

Unleash the power of

Twitter

FREE GUIDE



Provided by:



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This guide will teach you:

- Twitter's features and terminology
- How to formulate a content strategy for Twitter
- Best practices for increasing your follower base
- Tools to help you market your brand on Twitter



UNLEASH THE POWER OF TWITTER: FREE GUIDE BY OLIVER JAMES ENTERPRISE

What's Twitter Useful for?

Twitter is an excellent digital marketing tool for **identifying relevant communities** to your business/organisation and engaging with them in real time. Twitter lends itself well to this kind of interaction because it allows businesses to reach out and respond to followers individually.

There are no boundaries between users on Twitter, which makes for a unique **relationship and trust building tool**.

Most Twitter users treat Twitter like a news feed, scanning for information around topics that interest them. They curate lists of followers that publish the content they're interested in and if they see something they like, they'll either start up a conversation or share the content to their own followers. That's why it's absolutely vital to create valuable content to be sharing on Twitter.

Without quality content, a brand has no chance for success on Twitter.

However, a business that knows how to speak to their followers and provide them appealing content will gain an **extremely engaged brand community** that interacts in real time and increases their Top of Mind Awareness (TOMA).



Who uses Twitter?

% of internet users within each group who uses Twitter

ALL INTERNET USERS

Gender

Men	12%
Women	12%

Age

18-29	100*
30-49	100*
50-64	9%
65+	6%

Race/Ethnicity

White, Non-Hispanic	9%
Black, Non-Hispanic	25%*
Hispanic	100*

Source: The Pew Research Center's Internet and American Life Project, April 26 - May 22, 2010 Spring Tracking

Survey of 2,277 adult internet users ages 18 and older, including 700 cell phone internet interview users conducted in English and Spanish.

*Indicates a statistically significant difference between groups.

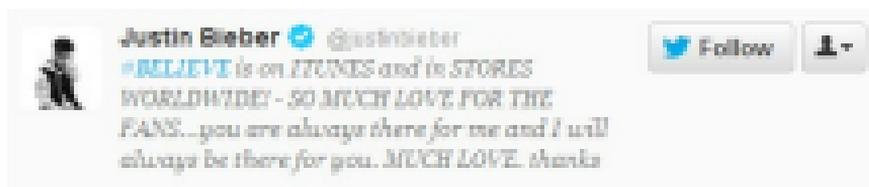
Twitter's Features

There are several features and terms that are unique to Twitter.

Some of these include:

Verified Accounts

Verified Accounts are Twitter's way of combating fake profiles and identifying official brands and celebrities. Twitter proactively selects brands to verify, and does not currently accept requests for verification.



The blue checkmark next to Justin Bieber's name indicates that his account is verified and official.

Lists

Twitter Lists is a feature that allows users to group its followers into lists by themes. This is a great way to organize content and/or influencers into relevant themes to alleviate clutter and focus on what's important to the goals of the campaign.

Trending Topics

Trending Topics can be found on the Discover page. This is a list of topics that are being widely discussed across Twitter. As a brand, it can be valuable to scan these and think about if there's a natural way to join the discussion around one of these topics. Trending Topics can be sorted by location if the brand is local.

TWITTER'S FEATURES CONTINUED...

Location Feature

Users can opt in to include their location with their Tweets. If exact locations are allowed, a map is displayed with a pin showing where the Tweet took place. For local brands, this is a good way to make the Twitter feed more engaging and inform users about the location of their business.

Promoted Tweets, Trends and Accounts

Twitter's advertising platform is made up of Promoted Tweets, Trends and Accounts. Promoted Tweets have all the same restrictions as regular Tweets, except they are paid for and promoted within a user's feed. They are clearly labelled as "promoted," but other than that, look just like regular Tweets. These work particularly well for big brands and media brands that offer rich content.



How to Tweet:

Best Practices For Your Tweets

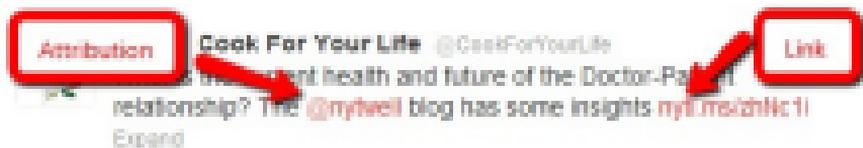
Having a content strategy to help guide what you tweet and post to your followers is vital to the success of your social media campaign on Twitter. Without engaging content, your twitter account will become nothing more than a bullhorn falling on deaf ears. Here are some best practices for building your follower base and keeping them engaged:

Tone

The tone of your Twitter should reflect your brand's personality. It's important to keep the content professional as it can become tempting to adopt shorthand Twitter lingo and overuse hash tags and other symbols. It is best to maintain the tone of the brand and adapt this to the limitations of Twitter.

