



# HOW TO USE TWITTER FOR MARKETING

# What We Will Cover

twitter



## Twitter

### **How Twitter works – the basics we need to understand.**

1. What is Twitter? – Examples of twitter accounts
2. How Twitter compares to Facebook?
3. What type of marketing tool is Twitter?

### **How to setup, brand and use your Twitter account**

1. How to set up your Twitter page
2. Overview of the key sections of Twitter
3. How to create lists and add people to lists
4. How to tweet / retweet / mention / reply

### **How to use Twitter for marketing**

1. Starting out – What not to do .. & what to do
2. How to grow your followers and target customers

### **How to get your tweets seen by more people**

- How to check your reach, check when your followers use twitter, schedule tweets,

### **Recap on the main ways to use Twitter for your business**

- How to use Twitter to promote your products / offers
- How to use Twitter to drive traffic to your website
- How to use Twitter to get noticed by potential customers or partners
- How to use Twitter to build rapport with customers

# Example Twitter Accounts



Home



Explore



Notifications



Messages



Bookmarks



Lists



Profile



More



**Newstalk Breakfast**

25.4K Tweets



Following

**Newstalk Breakfast**

@BreakfastNT

With you every weekday morning with the nation's first take on news from 6am-9am on @Newstalkfm. Got a story or comment? breakfast@newstalk.com #BKNT

Ireland [newstalk.com/NewstalkBreakf...](https://www.newstalk.com/NewstalkBreakf...) Joined February 2009

2,256 Following 77K Followers

Followed by Anna Healy, Edgar Morgenroth, and 559 others you follow

# Example Twitter Accounts



- Home
- Explore
- Notifications
- Messages
- Bookmarks
- Lists
- Profile
- More

Tweet

**Brown Thomas** 25.2K Tweets



**Brown Thomas** @brownthomas  
Shop the new season, now! | Instagram @officialbrownthomas #BrownThomas  
Ireland brownthomas.com Joined October 2008  
1,073 Following 77K Followers  
Followed by Maura McMahon, Nancy Parnis, and 234 others you follow

Tweets Tweets & replies Media Likes

**Brown Thomas** @brownthomas · 23h  
The Accessory Update. Refresh your look with up to 40% off selected accessories 🛍️ fal.cn/38tZB

Search Twitter












**You might like**

- QuinnBet** @Quinn\_Bet Promoted Follow
- EVOKE** @EVOKE Follow
- Stellar Magazine** @stellarmagazine Follow

Show more

# Example Twitter Accounts

- 
  -  Home
  -  Explore
  -  Notifications
  -  Messages
  -  Bookmarks
  -  Lists
  -  Profile
  -  More
- [Tweet](#)

 **LimerickStrand Hotel**  
8,990 Tweets





  [Following](#)

**LimerickStrand Hotel**  
@LimerickStrand

4 star [#deluxe](#) [#hotel](#) in the heart of [#limerick](#) city. Follow for [#specialoffers](#) [#deals](#) [#foodie](#) updates & [#events](#).

 Limerick, Ireland  [strandhotellimerick.ie](http://strandhotellimerick.ie)  Joined June 2009

1,501 Following 6,235 Followers

 Followed by Maura McMahon, Hotels of Ireland, and 78 others you follow

[Tweets](#) [Tweets & replies](#) [Media](#) [Likes](#)

 **LimerickStrand Hotel** @LimerickStrand · 3h  
We would love to see little Edmond bring some jazz to the team!!!  
[#AboveAndBeyond](#) [#Ireland](#)



# How Twitter compares to Facebook



## Similarities

**Network** – both involve joining a network

**Both have streams** / newsfeeds

**On both you connect** / follow others and their updates go into your stream

## Differences

**Biz Vs Personal accounts:** Twitter – no distinction between personal and business accounts. On Facebook your business can only create a business account

**Community:** Far greater sense of community / discussions on Facebook. On Twitter you can have conversations not as evident as on FB

**Character limit** – much easier to communicate on Facebook. Twitter updates are very restricted due to character length

**User Profile** – 2 bn on Facebook Vs 350 Million on Twitter. Facebook tends to be predominantly consumers. More business bias to Twitter users

# How People Tweet and follow



## You tweet your message

- People who follow you see your message in their “stream”.
- They can reply to your tweet.
- They can “retweet” your tweet and it gets forwarded on to all of their followers. If a number of followers retweet your message it can get exposed to huge numbers of people.

## When people you follow tweet

- The message appears in your stream.
- You can retweet it.

# What type of marketing tool is Twitter?



## It is ... A Prospecting tool

- Just like you use a Facebook business page to get discovered and increase awareness of your business, you would use Twitter for the same purpose.
- A marketing channel where you can connect with people in your geographic area and who share an interest in your sector
- Share links to useful tips guides and resources to do with your sector.
- By doing so you are helping your followers and also demonstrating the expertise and passion within your business.
- Occasionally you would also mention things that are happening in your company or the occasional special offer.



# Where Twitter fits within digital marketing/social media marketing

Google

1. Organic Search
2. Business Listing

- Visualise your website (your sales hub) at the centre of your digital marketing
- Using Google and social networks you drive potential customers into your sales environment.



Facebook Ads



Instagram Ads



Social Media

facebook.



Instagram



twitter

video

YouTube

# What type of marketing tool is Twitter?



## It is also ...

### A Customer service channel

- Identify customers who mention your product / service and engage with them
- Share product updates with customers
- Enable customers to order through Twitter.

### A networking tool

- It makes it easy to get on the radar of journalists / bloggers / potential customers

### Competitor monitoring tool

- You can easily keep track of what your competitors and similar businesses are promoting on social media

### A great tool for building a reputation (As a company or individual) within your industry

- Lots of professionals use it to share their knowledge / expertise

# What We Will cover

## Twitter

How Twitter works – the basics we need to understand.

1. What is Twitter? – Examples of twitter accounts
2. How Twitter compares to Facebook?
3. What type of marketing tool is Twitter?

### **How to setup, brand and use your Twitter account**

1. How to set up your Twitter page
2. Overview of the key sections of Twitter
3. How to create lists and add people to lists
4. How to tweet / retweet / mention / reply

### **How to use Twitter for marketing**

1. Starting out – What not to do .. & what to do
2. How to grow your followers and target customers

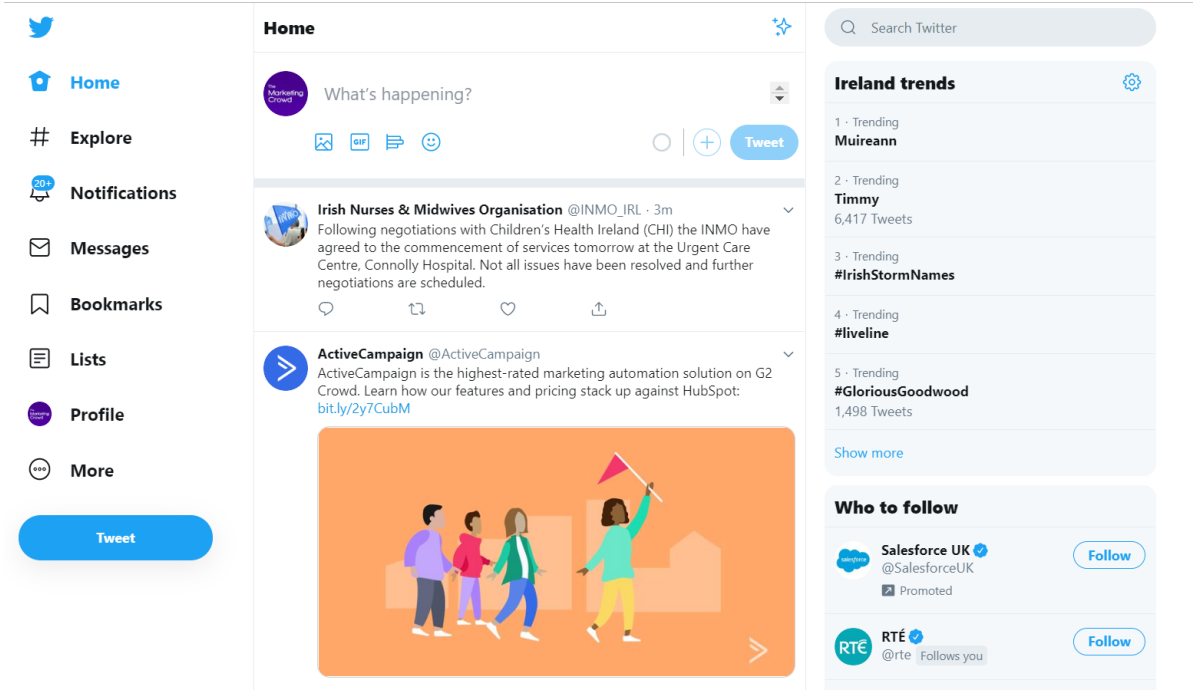
### **How to get your tweets seen by more people**

- How to check your reach, check when your followers use twitter, schedule tweets,

### **Recap on the main ways to use Twitter for your business**

- How to use Twitter to promote your products / offers
- How to use Twitter to drive traffic to your website
- How to use Twitter to get noticed by potential customers or partners
- How to use Twitter to build rapport with customers

# When you login you are taken to Home – this is your Newsfeed



When you login to Twitter you are always taken to Home. This is your newsfeed.

