



TWITTER GUIDE **FOR MARKETERS**

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**Intro
to Twitter**

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**Get
Started**

#3
**Twitter
in your Org**

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Strategy**

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**Connect
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Ads**

#1

INTRO TO TWITTER

- 1.1 A brief history of Twitter
- 1.2 Why Twitter is different
- 1.3 What Twitter can do for marketers

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GET STARTED

- 2.1 Learn Twitter terminology
- 2.2 Understand the Twitter construct
- 2.3 Take your first steps with Twitter

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TWITTER IN YOUR ORG

- 3.1 Establish your vision and charter
- 3.2 Mobilize your team
- 3.3 Educate and empower employees

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- 4.1 Listen first
- 4.2 Find your voice and tone
- 4.3 Understand Tweet mechanics
- 4.4 Compose effective Tweets
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CONNECT EFFORTS

- 5.1 Connect initiatives
- 5.2 Capture event buzz
- 5.3 Turn on the 2nd screen
- 5.4 Align with partners and VITs

#6

MORE IMPACT WITH TWITTER ADS

- 6.1 Targeting options
- 6.2 Promoted Account
- 6.3 Promoted Trend
- 6.4 Promoted Tweet
- 6.5 Twitter Cards

Many businesses have discovered that interest-based conversations on Twitter are valuable channels of direct communication with customers and influencers.

Learn why these authentic dialogues can have a positive impact on your business too.

#1 Intro to Twitter

- **A brief history of Twitter**
- **Why Twitter is different**
- **What Twitter can do for marketers**



Intro to
Twitter

A BRIEF HISTORY OF TWITTER

Twitter is a communication platform founded in 2006 with products roots in mobile

- 80 characters

1.1



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A brief history of Twitter

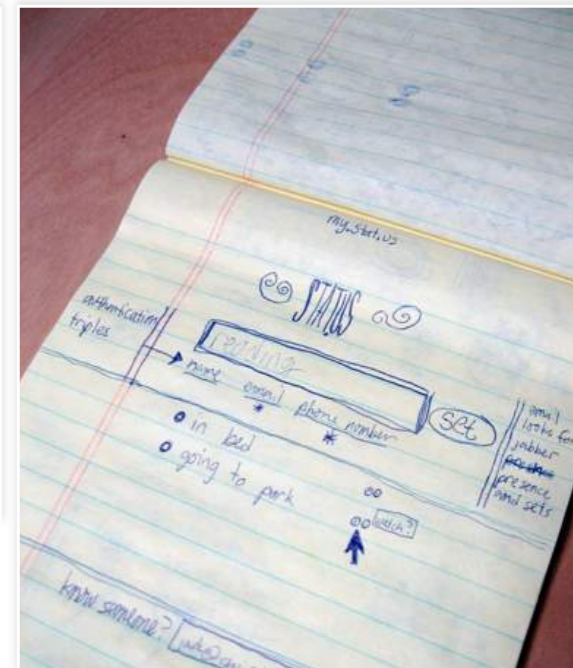
FOUNDED IN 2006 BY



PHOTOGRAPH BY JENNIFER LIVINGSTON - DETAILS MAGAZINE

THE IDEA

Small bursts of information called Tweets leveraged a new ability to send SMS text messages across different mobile carriers as status updates.



@jack's initial sketch



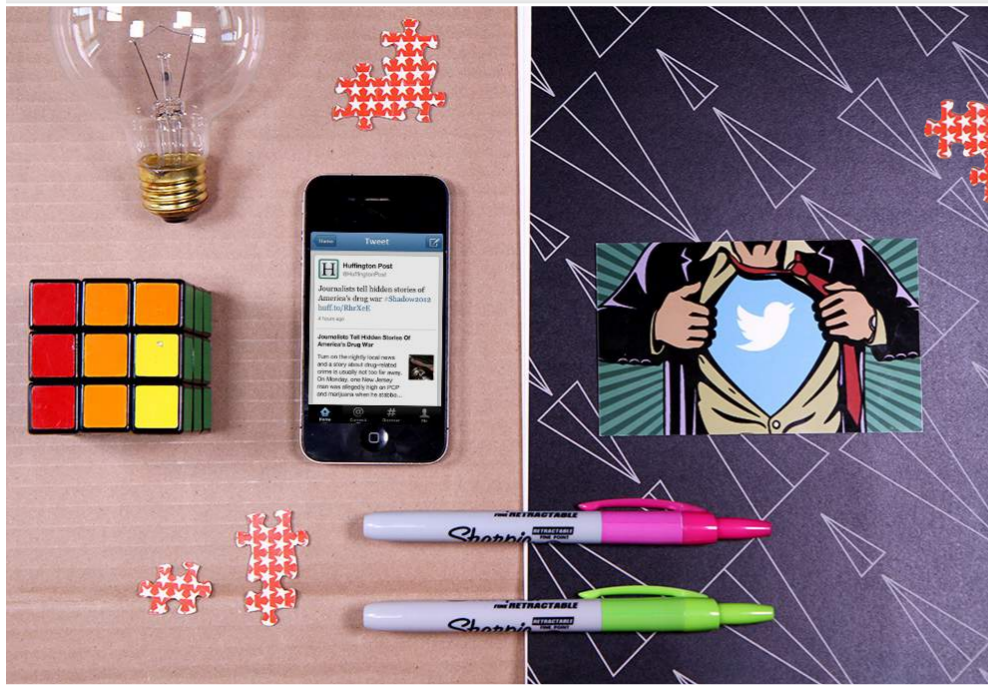
7

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A brief history of Twitter

THE FORMAT

140 character maximum is based on SMS texting limitations - plus up to 20 characters for a username.



THE BENEFIT

True now as it was then, Twitter's strength is the ability to communicate with anyone on any mobile phone anywhere in the world.



Twitter today

+255M
Active Users

1 Billion
Tweets shared
every 2 days

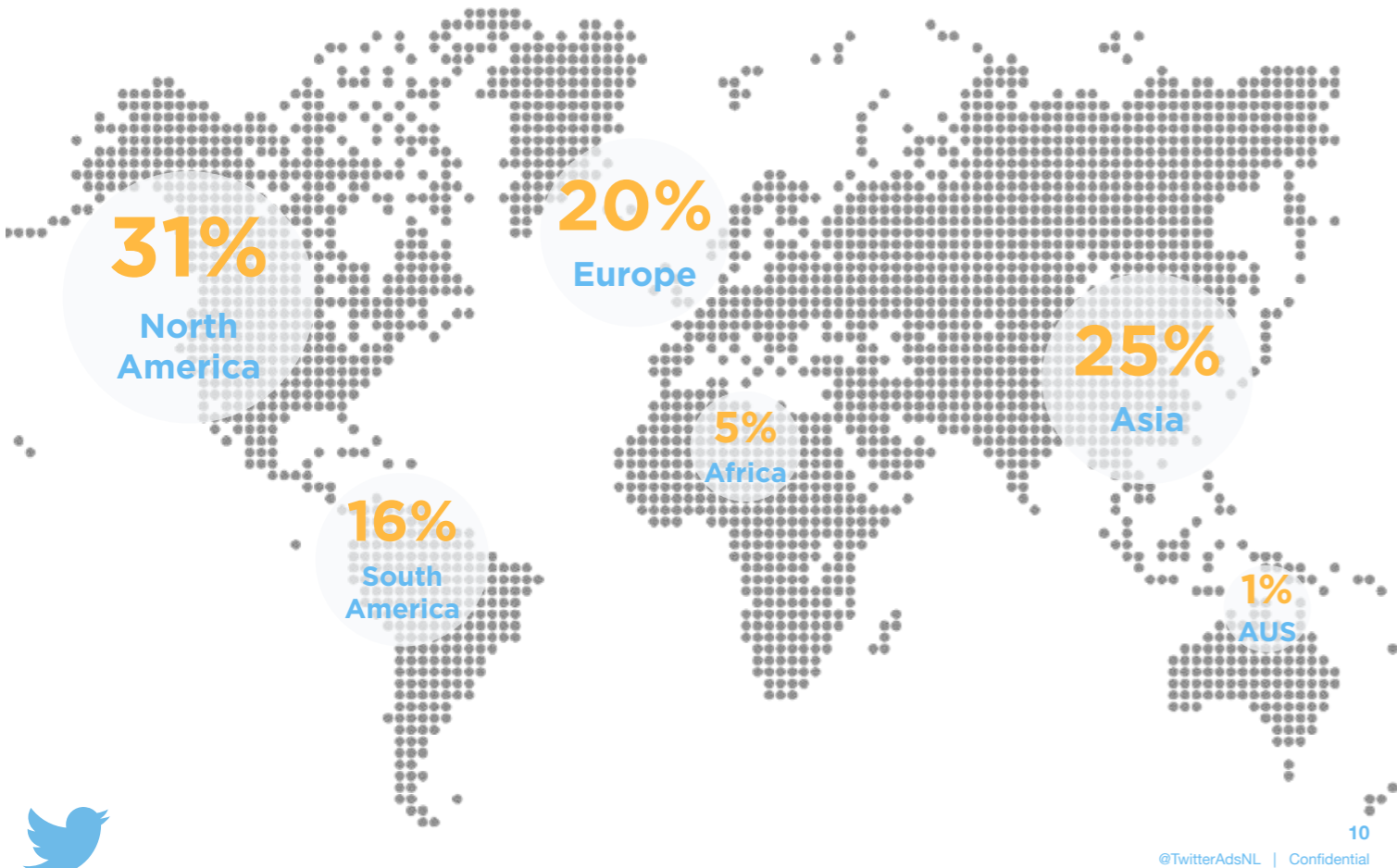


Twitter Advertising
@TwitterAds

“We’re moving from a world where we plan campaigns for the future to one where we adapt campaigns to the moment. - @dicke
#CannesLions



