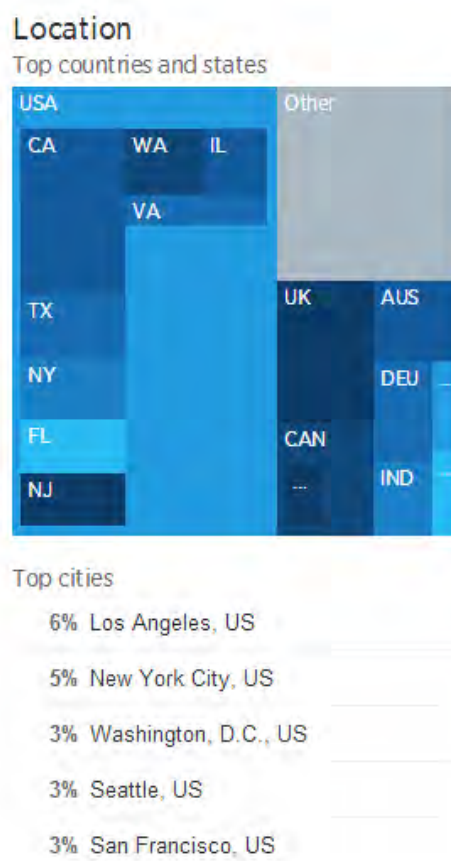
CH 3

Finding The Right Followers

Understand Your Target Audience

The most typical approach is to go for the most generic pool, while this provides a higher number of potential customers it may not be the most efficient use of your marketing budget.

The more granular you are able to define a users preferences and interests the more opportunity you have to convert them to a sale.



Understand Your Target Audience

Start by evaluating your existing customers, find out who you are really selling to and what makes them unique. Answer how your solution is solving their problems and use that to your benefit. Identify demographics, by answering where they are located, what is their average age, and many other details such as income levels.

Then move into the details of attitude and taste preferences that often times dictate buying decisions. Fill in the details of how they usually make their purchases and where they like to buy answering questions like, do they read the newspaper or search online. Hobbies or interests are a great place to start if it ties into your product. Think of all the details that apply to you specifically.

Understand Your Target Audience

Once you have an accurate view of your customers it will help determine the best places to attract additional buyers as well as leading to the production of effective messaging.

Make sure to incorporate your findings into your Twitter strategy.



“ Follow people that meet your audience profile. ”

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.

Engagement is an important consideration as it is a measure of how many times user click on links you post as well as share your tweets.

Remember the goal here is to get your follower to do something specific that you ask them to do.

“Having a very heavy influencer retweet your best blog post can result in a very nice lift in your traffic.”

The Right Message

Now that you know your target audience and have begun the process of building your Twitter followers it's time to actually do something with them.

“Listen first before you tweet!”

Check
their
interest!



The Right Message

Your very clear objective here is to give them what they want, which requires you to listen first and then deliver.

Composing the perfect Tweet for your audience takes trial and error but you should always include topics and keywords that align with their interests. This goes a long way in improving the relationship.

Call to Action

- Don't forget to include a call to action.
- Don't be shy about asking them to do something.
- It can be extremely simple like, Please RT or better yet Please Retweet which gets an even higher response rate.

Be generous with your praise everyone loves a compliment.



**Don't take the Me,
Me, Me approach!
Offer *something* in
return.**

Not all Tweets are Created Equal

Don't be a tweet robot!

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.



Have a
little,
maybe a
lot of
swagger!

Not all Tweets are Created Equal

Respect the rules of the road – most tweets should include the following components.

- * **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!**

Placement of the components count as well.

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

Not all Tweets are Created Equal

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.



Optimize the length of your tweet.

Keep in mind that the person retweeting may want to add additional information so keep your tweet as short as possible, preferably under 100 characters.

Not all Tweets are Created Equal

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



Tweeting
Photos can
BOOST
retweets by
up to 35%!

Here are a few of the most common types of Twitter posts:

Informational or Statistic- provide useful information or facts that will help your followers.

Tips or Advice – Share tidbits on discoveries you have made along the way.

Inspirational – Make someones day with a favorite saying or uplifting quote.

Appreciation – take the opportunity to say thanks for the RT, Follow, or Mention.

Question – Ask real life questions to encourage interaction.

What's all the fuss about #Hashtags?

You may be asking what exactly is a hashtag and why do people spend so much time talking about them.