# When you click on your Profile – this is you on Twitter



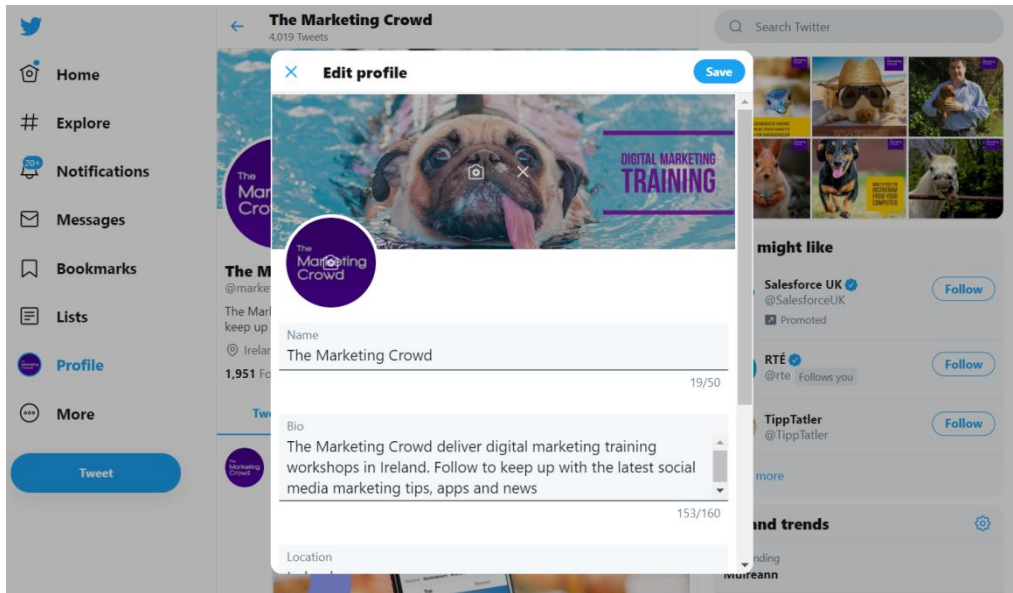
When you click on Profile on the left menu you are taken to your public profile.

This is you on Twitter. When people search for you /click on your name this is what they see.

Therefore, you need to ensure that this looks well branded and engaging

To edit your profile click on Edit profile button

# 1. Setting up your account



You can now ...

1. Upload / Update your logo
2. Upload / update a cover image – 1500 x 500 pixels. Use Spark post app to crop an image and add text to it.
3. Note your location
4. Add web address
5. Add bio details i.e. what your company does

Use keywords in your bio that you would want to get found for in search

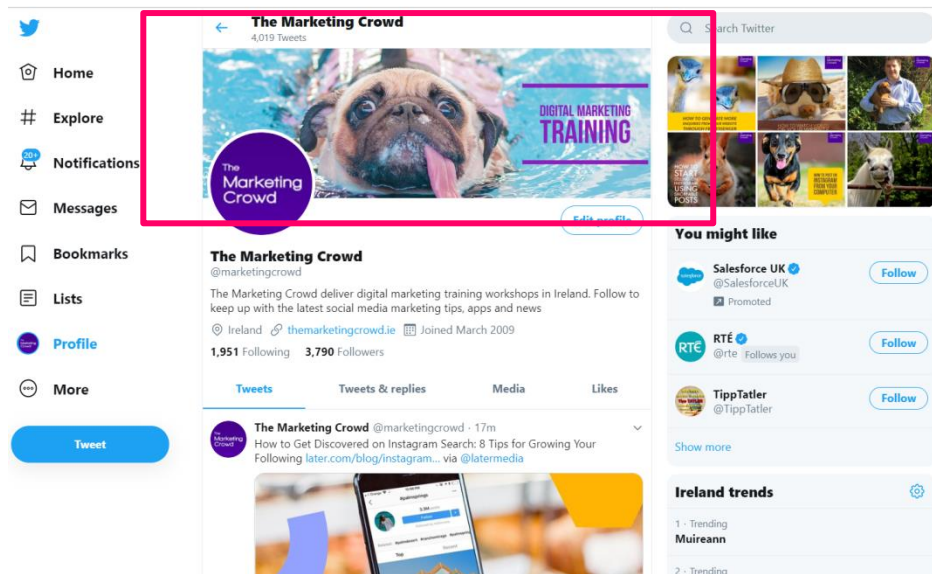


# Action point 1: Use your logo as the profile image



Your Logo goes into your followers newsfeeds and will be included in retweets.

# Action point 2: if possible use a cover image that promotes your business e.g. a service or product



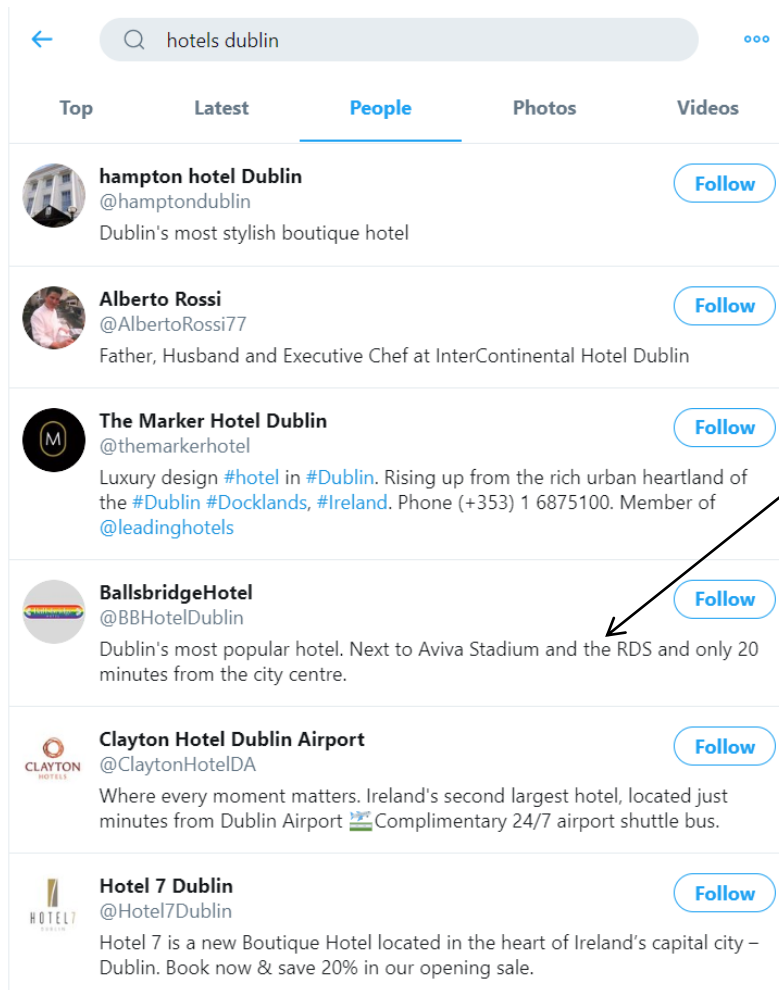
Use your cover image as an opportunity to promote a service / product

Crop and edit the image to exactly 1500 x 500 using Befunky on PC or use Spark post app

Watch this video tutorial on how to crop images and add text on befunky.com

<https://themarketingcrowd.ie/use-befunky-free-alternative-picmonkey/>

# Action point 3: Write a description that explains what your company offers and what you are tweeting about .



Your description is important in that it will entice people to follow you.

It is also very visible in search results.

Write one that best reflects what you offer and what you tweet about.

Write one that contains words and phrases that you would want to be found for e.g. Hotel in Tralee, photographer in Kerry

# Overview of key features: Home

twitter



## Twitter

How Twitter works – the basics we need to understand.

1. What is Twitter? – Examples of twitter accounts
2. How Twitter compares to Facebook?
3. What type of marketing tool is Twitter?