Twitter users are global



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Intro to Twitter

1.2



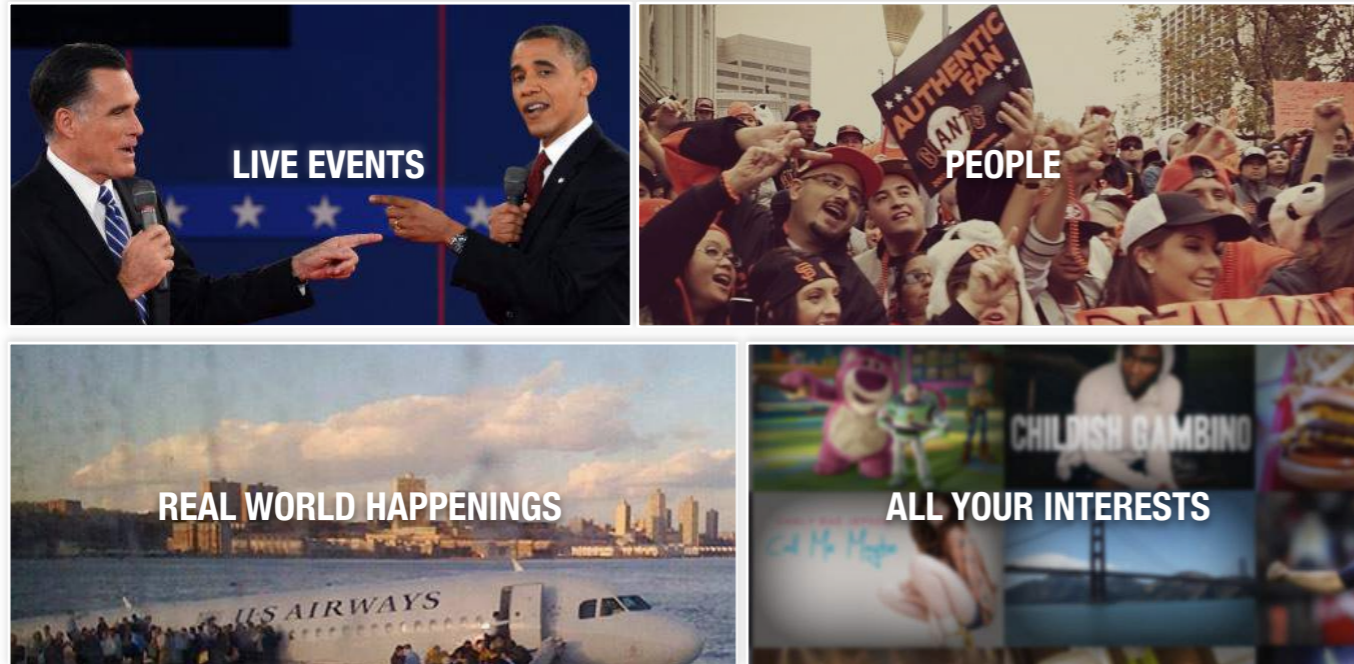
WHY TWITTER IS DIFFERENT

Twitter is the shortest distance between you and what interests you most

- 72 characters

- Twitter is a real time, interest network that brings people closer to what's most important and relevant to them

Twitter brings you closer



Intro to Twitter

1.3

WHAT TWITTER CAN DO FOR MARKETERS

Twitter provides marketers with powerful real-time signals about consumer behavior and sentiment based on user engagement

- 121 characters

- ✔ **Connect your business to what consumers find most meaningful to them in the moment**
- ✔ **Influence consumer attitudes and behavior by participating in their conversations**



Connect in real-time with who and what interests you most



Jen Rubio @jennifer

Where can I find @NARSsist bronzer, @bumble surf spray, and a @dkny cozy in ATL airport? #notinmybag



DKNY PR GIRL® @dkny

. @jennifer we have a DKNY shop there! Maybe they have a Cozy? atlanta-airport.com/Concessions/vi...



Jen Rubio @jennifer

@dkny Just bought a new one! pic.twitter.com/38BXQ5IF1z



DKNY PR GIRL® @dkny

. @jennifer amazing what can happen within 35 minutes of a tweet!

Whatever people are doing

21%

of Twitter mobile users use Twitter while shopping



Liz Hardwick
@Tech_Geek_Girl

Currently shopping for usb pens for my mum, getting distracted by all the ace themed ones. Owls, Minions, Star wars... #geek :)

Reply Retweet Favorite More



Graeme
@AceyBongos

Train delay meant I've been able to watch all of Rush on my @surface on the way to work today. What a film. A proper teeth-clencher.

Reply Retweet Favorite More

20%

of Twitter mobile users use Twitter during their commute



Kevin Sinatra
@kevinsinatra

I'm sorry but that LeBron dunk on Jason Terry was pure manslaughter. #nasty

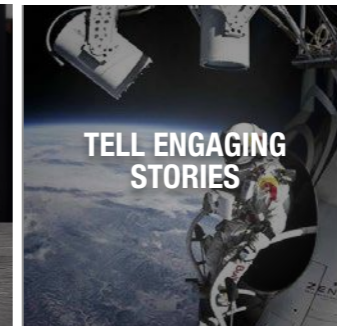
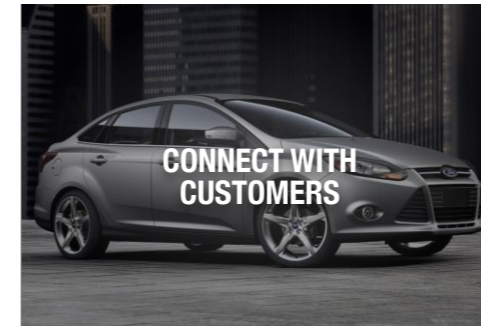
Reply Retweet Favorite More

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Influence consumer attitudes and behavior by participating in their conversations



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Participate in cultural events

Leverage pop culture, seasons, trends

Tweets

 **Visa** @TeamVisa
Tell us your fave #Olympic sport with #VisaGoWorld for a chance to win a \$50 Visa gift card! Rules: bit.ly/QS3mIM



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Drive transactions

Get real results

Tweets

 **Virgin America** @VirginAmerica
Do right and take flight! Our #FlyFwdGiveBack Sale has fares from \$49 (+taxes/fees/restr). \$5/res goes to @SU2C!
vgn.am/6016R3G4



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Connect directly with customers

Listen, ask and respond

Tweets

 **Ford-Lincoln Service** @FordService
@faethflex Hey! :) How did everything go at the dealer yesterday? Is the 2013 Focus the right car for you? ^TB

 **4JD43KWON** @faethflex
@FordService I definitely think so! I loved the demo drive of the 2013 Focus Titanium, it was an awesome drive. I'm definitely going with it.

 **Ford-Lincoln Service** @FordService
@faethflex Splendid; let me know when you make the move! :-D Here's a virtual fist bump from me: cot.ag/SwrETs ^TB



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Tell engaging stories

Be evocative, personal, powerful

Tweets

 **Red Bull Stratos** @RedBullStratos
☐Start the cameras, and our guardian angel will take care of you.☐ Joe Kittinger pic.twitter.com/o03drIRY

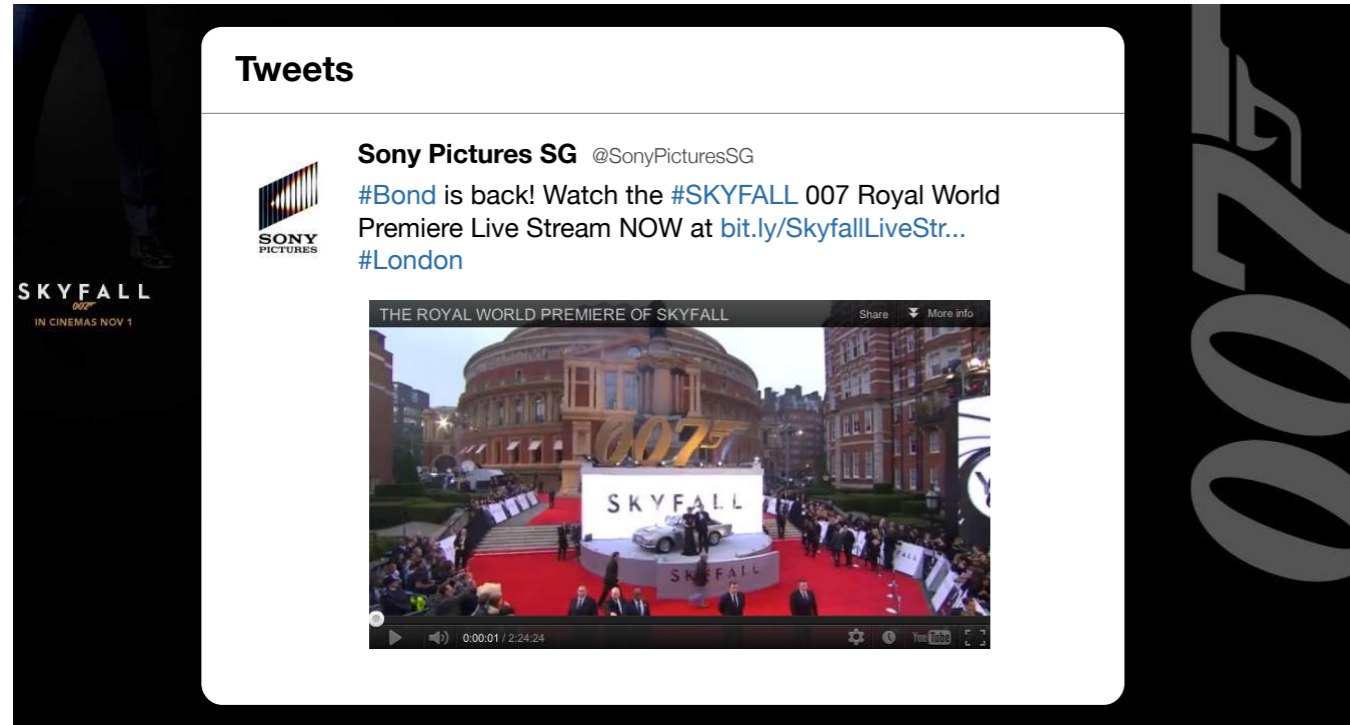


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Broadcast content

Amplify reach, share messages



The screenshot shows a tweet from Sony Pictures SG (@SonyPicturesSG) promoting the SKYFALL 007 Royal World Premiere Live Stream. The tweet includes a video player showing the premiere event. The video title is "THE ROYAL WORLD PREMIERE OF SKYFALL" and the video player shows a red carpet event with a large "007" sign and a "SKYFALL" sign. The video player controls show a progress bar at 0:00:01 / 2:24:24. The tweet text says: "#Bond is back! Watch the #SKYFALL 007 Royal World Premiere Live Stream NOW at bit.ly/SkyfallLiveStr... #London".

#2 Get started

- Learn Twitter terminology
- Understand the Twitter construct
- Take your first steps with Twitter



A basic understanding of Twitter is important when your business is ready to join the conversation and be effective on the platform.

Learn simple terminology and explore easy-to-use product features and functions to discover how Twitter brings people closer to their interests - and you closer to your customers.



Get started

2.1



LEARN TWITTER TERMINOLOGY

A unique style of communication has grown organically on Twitter - created by users, then adapted and applied universally over time

- 131 characters

- **Learn basic Twitter terms**
- **Get to know the Tweet**

BASIC TERMINOLOGY

TWEET

Short form updates of 140 characters or less used to communicate with followers

TIMELINE

A chronological presentation of Tweets from all followed accounts

@USERNAME

Your name on Twitter, preceded by the "@" symbol

#HASHTAG

A word or phrase preceded by a "#" symbol, used to organize Tweets

FOLLOW

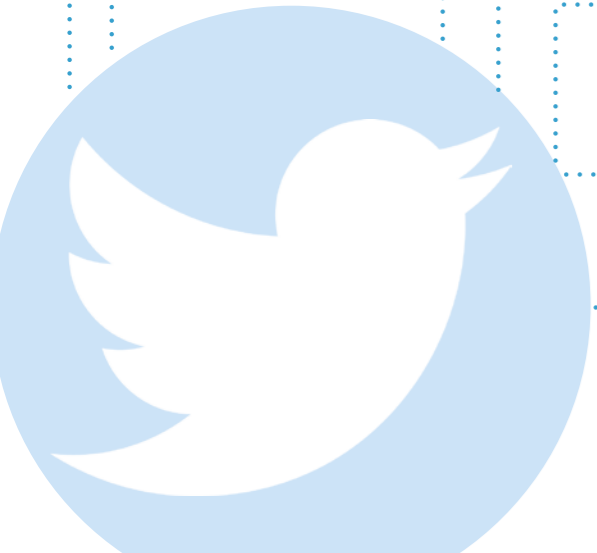
The process of subscribing to Tweets from another account