Tweet Structure

A Tweet should typically start with a statement or article headline, followed by a link with attribution (if applicable).



It can also be useful to include hash tags, which means putting the "#" in front of a word or phrase. This allows users to search on that term and connect with others who are interested in the same topic. Use these in moderation (not more than two per tweet).

TIP: Keep the character count below 100 whenever possible to allow enough room for your post to be re-tweeted and commented on.

Timing is Crucial

(both time of day and day of week)

As soon as you post your Tweets, they immediately start to get buried in the clutter. Because you have a limited window of time to make sure your message is being received, it's important to know what the best days and times to post are.

Crowdboost is a great tool for determining this, but even better than that is constant testing to find out what times and days result in the most interactions.



Frequency

To have a presence on Twitter, it's generally necessary for businesses to post at least once a day on weekdays. Many businesses have reason to post more than that, some less, depending on their social media goals. The account should be constantly monitored so the brand can respond to any user inquiries or mentions.

What should I tweet about?

As previously mentioned, a content strategy is essential for your brand's success on Twitter. Here are a few content suggestions that should help stir up some ideas for your brand's tweets:

Questions: Similar to Facebook, asking a question on Twitter is an important method of stirring up a conversation. That said, the rapid-fire nature of Twitter makes it less likely to generate an entire discussion. A good way to start conversations and get followers is to seek out user questions on Twitter about your brand's area of expertise and answer them.

Links: As important as links are for Facebook, they are doubly important for Twitter. The defining characteristic of Twitter is its 140 character limit, which means there's limited space for messaging. The link becomes very important to tell the rest of the story.

Link Shortening: Brands should shorten links in Twitter so they don't take up the full 140 character limit. Twitter has its own link-shortening service (t.co) which has the basic capabilities of shortening links and measuring clicks. Posts from the Twitter platform will automatically be shortened to this. Other platforms have their own shorteners as well.



Photos: Twitter offers a photo sharing service called [TwiPic](#), but users can upload via other services as well. Photos are compiled into [User Galleries](#), which can be browsed in a viewer. Thumbnails also show up below the user's profile information, adding an additional visual point of interest to the profile.

Videos: Twitter does not host videos, but if videos are posted from the following sites, users will be able to view them without leaving the Twitter feed: YouTube, Vimeo, Ustream, Justin.tv, TwitLens, Twivid.

Contests can be a great way to engage users on Twitter, giving them something to interact with rather than just consuming content a brand has pushed out. Twitter has a set of guidelines, but they're much more lenient than Facebook, making it easier to run a fun and creative contest.

Twitter contests work best for brands with a large and engaged following. For a small business, it would probably be necessary to use Promoted Tweets to get the word out about the contest.



Schedule Your Tweets...

It's not always possible to tweet on the go, but what you can do is **forward plan when you tweet**. For example, if you have an event you wish to promote you can schedule tweets to go out counting down to the event at separate intervals such as "Don't forget one week to go!". However, if you adopt this strategy, make sure your tweets are not time sensitive and not irrelevant when they are tweeted as you will soon lose credibility on Twitter.

One of the best tools to schedule your tweets with is called **TweetDeck**. **TweetDeck is free to download** and is the most powerful tool for real-time teaching, organising and engagement. All you need to do is download the software and sign in with your account. You can also control multiple twitter accounts via the software too.



Follower Growth Strategies & Best Practices

Similar to Facebook, the best way to grow a Twitter follower base is to be promoting the brand's Twitter page via other online and offline sources. Below are a few plugins Twitter offers to make this easier:



Follow Button: The follow button allows users to follow a Twitter profile from another website.



 Follow @twitter

Tweet Button: The Tweet button allows users to share content from another website.



 Tweet 10

Twitter Icon: The Twitter icon should be in either the header or footer of a brand's website, the header or footer of the email blasts, and in their company email signature.



Is my Twitter Campaign Successful?

Brands should obviously be tracking and evaluating the success of their Twitter campaign. The following success metrics are key indicators of your Twitter campaign's performance:

Followers: the number of users following your profile.

Retweets: when a user re-posts your Tweet.

@replies: when a user replies to your Tweet.

Hashtag mentions: if you're running a campaign using a custom hashtag, you'll want to track the number of times that hashtag was used.

Traffic driven to website: incoming traffic, as measured by Google Analytics.

Clickthroughs: number of clicks on links posted (as measured at BFM by bit.ly through Sprout Social)

Conversions: number of resulting conversions, as measured by Google Analytics.

Lists: number of lists your brand has been added to (and the quality of topics).

Want to bring your Twitter campaign to the next level?



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