How to setup, brand and use your Twitter account

1. How to set up your Twitter page
2. Overview of the key sections of Twitter
3. How to create lists and add people to lists
4. How to tweet / retweet / mention / reply

### How to use Twitter for marketing

1. Starting out – What not to do .. & what to do
2. How to grow your followers and target customers

### How to get your tweets seen by more people

- How to check your reach, check when your followers use twitter, schedule tweets,

### Recap on the main ways to use Twitter for your business

- How to use Twitter to promote your products / offers
- How to use Twitter to drive traffic to your website
- How to use Twitter to get noticed by potential customers or partners
- How to use Twitter to build rapport with customers

# Overview of key features: Home

- Home
  - Explore
  - Notifications
  - Messages
  - Bookmarks
  - Lists
  - Profile
  - More
- Tweet

The screenshot shows the Twitter Home interface. At the top is a search bar and a 'What's happening?' composition box with a 'Tweet' button. Below this is a tweet from Brian Ries (@moneyries) about journalism. Next is a tweet from The Atlantic (@TheAtlantic) with a quote about a silicone tongue. Then a tweet from Hootsuite (@hootsuite) about Instagram's audience. To the right is a 'Trends' section with items like 'Ireland trends', 'Timmy', 'Muireann', '#IrishStormNames', and '#FriendshipDay'. At the bottom right is a 'Who to follow' section with suggestions for DCU and Aoife Carrigy.

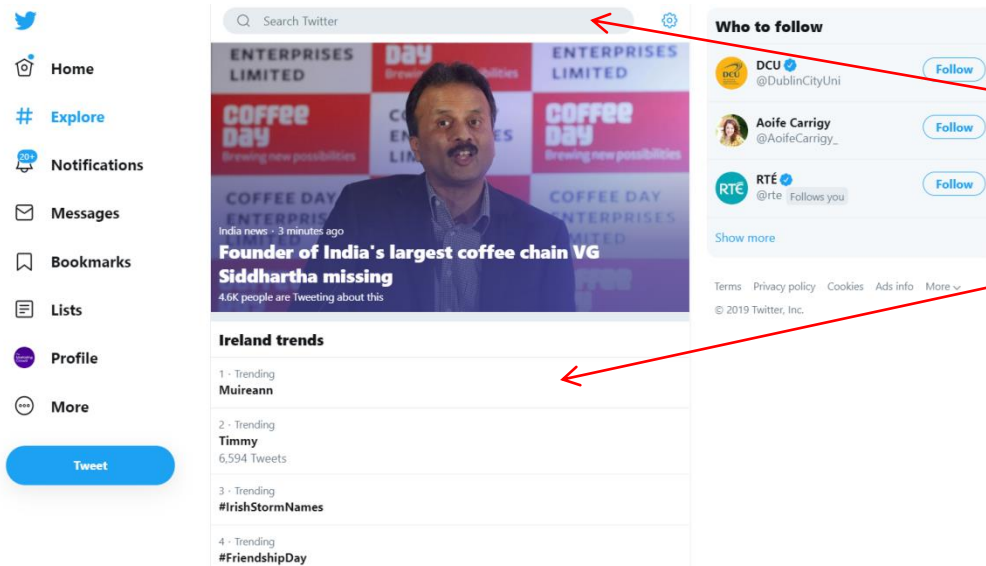
A box where you can write your tweets

Tweets from people you follow – your twitter stream (newsfeed)

Trending topics i.e. what people are currently tweeting about

Suggestions on who to follow

# Overview of key features: Explore



Under Explore there are 3 options

1. Search – where you can search for tweets & accounts
2. What is trending
3. What's Happening – latest news covering politics, entertainment etc



# How to search

- Home
  - Explore
  - Notifications
  - Messages
  - Bookmarks
  - Lists
  - Profile
  - More
- Tweet

business ireland

Top Latest **People** Photos Videos

**Startups** @StartupsIreland Follows you Follow

We are at the heart of the Irish Startup Community - Get advice on starting your own business and celebrate with us at the [startupawards.ie](#)

**Fora.ie** @Fora\_ie Follow

The home of business news for Ireland's entrepreneurs and innovators. Sign up to the Fora Daily Briefing: [fora.ie/mailling-list](#)

**The Business Post** @sundaybusiness Follow

The Sunday Business Post is Ireland's leading business, economic and political newspaper. Sign up for our free daily newsletter: [businesspost.ie](#)

**Business World** @BusinessWorldIE Follow

Welcome to Business World - Content Marketing Agency - Ireland's Leading Business News Creators. We create content your audience wants

**HBAN** @Halolreland Follow

HBAN is a trusted network for business angels, introducing members to pre-screened quality startups on the island of Ireland.

**Search filters**

**People**

From anyone

People you follow

**Location**

Anywhere

Near you

Advanced search

**Ireland trends**

1 - Trending **Timmy** 6,594 Tweets

2 - Trending **Muireann**

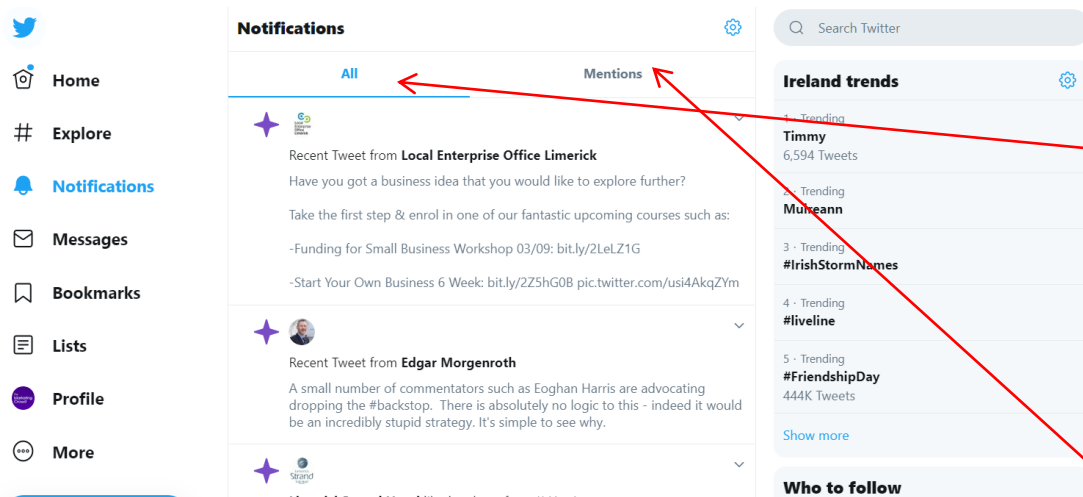
3 - Trending **#IrishStormNames**

4 - Trending **#liveline**

5 - Trending

To find accounts that are tweeting about that topic / are relevant to that topic, simply click on People

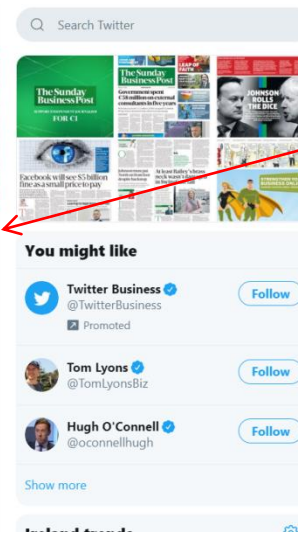
# Overview of key features: "Notifications"



Under notifications there are 2 options

1. Notifications – here you will see notification of all interactions with other Twitter users e.g. every time someone follows you, favourites a tweet, retweets a tweets, add you to a list. You will also see notifications about what accounts you follow have been up to
2. Mentions – here you will see every tweet that contains you @username

# How to follow



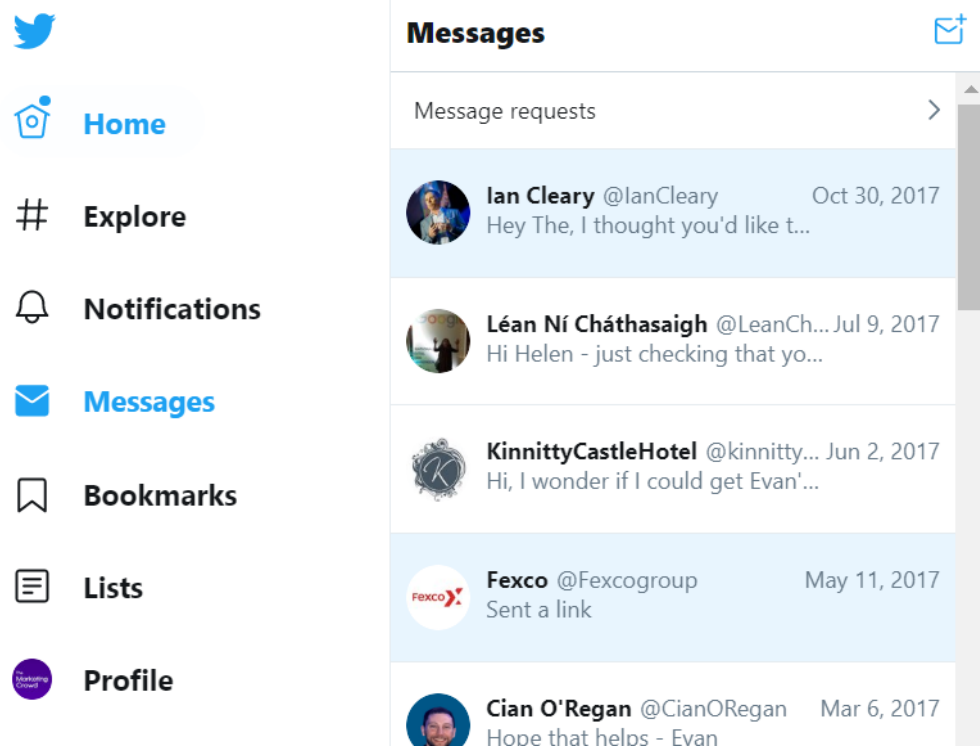
When you land on a profile, there will be a Follow button

To follow the account, click on the Follow Button and it will change to "following"

Their future tweets will then appear in your newsfeed. They will also get a notification / email that you are following them and it will contain your details.