FOLLOWER

A registered account that follows another account

MENTION

To recognize an account in a Tweet via the account's @username



TWEET TERMINOLOGY

TWEET

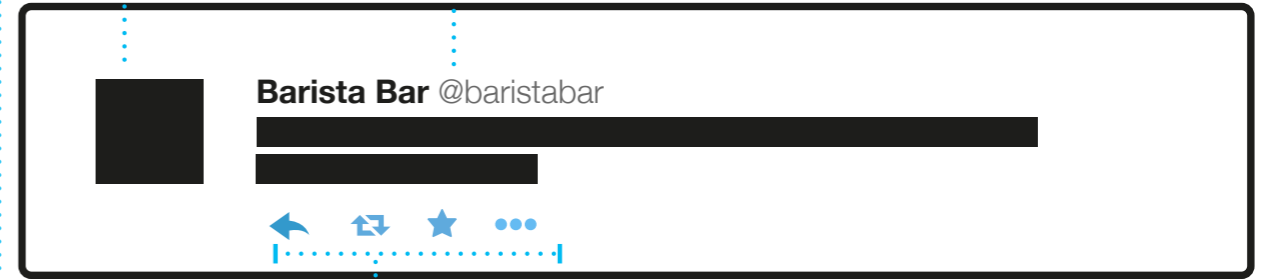
Short form updates of 140 characters or less used to communicate with followers, users similar to your followers or users with interests you target

PROFILE PHOTO

Reflects your brand identity and personality

@USERNAME

An account's profile name or handle, preceded by the "@"



ENGAGEMENT

Clicks, follows, retweets, favorites and replies that occur within a given Tweet

REPLY

To respond publicly to a specific account from a Tweet

RETWEET

To repost a Tweet from another account to share with your followers

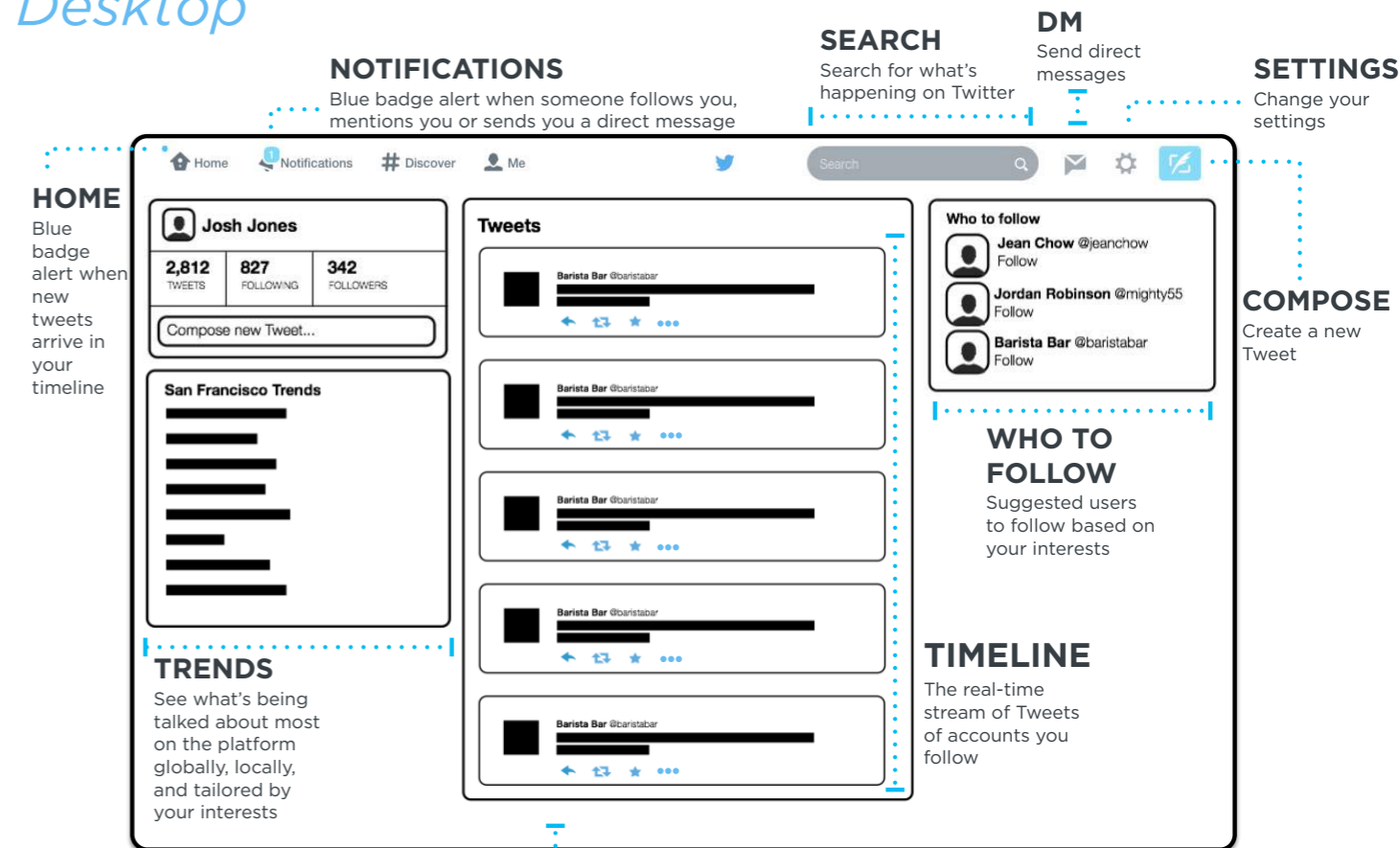
FAVORITE

To make a Tweet as special or preferred

MORE

To share via email, embed Tweet or report Tweet

Twitter Homepage Desktop



Get started

UNDERSTAND THE TWITTER CONSTRUCT

Twitter is configured for people to easily and instantly find what's most interesting in the moment

- 99 characters

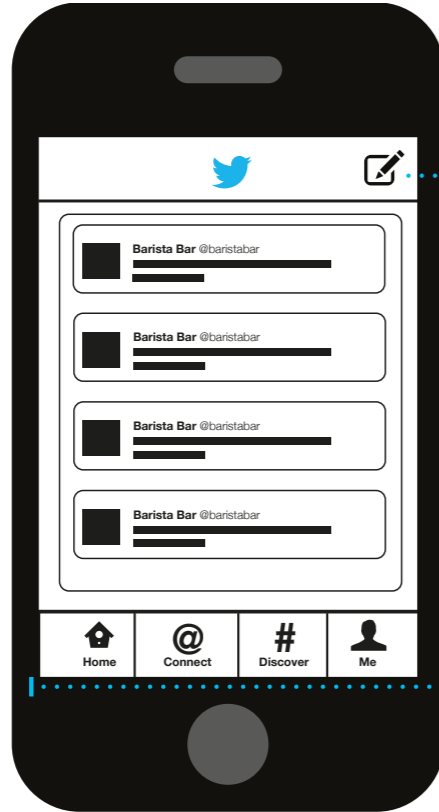
- Explore the Twitter homepage
- Understand your options with expanded Tweets
- Discover Twitter search
- Learn to navigate Twitter's tabs



Twitter Homepage

Mobile

TIMELINE
The real-time stream of Tweets of accounts you follow



COMPOSE
Create a new Tweet

NAVIGATE
Use the Home, Connect, Discover and Me tabs to explore every area of Twitter

Expand the Tweet

Enable easy, free distribution of your branded content online and mobile

SHOW/HIDE
Expand and hide videos (except Vine videos, which are auto-expanded)



ADD MEDIA
to drive engagement

Photo cards:
Highlight your brand's photo-based content (auto-expanded)

Audio and video cards:
Showcase interactive media experiences like videos, music players and live streaming events (only Vine videos are auto-expanded)

Summary cards:
Display web content such as blog posts news articles and product reviews



Twitter search

ADVANCED SEARCH

Search for specific content

REAL-TIME SEARCH
See a real-time stream of Tweets containing your search terms

The screenshot shows the Twitter search interface. At the top, there are navigation icons for Home, Notifications, Discover, and Me, along with a search bar containing 'san francisco coffee'. Below the search bar, there are three main sections: 1. Filter options on the left, including 'Everything' (checked), 'People', 'Photos', 'Videos', 'News', 'Collections', and 'Advanced Search'. Below these are 'All people' (checked) with 'People you follow', and 'Everywhere' (checked) with 'Near you'. 2. 'San Francisco Trends' section with a list of horizontal bars. 3. 'Results for san francisco coffee' section, which is divided into 'Top Tweets', 'Top People' (with 6 profile icons), 'Top Images' (with 4 image icons), and 'Top Videos' (with 4 video icons). Below these is a tweet from 'Barista Bar @baristabar'. To the right of the results is a 'Who to follow' section with three profiles: 'Jean Chow @jeanchow', 'Jordan Robinson @mighty55', and 'Barista Bar @baristabar'. A vertical dotted line is on the right side of the results section.

Twitter navigation



HOME

Your Home Timeline contains your stream of Tweets of accounts that you follow



CONNECT

All interactivity and mentions



DISCOVER

What's happening right now, tailored for you



ME

Your profile page



DIRECT MESSAGE

To send a private message to an account that is a follower (also known as a DM)



Sign up for a Twitter account

GO TO TWITTER.COM

Sign up for a new account if you haven't done so already.

NEW TO TWITTER? SIGN UP

NEXT...

UPLOAD A PROFILE PHOTO

that reflects your brand identity and personality

CREATE A BIO

about your business and include links to your website and brand content. Keep it clear and concise, but be creative

PERSONALIZE BACKGROUND AND HEADER IMAGE

to bring your profile to life. The right background will make a statement about your brand

CONVEY INSIGHTS

and information through the Tweets in your timeline. Keep them fresh and Tweet 2 - 3 times a day



Get started

TAKE YOUR FIRST STEPS WITH TWITTER

Get started on Twitter by opening an account and building your company profile

- 78 characters

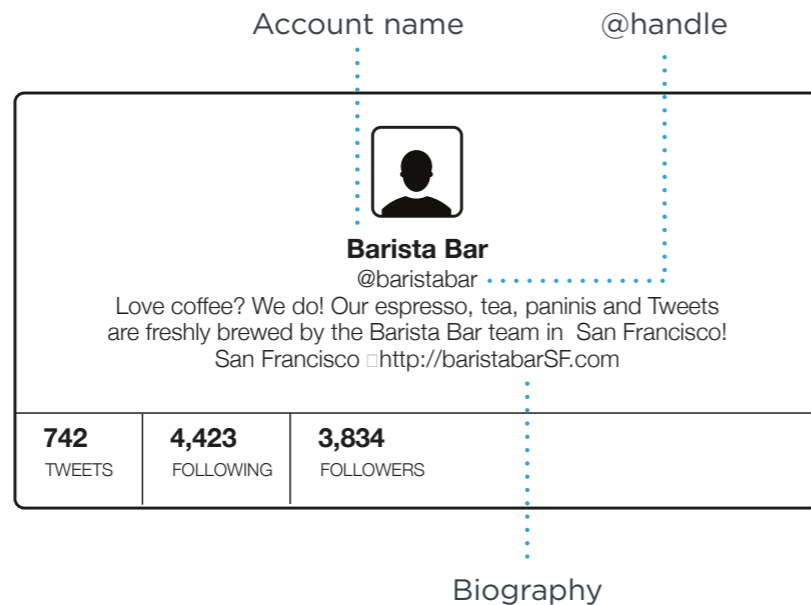
- ✔ Sign-up for a Twitter account
- ✔ Choose an @username
- ✔ Create a Twitter profile