A hashtag in a Tweet allows a user to click on that word and shows the results of other Tweets that have used the hashtag. This helps to categorize tweets making it easier to find similar tweets on the topic. It is also a very clear way to represent the topic you are discussing.

Real World #Hashtags



How To Use #Hashtags

You should only use hashtags if you have already confirmed the topic by doing a Twitter search, go to search.twitter.com or use any search tool. This will ensure that you are indeed using the correct tag for what you intend to convey.

You should limit the number of hashtags in any given posts to one or two very relevant and meaningful hashtags. There is very little benefit from including more.

You may always create a new hashtag by simply putting a # sign in front of a word with no spaces. This can be very beneficial if you are promoting a webinar or event that you want to be shared with others. You can carry the hashtag theme in all your promotional materials to allow people to follow the topic.

“You should never hijack a hashtag!”

Twitter Trends & Hashtags

Another reason hashtags have gained in popularity is that they can appear in the Trend section if they gain enough moment.

Because this is a particular area which [Twitter](#) monitors its trending topics.

INCREASE ENGAGEMENT

A Few Rules to Follow:

Keep Tweets Short - less than 100 characters
have 17% Higher Engagement

Tweets with Links receive 86% Higher Retweets

Tweets with #hashtags receive 2x more
engagement

3 or more #hashtags drop engagement 17%

Use Images to get 2x higher engagement

Ask for a "Retweet" with the word spelled out for
23 times higher Retweet Rate

Source salesforcemarketingcloud.com



Are there rules for what can become a Trend?

It is possible to abuse Trends. Of course, this is against the [Twitter Rules](#). The following behaviors and others like them could cause your account to be filtered from search or even suspended:

- Adding one or more topic/hashtag to an unrelated Tweet in an attempt to gain attention in search
- Repeatedly Tweeting the same topic/hashtag without adding value to the conversation in an attempt to get the topic trending or trending higher
- Tweeting about each Trend in order to drive traffic to your profile, especially when mixed with advertising
- Listing Trends in combination with a request to be followed
- Tweeting about a Trend and posting a misleading link to something unrelated

How your customers are using Twitter

An interesting article from [Litium](#) entitled **“Consumers Will Punish Brands that Fail to Respond on Twitter Quickly”** identifies the importance of consumer’s expectations.

According to the article the majority of customers expect a response within one hour of a Tweet.

Doing these things well can be a big win for you!

Once you understand your customer’s expectations it is much easier to implement a plan that will put you ahead of the competition.

Executing your plan can establish trust and improve your overall customer satisfaction.

Monitoring

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.



According to Lithium,

“Customers have high expectations for a quick response: 53 percent who expect a brand to respond to their Tweet demand that response comes in less than an hour, according to the Lithium-commissioned study by Millward Brown Digital. That figure skyrockets to 72 percent when they have complaints.”

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 time 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.

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 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

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

Social Media is *not* a One Way Street.

ONE WAY



Things to Share

- Your Latest Blog Post & Newsletters
- Be informative with 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.





Leverage Contests

- Promote special discounts or offers for Twitter only.
- Hold Social Contests that inspire people
- Create a refer- a -friend program with loyalty points

Get creative and think of ways you can incorporate Twitter into your sales process.

With a little effort there is no telling how far it can take you!

You should be looking at how social is driving traffic to your website!

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.

The Most Common KPI's

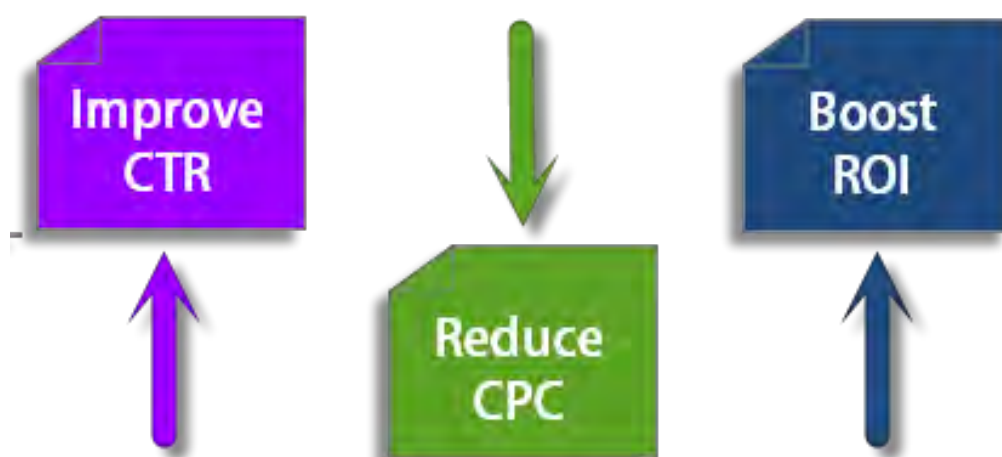


Check Your Analytics!