Top unfollow. Simply click on the "following" button and you can unfollow.

# Overview of key features: "Messages"

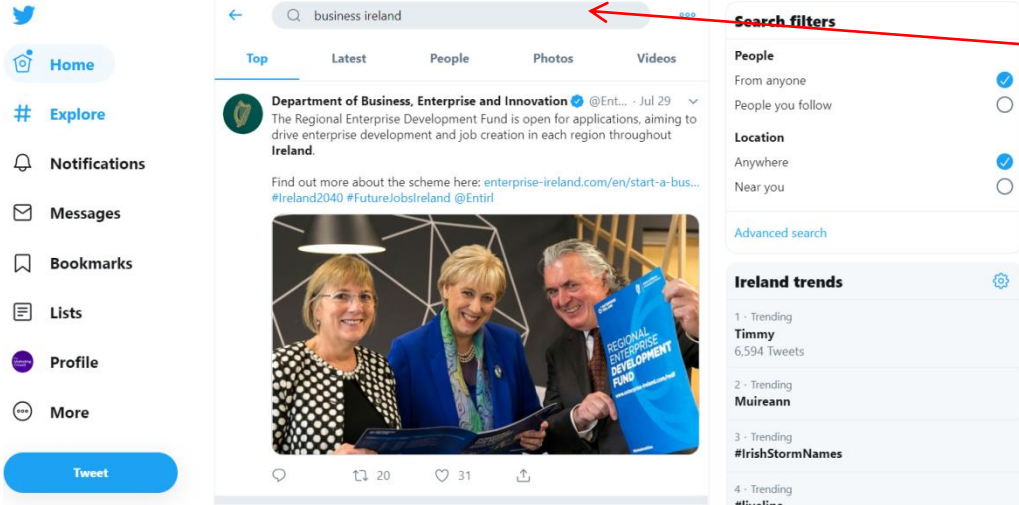


Under messages you can compose direct messages (private messages)

You can only message someone who follows you. However, you can give people you don't follow the option of messaging you.

When you receive messages they will also appear here.

# How to search



To find tweets or accounts to do with a particular topic, simply enter the topic in the search box

You will then see the top recent tweets i.e. those that received the most retweets / favourites.

To see the most recent tweets, click on latest

# What We Will Cover

twitter



## Twitter

How Twitter works – the basics we need to understand.

1. What is Twitter? – Examples of twitter accounts
2. How Twitter compares to Facebook?
3. What type of marketing tool is Twitter?

How to setup, brand and use your Twitter account

1. How to set up your Twitter page
2. Overview of the key sections of Twitter
3. How to create lists and add people to lists
4. How to tweet / retweet / mention / reply

**How to use Twitter for marketing**

1. Starting out – What not to do .. & what to do
2. How to grow your followers and target customers

**How to get your tweets seen by more people**

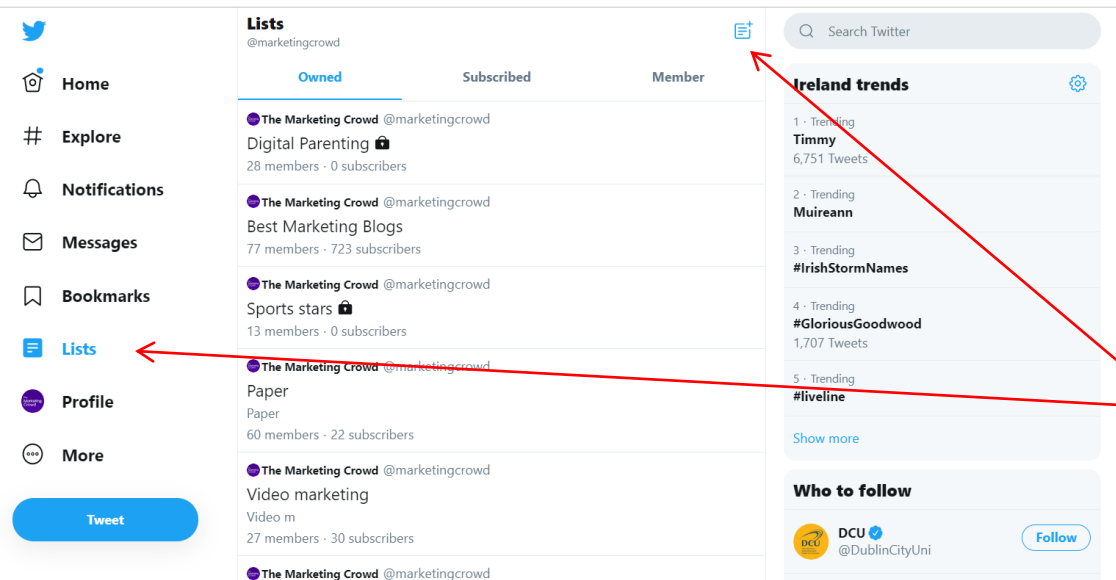
- How to check your reach, check when your followers use twitter, schedule tweets,

**Recap on the main ways to use Twitter for your business**

- How to use Twitter to promote your products / offers
- How to use Twitter to drive traffic to your website
- How to use Twitter to get noticed by potential customers or partners
- How to use Twitter to build rapport with customers



# How to create a list and add accounts to the list



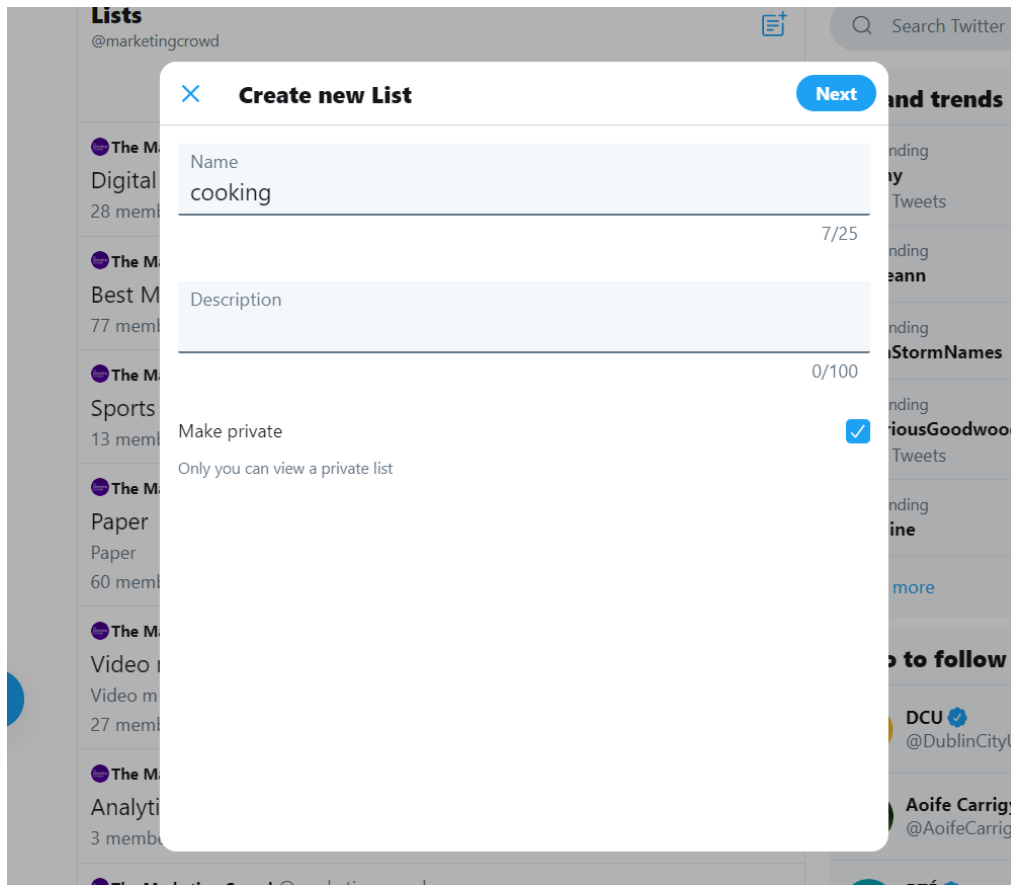
Lists are a powerful way to organise the way you use Twitter. You can create a list for a topic and then add people to the list who tweet about that topic.