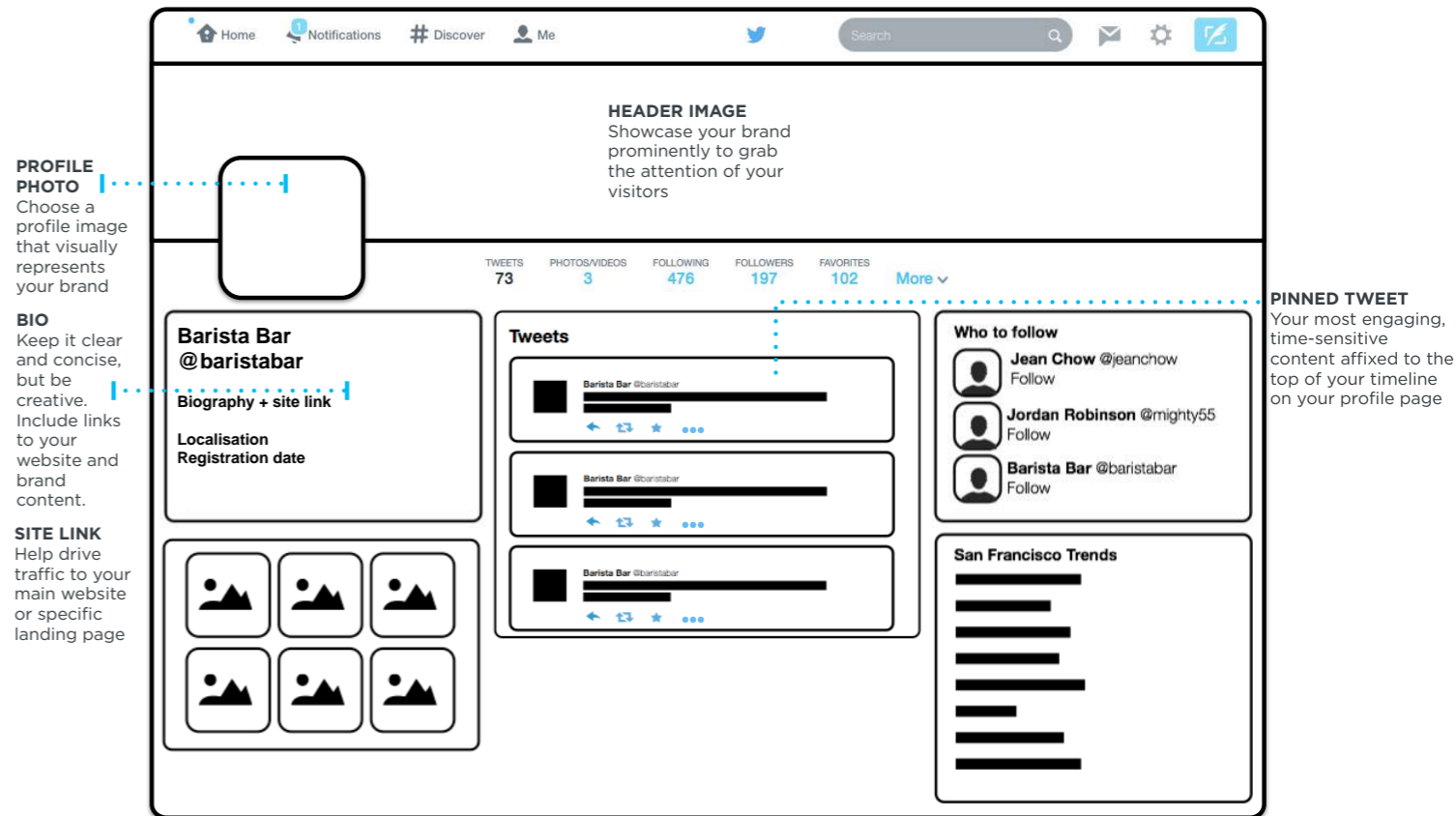
Your identity

DEFINE YOUR IDENTITY

Your account name and mostly your @handle are a representation of your brand on Twitter. Make it easily recognizable. It appears as part of the URL to your Twitter profile page (e.g. twitter.com/handle)



Your Twitter profile



#3 Twitter in your org

- ✦ **Establish your vision and charter**
- ✦ **Mobilize the team**
- ✦ **Educate and empower employees**

Company culture, marketing goals and available resources all play into your company's success on Twitter, so it's important you have a solid strategy.

A strong Twitter strategy requires planning and support across your entire organization. Know what you want to accomplish and identify the stakeholders before you start tweeting.



Establish your Twitter vision and charter

CHECK LIST TO DEFINE PURPOSE

STATE YOUR MISSION ON TWITTER

Questions:

- 1
 - What does your brand aspire to be?
 - What do you want your brand to accomplish?
 - How do you want your customers to feel about your brand

CREATE CLEAR GOALS ON TWITTER

Example: Align with existing marketing objectives

Brand building, sales, customer service, PR, local activation, influencer outreach

KNOW YOUR AUDIENCE ON TWITTER

Identify the audience you will be tweeting to

Demographic, internal teams, media, help-desk, C-level execs, influencers + advocates

DEFINE YOUR METRICS ON TWITTER

Model metrics after marketing KPIs, make them reasonable

Engagements, followers, brand effect etc.



Twitter
in your org

ESTABLISH YOUR VISION AND CHARTER

To define your purpose and presence on Twitter, develop a charter with clear parameters and goals

- 97 characters

- State your mission
- Create clear goals
- Know your audience
- Define your metrics



3.1

Mobilize the team

CHOOSE YOUR TWITTER TEAM

ALL STAKEHOLDERS

MARKET FACING
 Community managers
 Customer service representatives
 Sales and commerce teams

BUSINESS-UNIT
 Strategic leads and partners
 (creative/ad agency)
 Security and compliance officers
 Corporate communications / Marketing / PR

DETERMINE ROLES

Write Tweet copy
 Post Tweets
 Monitor conversations
 Monitor the competition
 Watch for trending topics / news
 Respond to inquiries



Approve promotions
 Authorize discounts
 Optimize performance
 Track results / measure impact



MOBILIZE YOUR TEAM

Depending on the size of your business, a single person or team can manage the different aspects of your Twitter strategy

- 119 characters

- Identify stakeholders, clarify roles
- Involve stakeholders from the start
- Determine measures of success for stakeholders

3.2



Educate and empower employees

POLICY CHECK LIST

1

DEVELOP A TWITTER POLICY

Check out the policies of companies with good social media guidelines to direct the development of your Twitter policy

Create a Twitter policy that is clear and easy to follow

Consult cross-functional stakeholders when developing a Twitter policy

- Direct questions about the Twitter policy to appropriate stakeholders

- Monitor and hold stakeholders accountable

Iterate on policies as unexpected issues arise

2

SHARE YOUR TWITTER POLICY ACROSS THE COMPANY

Communicate your Twitter charter and policy across the company and create a strong framework for educating colleagues

- Hold informal workshops to get employees up-to-speed on innovative efforts on Twitter and in social media

- Incorporate your Twitter policy into new hire on-boarding

- Make your social media policy public, visible to customers and external stakeholders

Build support for future expansion of additional Twitter accounts within the company



Twitter
in your org

EDUCATE AND EMPOWER EMPLOYEES

A well-defined Twitter policy for employees can provide many benefits and reduce risks when talking about your business on the platform

- 134 characters

- Develop a Twitter policy
- Share your Twitter policy across the company



Educate and empower employees

@CocaCola

created seven principles to guide employees participating in social media to help build the brand:

LEADERSHIP: The courage to shape a better future

COLLABORATION: Leveraging our collective genius

INTEGRITY: Being real

ACCOUNTABILITY: Recognizing that if it is to be, it's up to me

PASSION: Showing commitment in heart and mind

DIVERSITY: Being as inclusive as our brands

QUALITY: Ensuring what we do, we do well



Educate and empower employees

@OmahaSteaks

empowers employees to tweet from the @OmahaSteaks business handle and interact with customers



#4

Content strategy

- ✔ Listen before you tweet
- ✔ Find your voice and tone
- ✔ Understand Tweet mechanics
- ✔ Compose effective Tweets
- ✔ Develop a content plan

Twitter brings people closer to the topics and personalities most interesting to them.

With that understanding **develop a strategy** to craft and deliver Tweets that move people to engage and connect with your brand.



Content
strategy

LISTEN FIRST

Before you start Tweeting, find out what's important to your customers to clarify your purpose as well as guide your content creation

- 133 characters

- Monitor conversations about your brand
- Observe the competition's conversations
- Elevate supporters, pacify critics

4.1



Content
strategy

LISTEN FIRST

MONITOR CONVERSATIONS ABOUT YOUR BRAND

Reach out quickly and approach individuals directly

OBSERVE THE COMPETITION'S CONVERSATIONS

Jump in only if it's appropriate and play to your strengths

ELEVATE SUPPORTERS, PACIFY CRITICS

Listen for signals, address both positives and negatives

Monitor the conversation around your brand and take action

@smartcarusa outsmarts disparaging comments with a well-timed response

BEST PRACTICES

- Address comments directly and quickly
- Respond with authenticity
- Be personal and conversational



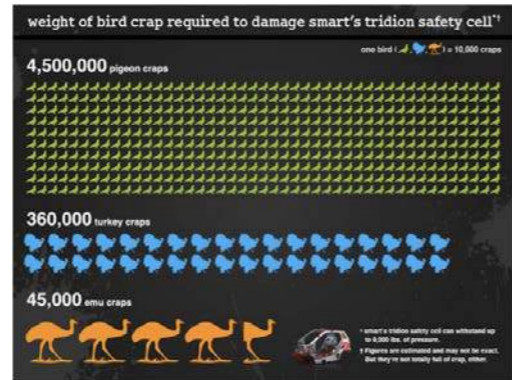
Tweets



Clayton Hove @adtothebone
Saw a bird had crapped on a Smart Car. Totaled it.