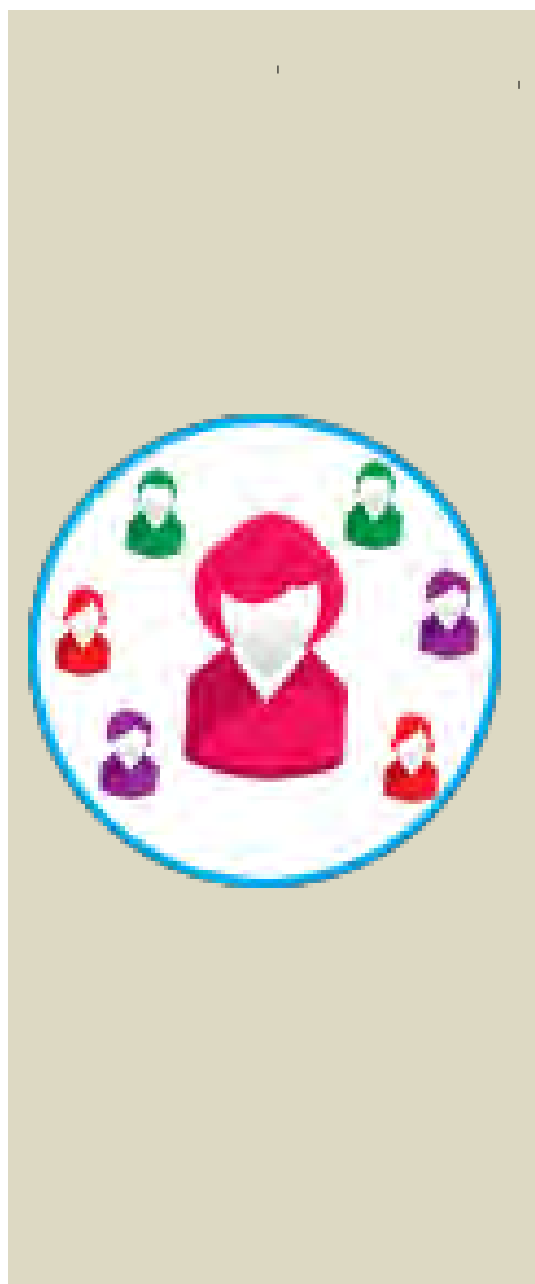
This should include monitoring your social referral traffic to your website through Google Analytics or similar tools.

You should be able to measure the standard KPI's from social referral traffic such as # of Clicks, Click-through-rates and conversion details.

This referral traffic is a good indication of how effective your marketing efforts are in driving traffic to your website.



You should also be monitoring your social activities.



Engagement

You should measure how many people reply, retweet, favorite or list you.

Increase your engagement by sharing the right content with your followers. Birds of a feather, flock together.

Sharing stories that interest your followers is the beauty of social media. Get people talking about your topic and they will share.

You should also be monitoring your social activities.



Following/Follower ratio

You should maintain a good ratio and look for followers that follow back.

Believe it or not your followers ratio can be very important in the eyes of a potential follower if they see that you are not followed often they may assume that you don't have anything interesting to offer. Not to mention that Twitter uses these ratios as consideration of abusive behavior and can lead to suspended accounts.

You should also be monitoring your social activities.



Sentiment

It is important to understand what people are saying about you and your brand.

Are the people talking about you saying positive or negative things?

Sentiment is a very important part of your measurement. If you notice there are more negative things being said about you take the opportunity to take corrective measures.

Feed
Your
Peeps

Conclusion

Building your Twitter audience can take time but it is well worth it!

We hope you enjoyed this session on using Twitter for Social Marketing.

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



The Right
Way To
Tweet

Feed
Your
Peeps

Conclusion



What Do You Want From Your Twitter?

Find More
Followers

UnFollow

Increase
Engagement

MAKE IT EASY WITH
moreFollow.com

moreFollow.com