If you have a very noisy newsfeed then using lists is the best way to get the most out of twitter

To create a list ..

- In the left nav click on Lists
- Then Create list

# How to create a list and add accounts to the list



The screenshot shows the 'Create new List' dialog box on a Twitter profile page. The dialog has a title bar with a close button (X) and a 'Next' button. It contains the following fields and options:

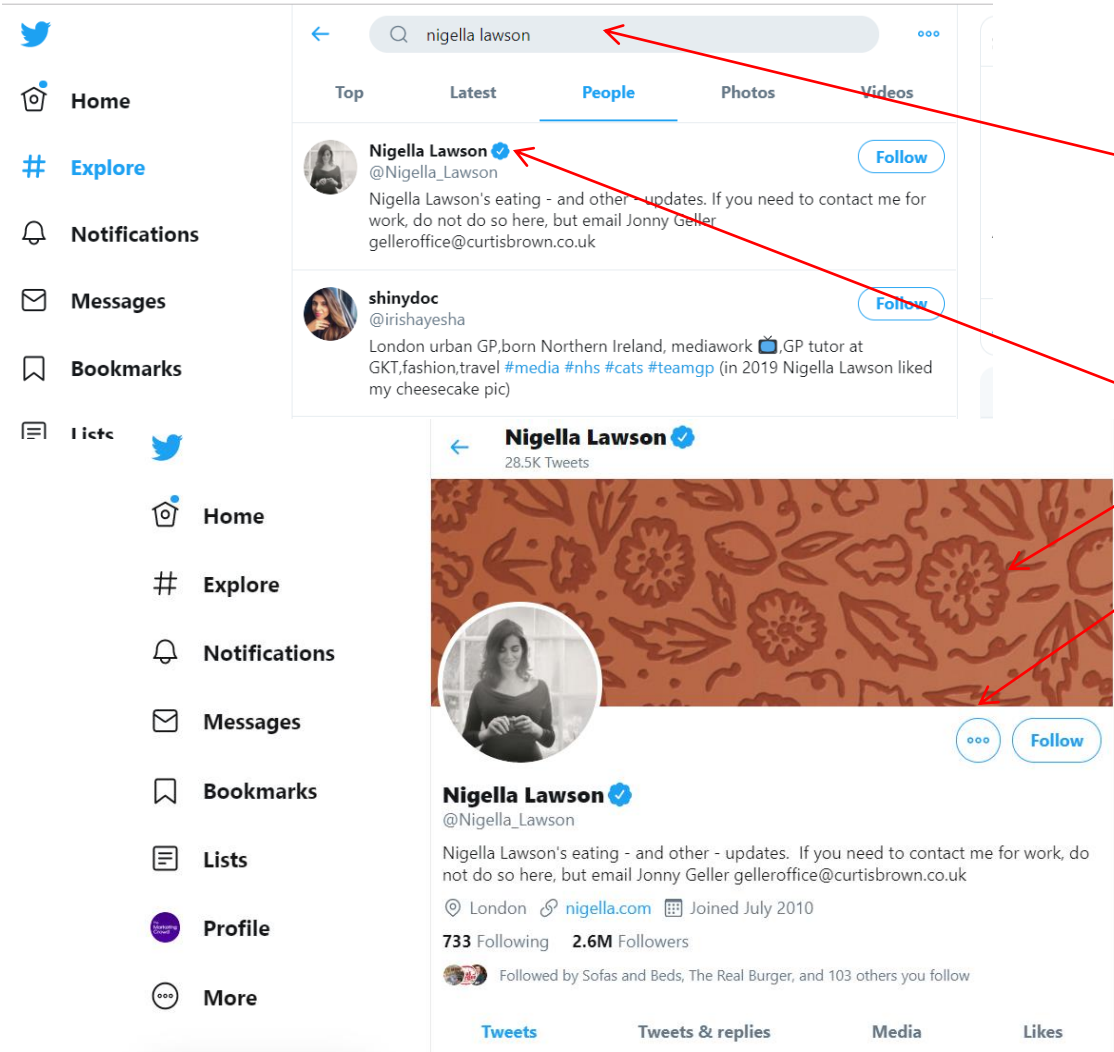
- Name:** A text input field containing the word 'cooking'. A character count '7/25' is visible to the right of the field.
- Description:** An empty text input field. A character count '0/100' is visible to the right of the field.
- Privacy:** A checkbox labeled 'Make private' is checked. Below it, the text 'Only you can view a private list' is displayed.

The background shows a list of existing Twitter lists on the left and a search bar at the top right.

Give you list a name  
Description is optional – but a good idea if you are keeping it public

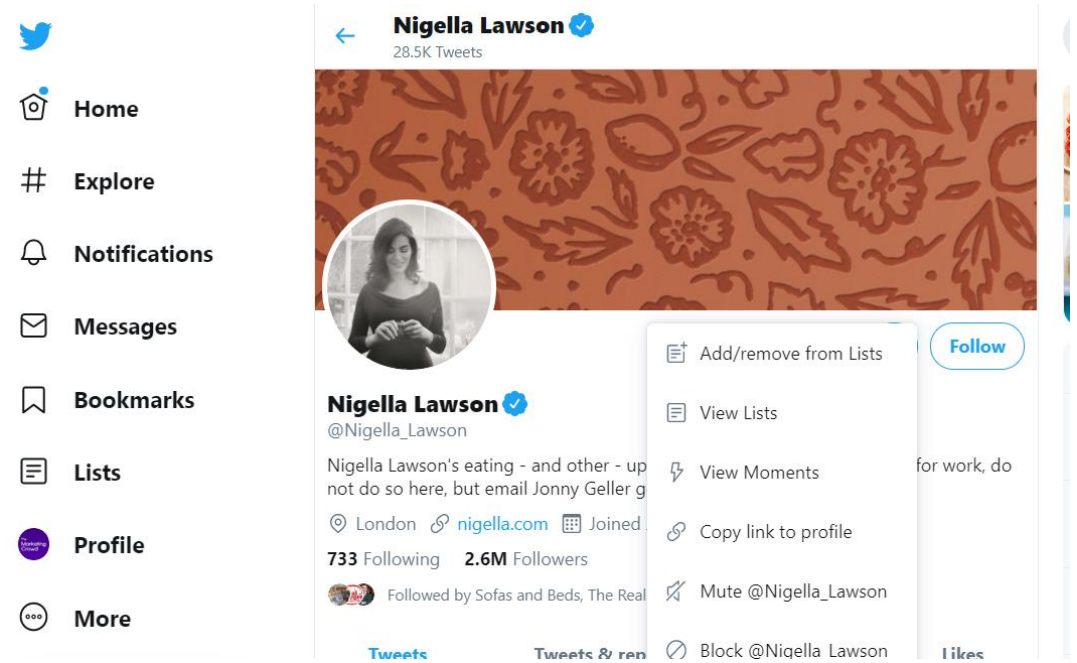
Decide if you want it private – or public if you want anyone to be able to see and subscribe to your list (i.e. follow your list)

# How to create a list and add accounts to the list



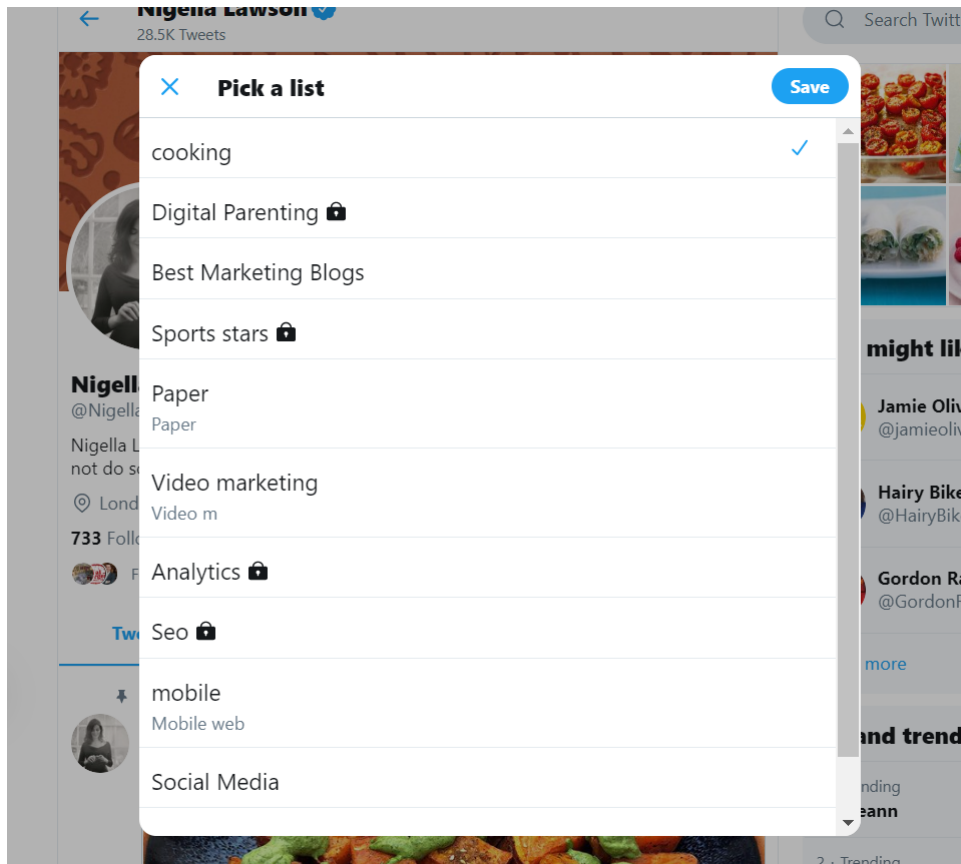
To find interesting / relevant accounts to add to the list go to Discover  
And then type a topic or name into the search box  
E.g. Nigella Lawson  
Then click on the account name  
You are now taken to the account  
Click on the 3 dots