Official Smart Car USA @smartcarusa
Couldn't have been one bird, @adtothebone. Sounds more like 4.5 million. (Seriously, we did the math.) pic.twitter.com/aLYScFR3



534 RETWEETS 300 FAVORITES



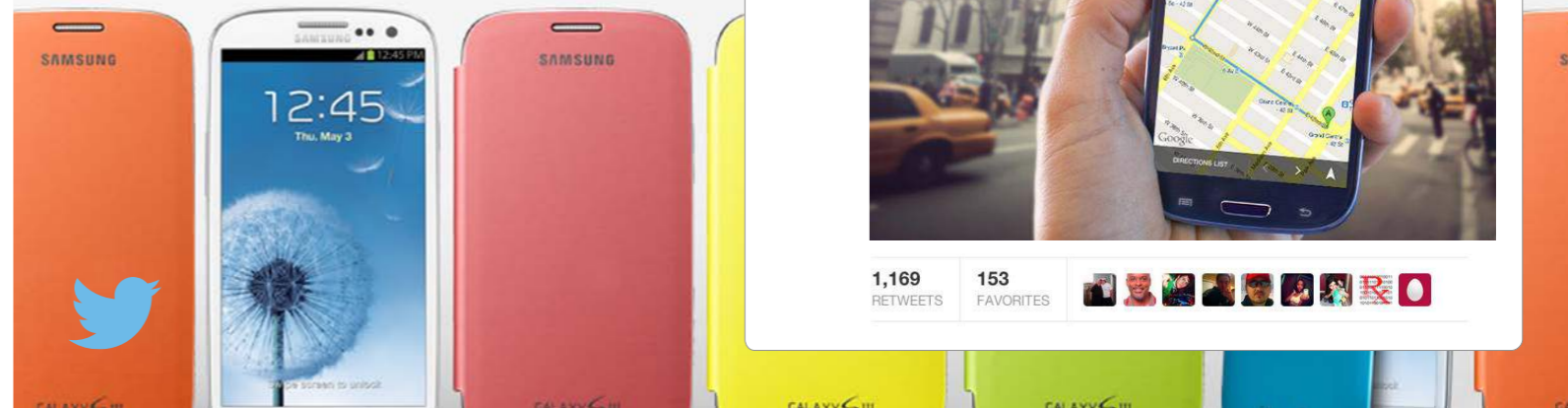
Clayton Hove @adtothebone
Outsmarted by Smart Car t.co/qfoOsZhQ Best. Social media response. Ever.

Observe the conversation surrounding the competition

@SamsungMobileUS sees opportunity in the competition's less than favorable reception of certain features

BEST PRACTICES

- Keep comments positive and professional
- Highlight your brand's advantages
- Respond in a timely manner



Tweets



William Easterly @bill_easterly
Apple Maps on getting from NYC to Allentown PA: "no route available"



Samsung Mobile US @SamsungMobileUS
Retweet if you're loving that the Google Maps navigation system rarely leads you astray. #GalaxySIII pic.twitter.com/DI4dOBHl



1,169 RETWEETS 153 FAVORITES


Identify and promote brand advocates


@GoPro regularly highlights product loyalists to help spread their message to loyal followers



BEST PRACTICES



- Engage regularly with brand supporters
- Share opinions and views relevant to follower interests
- Balance the cadence of message delivery - DON'T SPAM!

Tweets

 **GoPro®** @GoPro
GoPro Photo of the Day! Take in the view from Arête des Cosmiques to Mont Blanc with Dominik Schmeer. #POD pic.twitter.com/IXe1tZbL

 **GoPro®** @GoPro
GoPro athlete Ronnie Renner tests out his electric KTM on a 65 footer. ow.ly/en25L @rendawgfmX @ktmusa

 **Mitchie Brusco** @Mitchiebrusco84
The new @GoPro app where you can see what youre filming through your smartphone is the coolest app on the market. i would check it out.
 Retweeted by GoPro®

 **Ronnie Renner** @rendawgfmX
Tinkering with my @GoPro 's new app and wifi setup. Next level stuff!
 Retweeted by GoPro®



Measure the mood when addressing brand critics

@O2 connects with users and addresses unsatisfied customer's with a touch of humor

BEST PRACTICES

- Address brand detractors directly
- Respond with empathy and sincerity
- Keep the discussion going for as long the interaction is appropriate

Tweets

 **Tunde** @Tunde24_7
@O2 bastard big man ting I swear direct me to your owner what happened to my internet connection fam mans having to use wifi and dat

 **O2 in the UK** @O2
@Tunde24_7 Have you tried to reset the router ting fam, so mans can use the wifi and dat?

 **Tunde** @Tunde24_7
@o2 jheeze so u man speak slang and dat r u a girl what ends u from. And naa ii didn't what router

 **O2 in the UK** @O2
@Tunde24_7 The router/modem that sends the WiFi signal round mans yard to get internet? Reset it and let us know how you get on fam.



Content
strategy

FIND YOUR VOICE AND TONE

Think of your voice on Twitter as a reflection of your brand's personality - a set of human characteristics that build emotional connections

- 140 characters

- ✔ **Be human**
- ✔ **Be responsive**
- ✔ **Be flexible to the situation**

4.2



Content
strategy

FIND YOUR VOICE AND TONE

BE HUMAN

Express personality
Act conversational
Be authentic and true
Avoid corporate-speak

BE RESPONSIVE

Respond with timeliness
Respond directly
Strike a personal chord
Stay user-focused

BE FLEXIBLE TO THE SITUATION

Be humorous or serious
depending on the
circumstances

Express brand personality

@DKNY creates a character brimming with the enthusiasm of a best girlfriend

BEST PRACTICES

- Use a non-corporate tone
- Show your emotions - be naturally cheeky, coy, silly or sweet
- Share personal views and perspectives

Tweets



DKNY PR GIRL @DKNY
#PetPeeve When people call & just leave their name. Am I supposed to guess where you work?



DKNY PR GIRL @DKNY
Today would have been a grand day to wear #DKNYSmoothies underneath my short tented one shouldered dress.
#HighWindAdvisory #MarilynAlert



Diana Barbosa @borgeje
@dkny thank you for proving that I am not alone on that one...



katierosman @katierosman
@dkny I need these desperately! And today. #dressedinadress

Respond straightaway

@Chevrolet responds to advocates directly leveraging the emotional connections conjured up in a TV spot

BEST PRACTICES

- Engage consumers in real-time dialog
- Be personal and heartfelt
- Keep the focus on the consumer and what's important to them

Tweets



Chevrolet @chevrolet
As the #OpeningCeremony brings us together, we're proud #Chevy has been bringing people together for over 100 years. [spr.ly/tbt](#)
Promoted by chevrolet



Mike Shea @MikeShea43
@chevrolet You do bring people together. I have made a lot of friends over my '71 C10 Cheyenne, '68 Impala, and '63 C20. Keep it up!



Chevrolet @chevrolet
@MikeShea43 That's what we like to hear, Mike. Tweet us photos of your #Chevys! We'd love to see them.




Approach with humor and wit


@TacoBell connects with followers in a playful manner on a regular basis


BEST PRACTICES


- ✓ Check trending news before you Tweet
- ✓ Be personal and conversational
- ✓ Use a relaxed and natural tone

Tweets

 **sharkbait** @obliviaus
@tacobell will you marry me?

 **TACO BELL** @TacoBell
@obliviaus Where should we have the wedding?

 **Ryan Mirvis** @RyanMirvis
Bacon wrapped taco shell. Take that @Doritos and @TacoBell #yourmove
pic.twitter.com/HmrRCaDV

 **TACO BELL** @TacoBell
@RyanMirvis Touché, Ryan. We're coming out with a cool, new taco later this year so stay tuned!

Content strategy

4.3

UNDERSTAND TWEET MECHANICS

Gain insight into what drives engagement on Twitter and experiment to find the approach that works best for your brand.

- 118 characters

- ✓ Structure Tweets for engagement
- ✓ Time Tweets to benefit your audience



Structure tweets for engagement

#HASHTAGS



Branded campaign hashtags

Ideal for brand building and aligning with existing branded campaigns

Trending topic hashtags

Best for extending message reach based on trending topics

Unbranded campaign hashtags

Often used to increase share of voice around organic trends or for encouraging users to share

Structure tweets for engagement

@USERNAMES



Your @username is:

- The delivery mechanism for replies to your Tweets, mentions of your brand and direct messages to your account
- Part of the the URL to your Twitter profile page (e.g. twitter.com/username)
- An extension of your brand and business



Structure tweets for engagement: *CALL-TO-ACTION*

Tweets

 **The Barista Bar** @baristabar
Check out this amazing latte mugshot from one of our followers! Follow @baristabar & tweet #mugshot with your best shot pic.twitter.com/kMKYmTIM




Calls to action:

- ✓ **Retweet** - ask followers to spread your message
- ✓ **Follow** - recommend people to follow your account
- ✓ **Reply** - get followers involved in a conversation
- ✓ **Vote/Poll** - gauge opinion, check the pulse
- ✓ **Submit** - ask followers to get involved by sending answers, photos, etc. to your @username
- ✓ **Include a #hashtag** - organize the conversation by asking followers to include a unique hashtag


Structure tweets for engagement: *EXPANDED TWEETS*


Tweets

 **The Barista Bar** @baristabar
Check out this amazing latte mugshot from one of our followers! Follow @baristabar & tweet #mugshot with your best shot pic.twitter.com/kMKYmTIM

Barista Spotlight: Ryan Brown

Our next Spotlight is on our very own award winning in-house barista Ryan Brown! We look into his creative brewing techniques as he gives an intimate look into his own personal coffee consumption preferences.



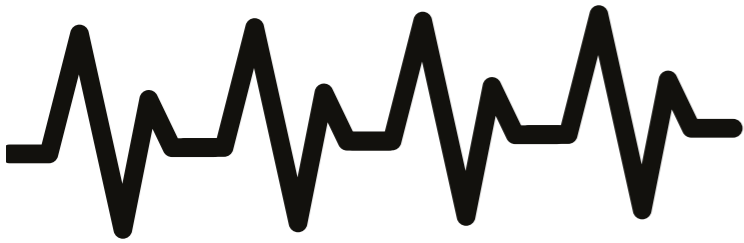
 **baristabar** @baristabar

Include more within a Tweet:

- ✓ Add rich media with photos, sound & video
- ✓ Display previews of web content
- ✓ More engaging features
- ✓ Available both online & mobile



Time tweets to benefit your audience: *FREQUENCY*



Tweeting **4 or fewer times per day** is the **“Tweet Spot”** for keeping engagement high - more than 4 sees a 17% drop in engagement

Time tweets to benefit your audience: *DAY-OF-WEEK*

Test and learn

The best way to optimize Tweets for day-of-week is to test and learn

Be mindful of

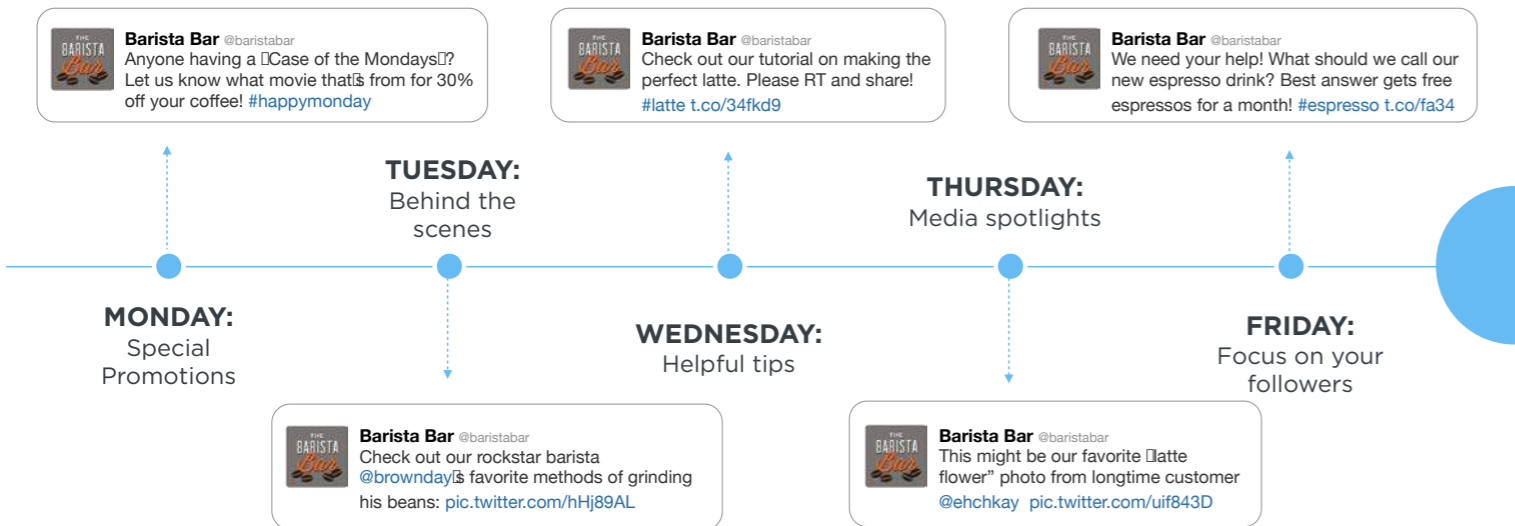
- Your objectives
- Your audience
- Your audience’s geography