# How to create a list and add accounts to the list



You will see “add or remove from list”

# How to create a list and add accounts to the list



This brings up a small screen  
Simply select your list

Then click save top right in order to  
close this

# How to create a list and add accounts to the list



When you go to an interesting account you can check whether they have created any public lists

## Action point 4 – Create private lists that will help you find great content or monitor competitors

1. A private list containing accounts that consistently tweet great content about your sector or a specific service

You can use this list to get useful content / interesting tips / guides etc.

2. A private list containing competitors

# What We Will Cover

twitter



## Twitter

How Twitter works – the basics we need to understand.

1. What is Twitter? – Examples of twitter accounts
2. How Twitter compares to Facebook?
3. What type of marketing tool is Twitter?

How to setup, brand and use your Twitter account

1. How to set up your Twitter page
2. Overview of the key sections of Twitter
3. How to create lists and add people to lists
4. How to tweet / retweet / mention / reply

**How to use Twitter for marketing**

1. Starting out – What not to do .. & what to do
2. How to grow your followers and target customers

**How to get your tweets seen by more people**

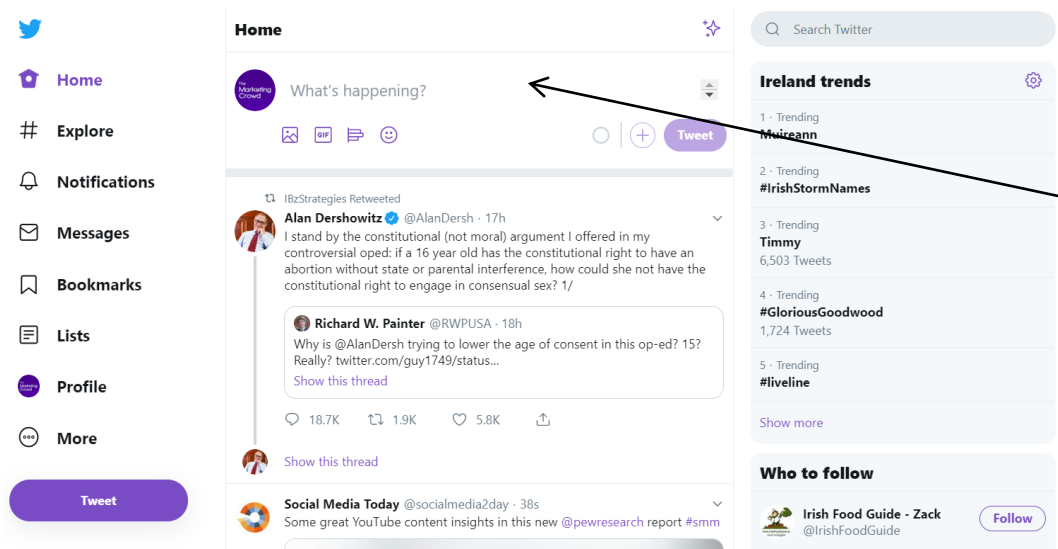
- How to check your reach, check when your followers use twitter, schedule tweets,

**Recap on the main ways to use Twitter for your business**

- How to use Twitter to promote your products / offers
- How to use Twitter to drive traffic to your website
- How to use Twitter to get noticed by potential customers or partners
- How to use Twitter to build rapport with customers



# How to tweet



You can compose a tweet from the Home page

Simply click on the box that says What's happening

# How to tweet including an image



Simply type your update (tweet)  
The max number of characters is 280

Write a tweet that is

- Easily understood
- Clearly refers to what is in the image or link
- Don't overdo hashtags as it looks messy and spammy

To add an image simply click on the camera icon and attach an image

When you want to send the tweet simply click on the tweet button

# Action Point 5: If you are generating your own tweet (not retweeting) attach an image



**Your LEO** @leo\_training160 · 1m

Back to school means back to business for South Cork schools.



[View photo](#)

This is how the tweet looks in followers streams

## Action point 6: When tweeting about your products / services add a hashtag and mention relevant accounts

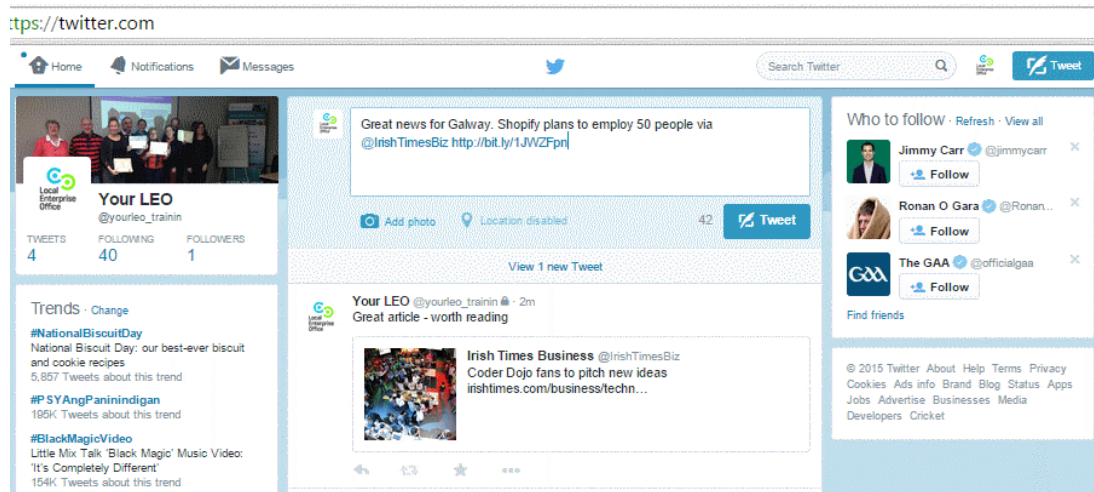


Where appropriate, add a hashtag to your tweet and it will help your tweet get found / seen by more people. You will become aware of the popular hashtags within your county / sector

Mention other @usernames in you tweets where appropriate. Those people will then get a notification and it usually results in

- building relationships with them
- Them following you
- Them mentioning you / retweeting You.

# How to tweet a link to a web page



To tweet a link to a webpage simply write your tweet in the compose tweet box.


You then need to get a link to the web page

# How to tweet

← → C f [www.irishtimes.com/business/technology/shopify-plans-to-employ-50-in-galway-as-it-opens-in-ireland-1.2229112](http://www.irishtimes.com/business/technology/shopify-plans-to-employ-50-in-galway-as-it-opens-in-ireland-1.2229112)

## Shopify plans to employ 50 in Galway as it opens in Ireland

Firm is recruiting customer support agents to support international merchants



Shopify is recruiting customer support agents in Galway. Photograph: Kevin Van Paassen/Bloomberg

Ciara O'Brien

Topics: [Business](#) [Technology](#) [Business Technology](#)  
[Richard Bruton](#) [Roy Sunstrum](#) [Shopify](#)


Thu, May 28, 2015, 08:29 [Log In](#) [Tweet](#) (21) [+1](#) [Share](#) [Print](#) [RSS](#)

Cloud-based commerce platform [Shopify](#) is to set up a customer service operation in Galway, creating up 50 jobs by early next year.

**Tech Tools »**

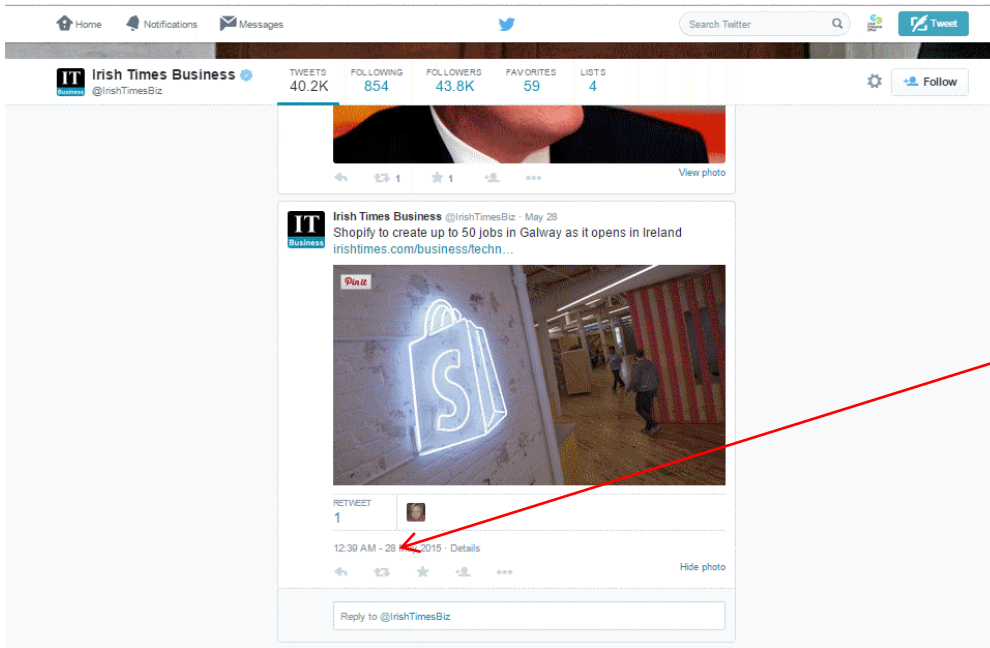
- broadband speeds i
- dials or gauges
- promising
- smaller, quieter and

ADVERTISEMENT



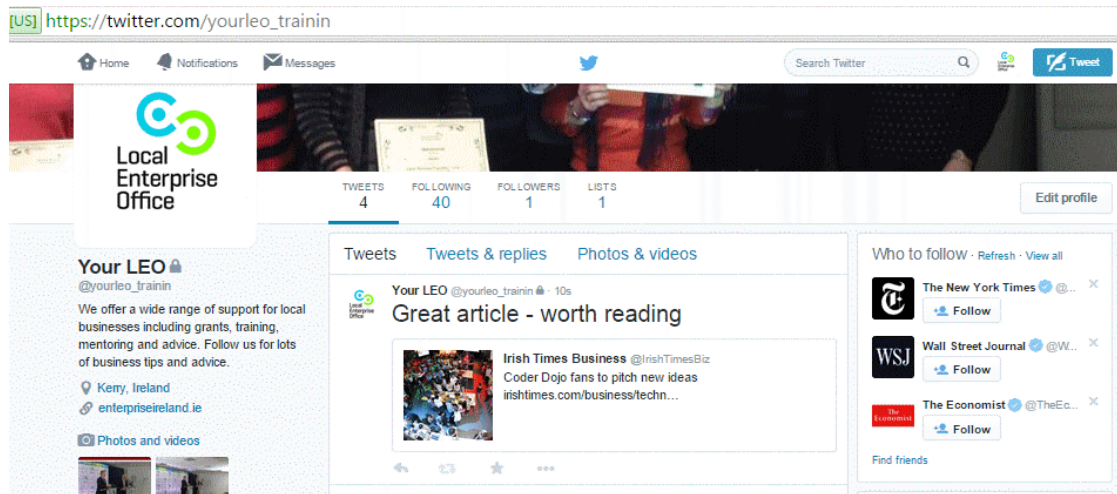
Simply highlight the url (web address) and then copy it

# How to retweet



You can retweet any tweet by clicking on the retweet button below the tweet text

# Retweet by adding a comment in order to get your branding into followers feeds



Notice that when it goes out it now has your branding



# What We Will Cover

twitter



## Twitter

How Twitter works – the basics we need to understand.

1. What is Twitter? – Examples of twitter accounts
2. How Twitter compares to Facebook?
3. What type of marketing tool is Twitter?

How to setup, brand and use your Twitter account

1. How to set up your Twitter page
2. Overview of the key sections of Twitter
3. How to create lists and add people to lists
4. How to tweet / retweet / mention / reply

**How to use Twitter for marketing**

1. Starting out – What not to do .. & what to do
2. How to grow your followers and target customers

**How to get your tweets seen by more people**

- How to check your reach, check when your followers use twitter, schedule tweets,

**Recap on the main ways to use Twitter for your business**

- How to use Twitter to promote your products / offers
- How to use Twitter to drive traffic to your website
- How to use Twitter to get noticed by potential customers or partners
- How to use Twitter to build rapport with customers

# Starting Out – What not to do



1. Don't follow lots of people before you post some tweets. People won't know whether it's beneficial to follow you back.
2. When you are registered do not start sending lots of tweets of tweets straight away. Figure out what you are going to tweet about, what will be engaging and what you should avoid doing. You need to research, watch and learn.

# Find similar pages / businesses

- 
- Home
- Explore
- Notifications
- Messages
- Bookmarks
- Lists
- Profile
- More
- 

← restaurant dublin

Top Latest **People** Photos Videos

**Rasam Restaurant**  
@RasamRestaurant [Follow](#)  
Dedicated to serving authentic Indian food, we mix, roast and grind our own Indian spices daily, visit to enjoy the best Indian Restaurant experience in Dublin.

**Urban Brewing**  
@ubrewingdublin [Follow](#)  
Located in the beautiful surroundings of The CHQ Building UB offers a social brewing, drinking&dining experience unique in the city. Restaurant: [@stack\\_a\\_dublin](#)

**Dublin4Lunch**  
@Dublin4Lunch [Follow](#)  
We are Dublin, Ireland's place to find daily LUNCH specials...We follow restaurants in Dublin... Hungry people follow us!

**Uno Mas**  
@UnoMasDublin [Follow](#)  
Restaurant in Dublin City Centre | Open for lunch, Tues to Sat | Open for dinner, Mon to Sat | Phone: +35314758538 | Book online: [unomas.ie/reservations](#)

**Bloom**  
@BloomBrasserie [Follow](#)  
Bloom Brasserie & Wine Bar, is a modern, fresh, tastefully designed restaurant on Dublin's Baggot Street P: 01 6687170

- S
- P
- Fi
- Pr
- L
- A
- N
- A
- I
- 1
- N
- 2
- #
- 3
- T
- 6,
- 4
- #
- 1,
- 5
- #

Create some private lists for your industry / sector

# Decide what approaches are brand enhancing and which are not



Ask yourself:

- What content do I find interesting?
- What type of tweeting style is engaging?
- What type of tweets are a turnoff (sales, offers, spam)?
- What type of tweets are boring and brand diluting?

# Be clear on what you will tweet about



## Do

- Tweet about other people's stuff.

## Avoid:

- Exclusively talking about your stuff.
- Over spamming your products
- For every one product related tweet you have 5-6 other non-sales tweets.

## Action Point 8 – Develop a posting plan for your business



### Example For A Hair Stylist

Tweets will include ...

- DIY Hair styling tips – videos / articles
- DIY colouring tips – videos / articles
- Tips on which styles to choose – links to blog articles
- Photos - Before and after hair styles of customers
- Photos – inspiration styles
- Photos – celebrities latest styles
- Exclusive discounts for followers

Occasional updates about special offers on hair stylist services and products

**Action point 9 :If you are starting out on Twitter, send out around 10 high quality / varied tweets . When people visit your profile they will then see what you are posting and are more likely to follow you.**



Your LEO @yourleo\_trainin  · 10s

Great article - worth reading



Irish Times Business @IrishTimesBiz

Coder Dojo fans to pitch new ideas

[irishtimes.com/business/techn...](http://irishtimes.com/business/techn...)



## Twitter

### How Twitter works – the basics we need to understand.

1. What is Twitter? – Examples of twitter accounts
2. How Twitter compares to Facebook?
3. What type of marketing tool is Twitter?

### How to setup, brand and use your Twitter account

1. How to set up your Twitter page
2. Overview of the key sections of Twitter
3. How to create lists and add people to lists
4. How to tweet / retweet / mention / reply

### How to use Twitter for marketing

1. Starting out – What not to do .. & what to do
2. How to grow your followers and target customers

### How to get your tweets seen by more people

- How to check your reach, check when your followers use twitter, schedule tweets,

### Recap on the main ways to use Twitter for your business

- How to use Twitter to promote your products / offers
- How to use Twitter to drive traffic to your website
- How to use Twitter to get noticed by potential customers or partners
- How to use Twitter to build rapport with customers



## Action point 10: Focus on Quality posts which will attract retweets



- A key goal is to get retweeted and you achieve this through quality posts.
- This exposes you to your followers' followers – people you are not yet connected to. If your tweet gets retweeted by someone who has 10,000 followers and 2 of those retweet it further to their follower bases of 5,000 your tweet has now been sent to 20,000 people. Quite a few will check out your profile and follow you.