Insight

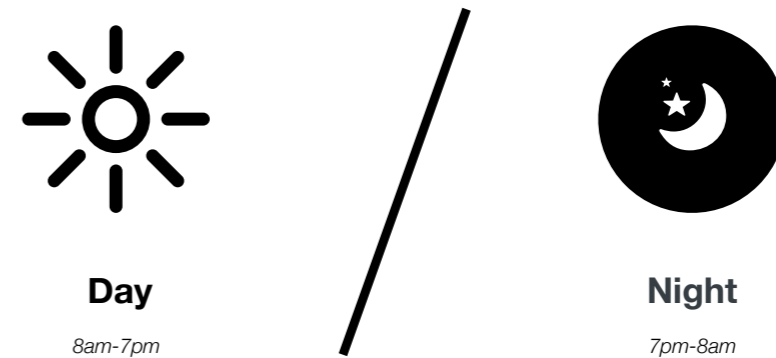
Tweet on Saturdays and Sundays to achieve brand engagement rates that are 17% higher



Time tweets to benefit your audience: DAY-OF-WEEK



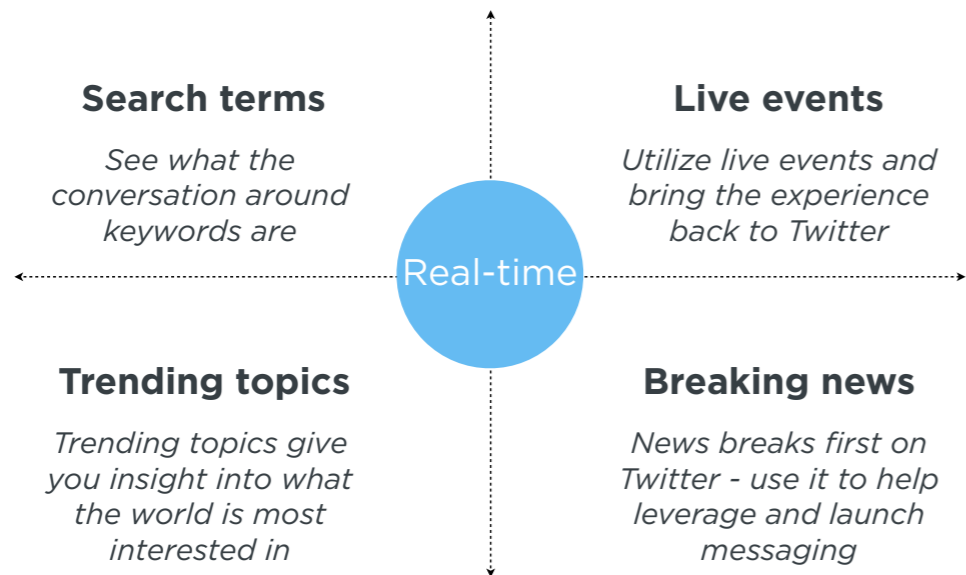
Time tweets to benefit your audience: TIME-OF-DAY



Tweet during the day (8AM-7PM)
for engagement rates 30% greater than night time (7pm-8AM)



Time tweets to benefit your audience: *REAL-TIME*



Incorporate real-time events

@Tide turns a NASCAR race track cleanup into a branding opportunity

BEST PRACTICES

- Piggyback on the conversations as events are unfolding
- Ask questions, drive opinions
- Use the relevant event hashtags

Tweets



Tide @tide
Let's hear your best captions for this picture from Tide's cleanup at #Daytona. We'll pin our favorite! #tide
pic.twitter.com/EztAY5GZ

Hide Photo



powered by Photobucket

Flag this media



Leverage celebrity and event clout

@Pepsi builds brand affinity with music audience through Grammy's and Pandora integration

BEST PRACTICES

- Co-brand to extend potential reach
- Leverage popular events of targeted user base

Tweets



Pepsi™ @pepsi
Playlist for our @TheGRAMMYS watch party?? It's gotta be @Pandora_Radio's Best New Artist channel! pep.si/x6NT3T
Promoted by Pepsi



The GRAMMYS @TheGRAMMYS
Check out @Pepsi's online #GRAMMYS viewing party w/ NashOverstreet of @HotChelleRae at 8PM on bit.ly/nwKpoe #pepsisoundoff



Todd Christenson @toddchristenson
Clever! @Pepsi's online @TheGRAMMYS viewing party t.co/zvpvV5uQ How about global next year? For us in Asia?



Jason Von Berg @jasonvonberg
I think @kelly_clarkson may be one of the best singers alive! @nashoverstreet #GRAMMYS #PepsiSoundOff: <http://t.co/jjyZ0a43>

Content strategy

4.4

COMPOSE EFFECTIVE TWEETS

Learn how to Tweet effectively to influence the real-time connection between your audience and what interests them most.

- 119 characters

- Offer value
- Be informative + knowledgeable
- Provide assistance
- Be fun + entertaining



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Content
strategy

COMPOSE EFFECTIVE TWEETS

4.4.1

Offer value

Run contests + sweepstakes

Drop coupons + discount codes

Run real-time flash sales

Crowd source deals with *Flock-to-unlock*

Use giveaways to drive trials

Offer value that delights your followers

@SouthwestAir promotes seasonal airfare deals to advocates

BEST PRACTICES

- Make your offer exclusive to Twitter
- Align with an event to drive awareness
- Encourage people to share the offer

Tweets



Southwest Airlines @SouthwestAir
Our March Fare Sale is going on NOW! Book your next getaway today! social.southwest.com/uQv #SouthwestAirSale



Aljenon Cooper @PrEaCh_COOP
i see #SouthwestAirSale is trending ... I may need to take advantage of this



annieology @annieology
[#southwestairsale](#) Yes please. Where should I go?



Zach Covey @Zach_Covey
How did Twitter know I was looking at airline prices. Thank god for [#SouthwestAirSale](#). Time to price their tickets to VA.



Content
strategy

COMPOSE EFFECTIVE TWEETS

4.4.2

Be informative + knowledgeable

Share company news + education

Be inspirational

Try live-tweeting + Twitter Chats

Use man-on-the-street testimonials

Distribute tips, quotes or factoids

Create buzz for product launches

@NikeSF provides up-to-the-minute information on new product features and availability for releases

BEST PRACTICES

- ✓ Conceive a newsworthy event
- ✓ Generate consumer excitement and encourage campaign participation
- ✓ Make it easy to order or buy

Tweets



Nike San Francisco @NikeSF
#RSVP begins 4/19 for the Air Jordan 12 launching on 4/21. \$160. Rules: qo/nike.me/6016rOrp pic.twitter.com/

Hide Photo



Nike San Francisco @NikeSF
Send us a DM now with your desired size (limit one), last 4 digits of your state/passport/military/school ID, and include #TheGreatest



Nike Los Angeles @NikeLA
Send us a DM now with #AJFireLA, include your first and last name and desired size (limit one).




Offer customer support and assistance


@TDBank_US provides personalized support one customer at a time


BEST PRACTICES


- Address issues directly, offer an immediate follow-up
- Respond with empathy and sincerity
- Keep the conversation on the platform

Tweets

 **Rachael Berkey** @bookoisieur
 Alright @TDBank_US, all I have to say is, if you apply overdraft fees tomorrow because you're holding my deposit hostage, I'm

 **TD Bank** @TDBank_US
 @bookoisieur Would hate to see u go, Rachael. We'd be happy to look into this further for you. Pls DM ph#/best time to chat (no acct#)^NM

 **Rachael Berkey** @bookoisieur
 I have to admit, I am pleasantly surprised by the #customerservice @tdbank_us shows through #socialmedia. They called & fixed things.

 **TD Bank** @TDBank_US
 @bookoisieur Hey Rachael, that's what we like to hear, appreciate the S/O. Happy Customers = Happy Bank! Have a wonderful dav! :-)^YD



COMPOSE EFFECTIVE TWEETS

Offer assistance

- Practice good customer service
- Give directions + instructions
- Be charitable

4.4.3



Sponsor charitable causes

@TwoDegreesFood reaches consumers through influential supporters of a charitable cause

BEST PRACTICES

- Bring in influencers, partners, sponsors
- Focus directly on people's kindness
- Make it easy for people to give

Results for two degrees food

Tweets [Top](#) / [All](#) / [Timeline](#)



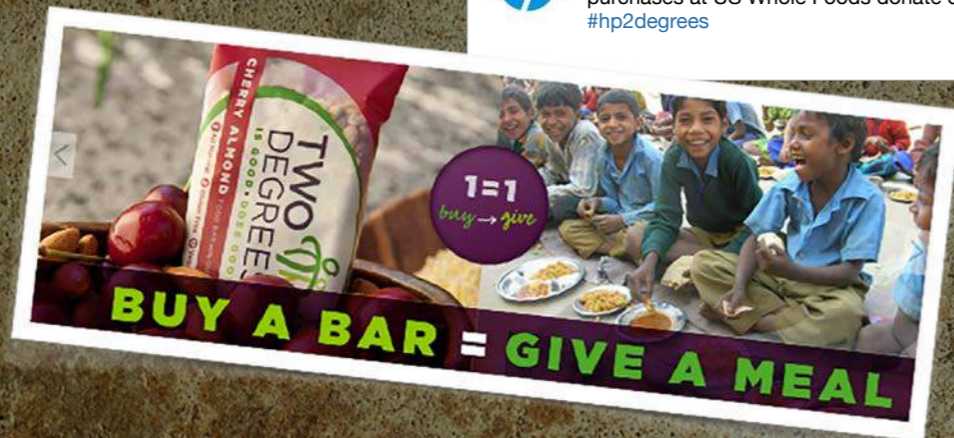
Two Degrees @TwoDegreesFood
#areyoutiredof the same old food bars? Try Two Degrees bars: For every bar we sell we donate a nutrition pack to a hungry child #oneforone



BabyCenter @BabyCenter
For every @TwoDegreesFood bar you buy, they will donate a meal to a hungry child in a developing nation #OneForOne #amillionmoms



HP Discover @HPDiscover
HP partners w/ @TwoDegreesFood to fight hunger. Thru Oct 16, purchases at US Whole Foods donate directly to children in Somalia #hp2degrees



Content strategy

4.4.4

COMPOSE EFFECTIVE TWEETS

Be fun + entertaining

Use celebrities for endorsements

Engage with humor + wit

Integration with television programming

Tie-in pop-culture

Host live events



Promote through interactivity

@Gillette #GAMEFACE connects with sports enthusiasts through ESPN



BEST PRACTICES

- › Create a game or competition
- › Integrate with TV for more reach
- › Highlight shared consumer experiences



Content strategy

DEVELOP A CONTENT PLAN

4.5

Create a flexible plan for tweeting that incorporates both real-time and planned content

- 88 characters

- › Mirror your marketing plan + calendar
- › Leverage owned content, assets
- › Prepare for real-time opportunities

Leverage holiday events

@Tide hosts Memorial Day Twitter chat and rewards participants with prizes

BEST PRACTICES

- Use seasonal experts or characters
- Focus the conversation on the holiday
- Pay attention to trending topics during the holiday event, use them accordingly

Tweets



Tide @Tide
For a chance to win a year supply of @Tide, RSVP to our #TideFlag Twitter chat hosted by @AudreyMcClellan & @MyGOMOM. bit.ly/KFjCDj
Promoted by Tide



Susan Macdonald @Gatorkids
What was I thinking?! I need to go start the laundry before the #tideflag party! Quick, someone pass me the @Tide!



Samantha Gray @Paramedic_Mom
It means never giving up, and having a whole country backing you up on the decisions you make! #tideflag



Doug Bonnette @zupwizat
@tide Proud of my son for joining the Navy to defend those colors. #tideflag
In reply to @Tide



DEVELOP A CONTENT PLAN

MIRROR YOUR MARKETING PLAN + CALENDAR

- Brand or company milestones
- Industry conferences, events
- Promotional media plans, sponsorships
- Holiday, seasonal events

LEVERAGE OWNED CONTENT, ASSETS

- Serialized content
- Web, mobile or TV assets
- Spokespeople, mascots, company employees
- Exclusive access

PREPARE FOR REAL-TIME OPPORTUNITIES

- Live events
- Serendipitous moments
- Trending topics
- Breaking news

Excite your followers with serialized content

@gibsonguitar holds a monthly guitar giveaway for return engagements

BEST PRACTICES

- Provide incentives for “tuning-in”
- Adjust frequency based on engagement levels
- Share access to exclusive content

Tweets



Gibson Guitar @gibsonguitar
Have u entered our Dec. #Guitar Giveaway on FB yet? C'mon! 4 Les Paul Classic Customs! Click: [ht.ly/86Aky](https://t.ly/86Aky) then click #Contest tab



Gibson Guitar @gibsonguitar
(Plz retweet!) Enter to win 1 of 4 Gibson SGs in our January Facebook #Guitar Giveaway! Click: [ht.ly/8nrCz](https://t.ly/8nrCz) then hit #Contest tab!



Gibson Guitar @gibsonguitar
Gibson's Feb #Guitar Giveaway is live! Click: [ht.ly/8RcEx](https://t.ly/8RcEx) then click on the #Contest tab to enter. 4 Les Pauls will be given away.



Gibson Guitar @gibsonguitar
We have a couple of guitar giveaway contests happening...this one ends Sunday! Click here to enter: [ht.ly/4Ay4T](https://t.ly/4Ay4T) Feeling lucky??

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Make real-time events happen

@Pepsi sponsors and promotes exclusive live streams of concerts on Twitter

BEST PRACTICES

- Systematically build buzz and excitement in advance of the event
- Use exclusive offers during the event to drive viewership
- Leverage performers and other event assets to increase engagement



Pepsi™ @pepsi 6 Sep
#VMA is already getting 3000 tweets a min! Get ready for the show tonight with a sneak peek: youtube.com/watch?v=RvtMns...
#LiveForNow

Promoted by Pepsi™
Hide media Reply Retweet Favorite



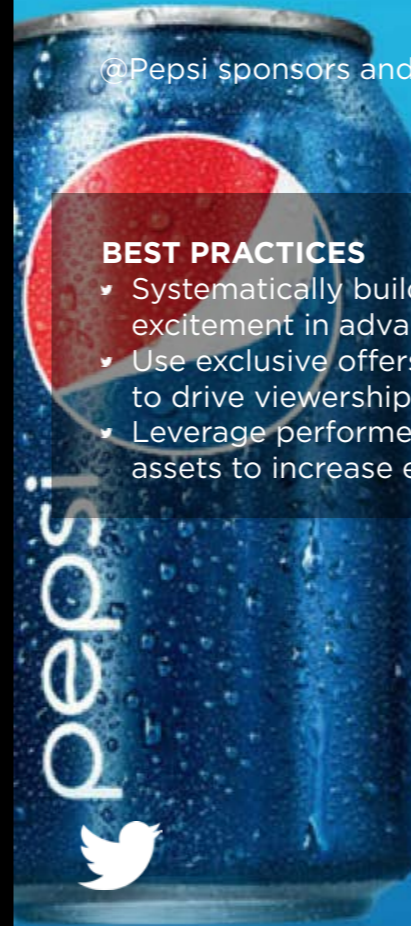
#LiveForNOW Music Episode #15: What's Happening at the 2012 VMAs

Find out what part of the VMAs everyone is talking about on Twitter with Pepsi's #LiveForNOW music. Plus take a closer look at the performances, the awards a...

YouTube @YouTube Follow

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Create serendipitous moments

@Mortons surprises a loyal and influential customer to generate an authentic conversation

BEST PRACTICES

- Be bold and do the unexpected
- Tie online and offline worlds together
- leverage celebs, spokespeople and influencers to extend good news

Tweets



Peter Shankman @petershankman
Hey @Mortons - can you meet me at newark airport with a porterhouse when I land in 2 hours? K, thanks. :)



Peter Shankman @petershankman
Oh. My. God. I don't believe it. @mortons showed up at EWR WITH A PORTERHOUSE! lockerz.com/s/123ffvf



#5 Connect all your marketing efforts

- Connect initiatives
- Capture event buzz
- Turn on the 2nd screen
- Align partners and influencers

Connect Twitter to television efforts, organize brand buzz during live events, even embed a Tweet timeline of real-time Tweets directly into your website.

The following best practices show you how Twitter can **link all your marketing efforts together into a simple, unified plan.**



Connect
efforts

5.1



CONNECT INITIATIVES

Use Twitter tools and tactics to extend your marketing investment across multiple channels and ensure your good content is shared

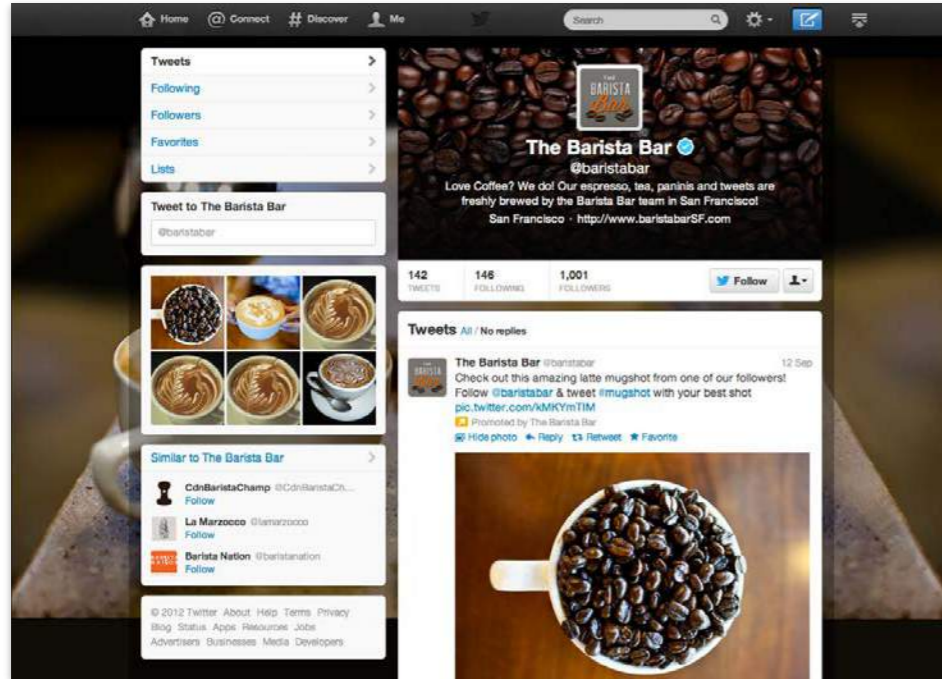
- 129 characters

- ▼ **Create a brand destination**
- ▼ **Connect online to offline**
- ▼ **Syndicate web content and encourage sharing**

Create a brand destination

PROFILE PAGE

Collect the real-time conversations that surround your brand



YOUR BRANDING

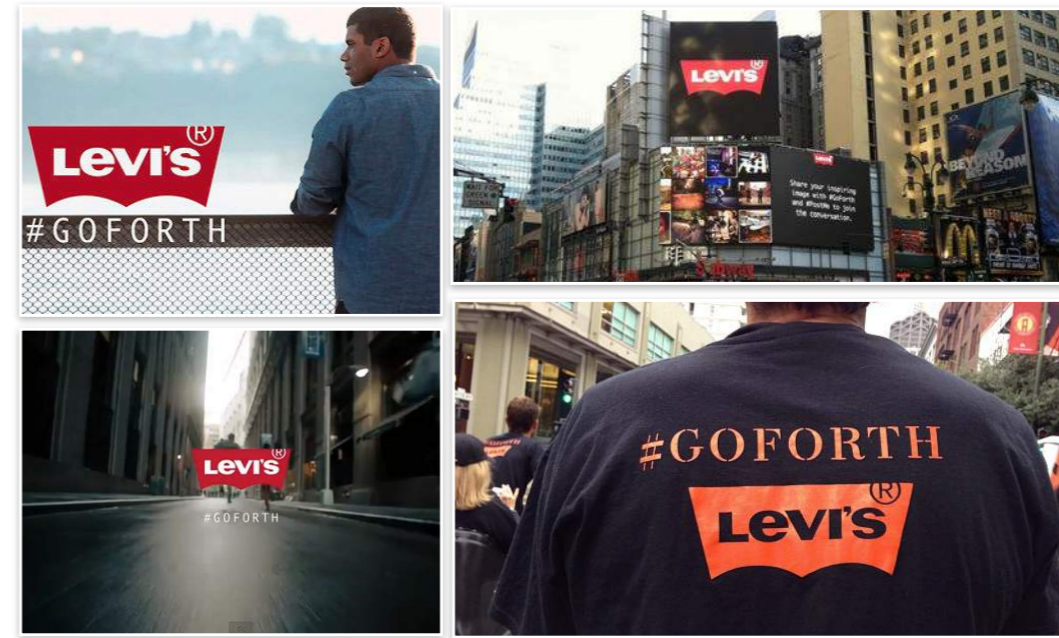
Bring brand messages to life

TIMELINE

Drive consumer action

Connect online to offline

Anywhere your customers interact with your brand is an opportunity to encourage them to interact with you on Twitter



Syndicate web content with embedded timelines

Four types of fully functional Tweets and timelines on your webpages:

USER

Display all Tweets from users you follow

FAVORITES

Curate only Tweets you've favorited

LIST

Show Tweets from a specific list

SEARCH / HASHTAGS

Create a timeline for any query or hashtag



Tweets Follow @BaristaBar

Barista Bar @baristabar 12 Oct
Check out this amazing latte mugshot from one of our followers! Follow @baristabar & tweet #mugshot with your best shot pic.twitter.com/kMKYmTIM

Barista Bar @baristabar 9 Oct
Fresh coffee now! #comeandgetit

Barista Bar @baristabar 5 Oct
Beat the morning fog with a hot cup of #coffee! This week: 50% off artisan coffee, tea, and pastries-- just mention hashtag #barista50!

Encourage content sharing

Integrate Follow Buttons



Integrate Tweet Buttons



Twitter Facts

Websites with the Follow button have seen average increases of **70% in replies, 131% in retweets and 150% in favorites**

Websites with the Tweet button **get 7x more traffic** back to their respective site compared to sites without the button



Connect efforts

CAPTURE EVENT BUZZ

A phased approach works best when associating with an event to drive brand conversations

- 88 characters

- ▶ Promote your handle and hashtag before an event
- ▶ Participate and engage during an event
- ▶ Extend the conversation after an event



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Capture event buzz

The screenshot shows a tweet from Adidas (@Adidas) with a video thumbnail. The thumbnail features a woman in a white and blue sports top with the text 'take the crown' and 'what will you take?'. The tweet text reads: 'What happened when David Beckham surprised fans in our UK #takethestage photobooth? youtu.be/goOgSpzYe6I'. Below the text is a photo of a black photobooth structure with 'Great Britain #takethestage' branding and a wall of photos.



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Connect
efforts

TURN ON THE SECOND SCREEN

Extend the conversation from the TV screen to Twitter

- 53 characters

- ▼ Use hashtags
- ▼ integrate @handles
- ▼ Live tweet during the program



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Turn on the second screen

USE HASHTAGS

Integrate your hashtag on air to encourage involvement and steer the conversation

INTEGRATE @HANDLES

Extend the conversation beyond your scheduled airtime

LIVE TWEET DURING THE PROGRAM

Live shows: Live-tweet exclusive content and competitions to increase buzz



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Connect efforts

ALIGN WITH PARTNERS AND VITS

Use your partnerships and influencers to broaden and amplify the conversation about your brand

- 94 characters

- Leverage spokespeople, celebrities and marketing partners



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Align with partners and very important Tweeters (VITs)

ALIGNMENT CHECK LIST

1

LOOK FOR OPPORTUNITIES TO INTERACT

56% of US Twitter users are on Twitter to follow celebrities*, so use them and other brand ambassadors in your campaigns. Tweets from influential users extend the reach of your message to their followers and adds credibility.

2

SUPPORT PARTNERS BY RETWEETING THEIR CONTENT

Co-promote content from a partner or brand. Could include parent/child brands or any other marketing partnership where multiple brands are involved.

3

GET PERMISSION AND TWEET THE CONTENT OF NON-CELEBS

Tweeting content from non-celebrities can be extremely effective. Could be Tweets of an everyday user that is unaffiliated with your brand or from another brand personality - all you need is their permission.



Source: Lab42 survey Aug 20, 2011, eMarketer

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Secure celebrity endorsement

@SnickersUK surprised consumers by getting celebrities to Tweet “out-of-character” during the *You are not you when you're hungry* campaign

Tweets



Katie Price/Jordan @MissKatiePrice
Large scale quantitative easing in 2012 could distort liquidity of govt. bond market. #justsayin



Katie Price/Jordan @MissKatiePrice
You're not you when you're hungry @snickersUK #hungry #spon lockerz.com/s/176796815

Tweets



Ian Botham @BeefyBotham
Loving that Haydon Concerto in D Major!!! #profound



Ian Botham @BeefyBotham
You're not you when you're hungry @snickersUK #hungry #spon pic.twitter.com/pzl6qV7o



BEST PRACTICES

- Leverage influencers and VITs to promote your product and share your message
- Retweet influencer and partner Tweets to extend your reach



#6 More impact with Twitter Ads

- Build a community
- Ignite massive conversation
- Win share of voice



Once you're happy with how you're using Twitter for your business you should start to think about how you might want to increase your impact with Twitter Ads.

GAIN MORE FOLLOWERS.

Quickly grow your community of high value followers and drive word of mouth by promoting your account.

REACH POTENTIAL CUSTOMERS.

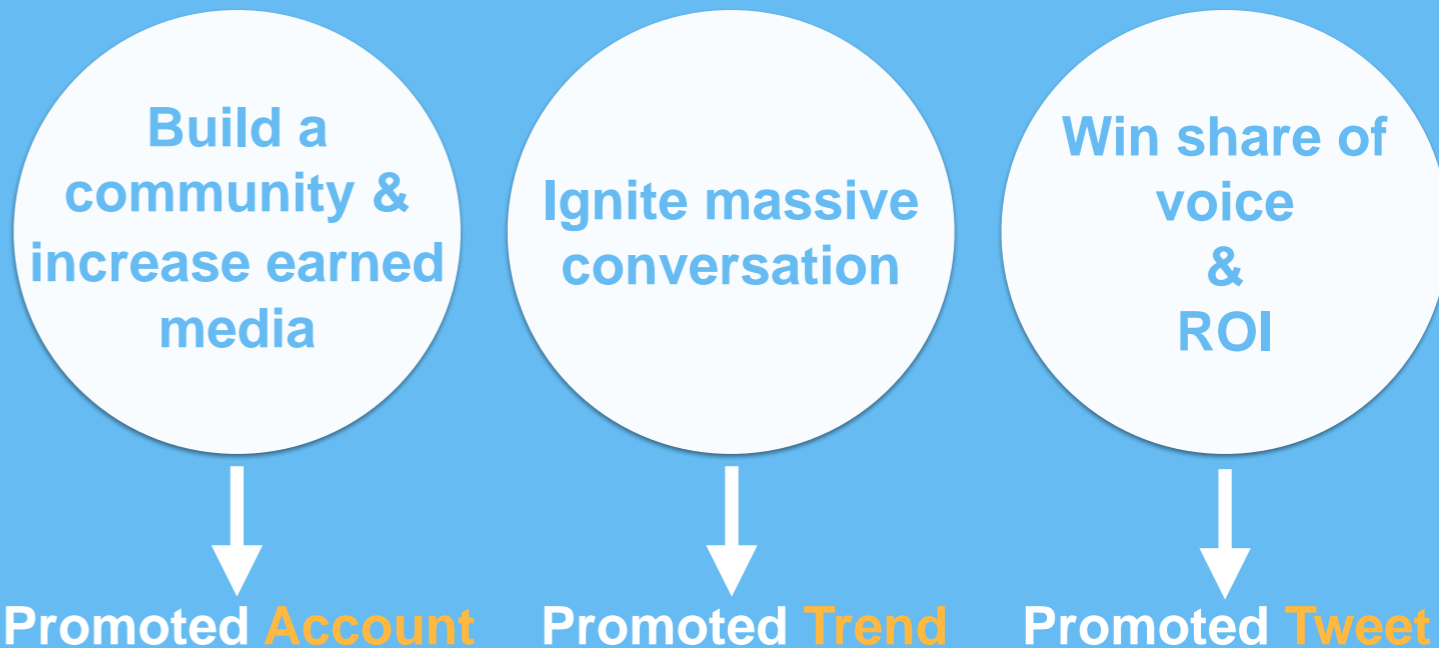
Get your message in front of people not yet following you by promoting your tweets.

MEASURE RESULTS IN REAL-TIME.






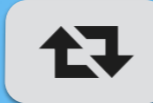
Track the growth of your follower base and see how people engage with every single tweet.







A solution for each goal



Targeting options

Followers  <ul style="list-style-type: none">FollowersLookalikes	Lookalikes  <ul style="list-style-type: none">Followers of specific accountsLookalikes	Interests  <ul style="list-style-type: none">25 categories350 sub-categories	Keywords  <ul style="list-style-type: none">Conversation: users who have used specific keywords in their tweets (last 7 days)Search results: users typing specific keywords	TV  <ul style="list-style-type: none">Users tweeting about specific TV shows	Tailored Audiences  <ul style="list-style-type: none">CRM : database matchingRemarketing : users who have visited the website
--	--	--	---	---	---

Device  <ul style="list-style-type: none">DeviceOS versionWifi connexion	Gender  <ul style="list-style-type: none">Male / Female	Location  <ul style="list-style-type: none">CountriesRegions	Language  <ul style="list-style-type: none">20 languages available
---	--	--	---



Promoted Account

What for?

Scale your audience # Build loyalty # Increase earned media

Where?

A top spot promotion in the 'Who to follow' section and in Timelines to grow your follower base, brand advocates and the reach of every tweet.

Why?

Brand Followers are **more likely to act:**

47% more likely to visit the brand's website

39% more likely to recommend brand to a friend

35% more likely to buy from brand



Promoted Trend

What for?

Drive mass awareness # Seed conversations # Kick-off events

Where?

A 24hr takeover of the top Trends spot. A high reach and high earned media placement.

Why?

Trends **drive huge conversation volume:**

10X

increase in brand-relevant conversations on day of the Trend

2X

residual increase in brand-relevant conversations the week following the Trend



Promoted Tweet

What for?

Increase reach # Drive engagement # Amplify conversations

Where?

Target your tweets to the top relevant user Timelines or against real-time search results.

Why?

Promoted Tweets **drive stronger engagement rates:**

1-3%

Promoted Tweets in Timelines and Search

compared to

0.07%

Standard Display

Best practice: Twitter Cards

Add media content and interactive experiences within tweets, including audio and video players, live stream, commerce points and photos.



Twitter Cards - Organic & Advertising use

Twitter Cards - Advertising use only

IMAGE CARD



Add a pic to your tweets (auto-expanded)

VIDEO CARD



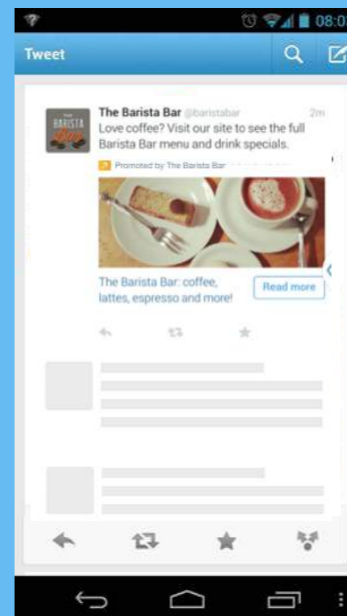
Add videos (Vine videos auto-expanded)

SUMMARY CARD



Tease your audience with an article summary and drive traffic to your website

WEBSITE CARD



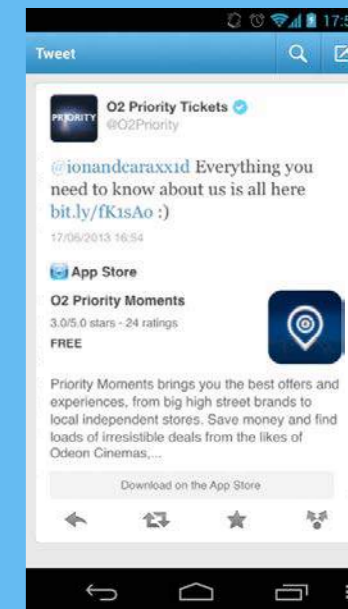
Drive traffic to your website with the clickable image

LEAD GEN CARD



Generate leads (full opt-in in 2 clicks)

MOBILE APP CARD



Drive app installs



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May 2014

#Thanks

Visit business.twitter.com or contact us!