# Action point 11 – Add relevant hashtags to your tweets

Home Notifications Messages Search Twitter

**LEO Kilkenny**  
@LEOKilkenny

If you are in business or thinking about starting a new enterprise in Co. Kilkenny, the Local Enterprise Office Kilkenny is your first point of contact.

42 Parliament St, Kilkenny  
Joined November 2009

Tweet to LEO Kilkenny

Photos and videos

**TWEETS** 964 FOLLOWING 472 FOLLOWERS 1,371 FAVORITES 31 LISTS 8

Tweets Tweets & replies Photos & videos

LEO Kilkenny @LEOKilkenny · May 28  
#KBNG Kilkenny Business Networking Group coffee morning 2moro @kilkennypembrokehotel 10.30am Come along and join... [fb.me/7jBFDvlaJ](https://fb.me/7jBFDvlaJ)

LEO Kilkenny @LEOKilkenny · May 28  
#GetOnline #SmallBusiness– Deadline 2nd June @LEOKilkenny Applications for Online Trading Voucher up to €2,500... [fb.me/3fJu7NWhU](https://fb.me/3fJu7NWhU)

LEO Kilkenny @LEOKilkenny · May 28  
Start Your Own Food Business [Inkd.in/dBtsYNd](https://Inkd.in/dBtsYNd)

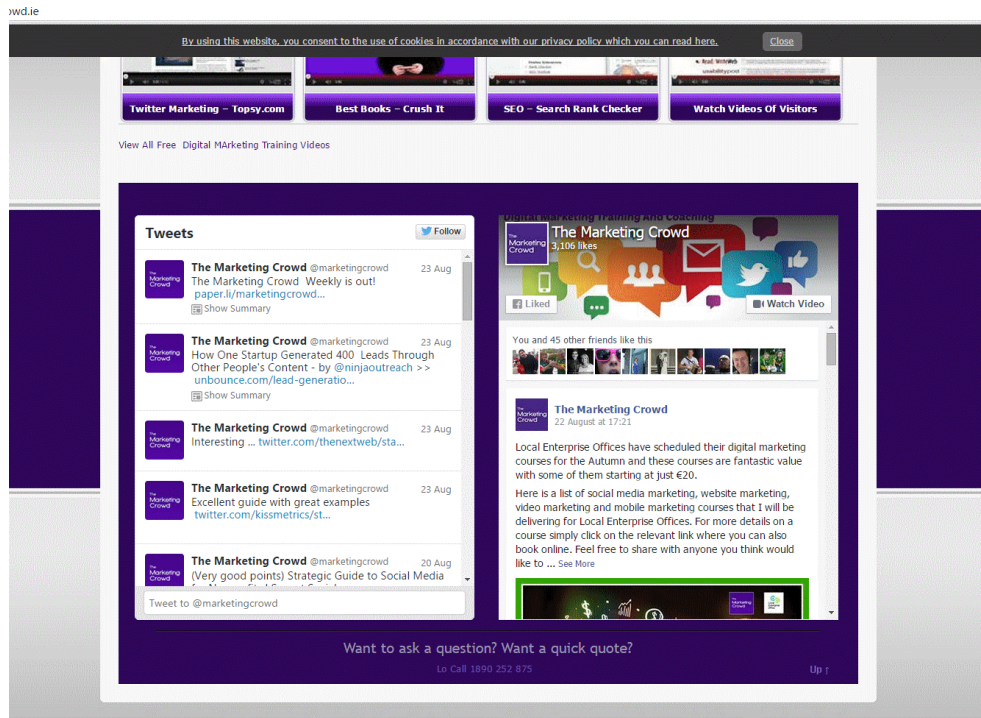
View summary

Adding hashtags and keywords to your tweets will make them “more findable” which will result in relevant people discovering you and following your account

But don’t add any more than 2

# Convert Website visitors into followers

## Action point 12 – Ensure your Twitter feed is on your site



Have the Twitter icon at the top of your page and embed your Twitter feed which has the follow button

To get the feed go to settings / widgets / create widget. Copy and paste the embed code

# Action point 13 – Add your Twitter details to your stationary



Add your Twitter address to all of your printed material

Wherever you have your web address add your Twitter address

# Action point 14 – Add your Twitter link to staff email signatures

To: "siobhan@themarketingcrowd.com" <siobhan@themarketingcrowd.com>,  
"evan@themarketingcrowd.ie" <evan@themarketingcrowd.ie>  
Cc: "Coughlan, Sarah" <Sarah.Coughlan@enterprise-ireland.com>

Hello Evan/Siobhan,

I have been speaking to Sarah Coughlan this morning regarding the availability of our computer training room next Thursday/Friday. Both days are free so if you need to use it there is no problem.

Regards,  
Brigid

*Local Enterprise Office Laois*

*Portlaoise Enterprise Centre, Clonminam Business Park, Portlaoise, Co. Laois | ☎ 057 866 1800*

✉ [localenterprise@laoiscoco.ie](mailto:localenterprise@laoiscoco.ie) | [www.localenterprise.ie/laois](http://www.localenterprise.ie/laois)

*Please click to Like us on Facebook Follow us on Twitter*

Advising... Supporting... Developing... Local business.



Add a link to your twitter account in your email signature

# Action point 15 - List your Twitter account on all staff LinkedIn profiles

The image shows a LinkedIn profile for Evan Mangan. A red circle highlights the social media links section, which includes:

- Twitter: marketingcrowd
- Websites: The Marketing Crowd, Follow Us On Facebook, Follow Us On Twitter

The profile also displays the following information:

- Is this your current position?** Partner at The Marketing Crowd - Digital Marketing Trainer & Consultant at The Marketing Crowd. Buttons: Yes, No.
- Profile Summary:** Partner at The Marketing Crowd, Lecturer at Digital Marketing Institute, Digital Marketing Trainer Ireland | Marketing and Advertising.
- Current:** Digital Marketing Institute, The Marketing Crowd
- Previous:** Orange, Yahoo! Mobile, Orange Mobile
- Education:** University College Dublin
- Connections:** 500+
- Contact Info:** Email: evan@themarketingcrowd.ie, Phone: 087 3217775 (mobile)
- Background - Summary:** After graduating from UCD I spent 15 years in London working in marketing roles with BT, Yahoo, Orange and Wanadoo developing an expertise in digital marketing, direct acquisition, CRM and brand marketing. I have also enjoyed working in marketing roles across Europe and Asia. I then set up a digital marketing agency called The Marketing Crowd which provides services such as Digital marketing training, Digital marketing consultancy, Mobile marketing, video marketing plus Web 2.0 and Social Media marketing.
- People You May Know:** John Thornton (Tech. Mgr. Windtranz, 36 connections)
- Profile Strength:** All-Star
- Who's Viewed Your Profile:** 7 people in the past 15 days; Rank for profile views moved down by 35% in the past 30 days.

# Action point 16 – Promote your Twitter account to your Facebook followers

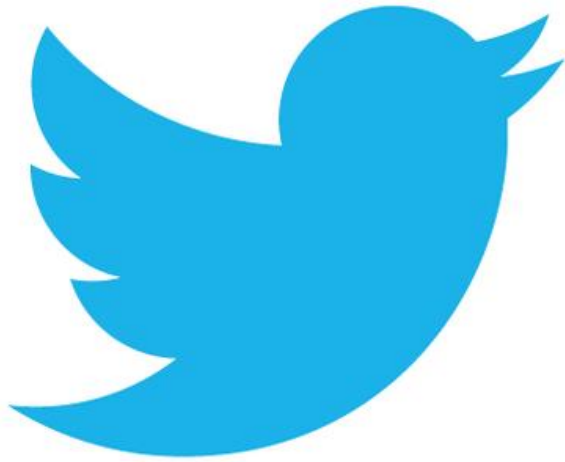


Send out a post to your Facebook followers saying

“Follow us on Twitter to get more regular updates and x y and z”



## Action point 17: Be aware that you can run Twitter ads to get followers but they are expensive



### Advertising

You could run a Twitter ad campaign but they are less easy to target than Facebook and are more expensive.

However, if you are an advanced Twitter user be aware you can upload your email list and promote your tweet to these accounts and you can also add remarketing code to your website



## Twitter

### How Twitter works – the basics we need to understand.

1. What is Twitter? – Examples of twitter accounts
2. How Twitter compares to Facebook?
3. What type of marketing tool is Twitter?

### How to setup, brand and use your Twitter account

1. How to set up your Twitter page
2. Overview of the key sections of Twitter
3. How to create lists and add people to lists
4. How to tweet / retweet / mention / reply

### How to use Twitter for marketing

1. Starting out – What not to do .. & what to do
2. How to grow your followers and target customers

### How to get your tweets seen by more people

- How to check your reach, check when your followers use twitter, schedule tweets,

### Recap on the main ways to use Twitter for your business

- How to use Twitter to promote your products / offers
- How to use Twitter to drive traffic to your website
- How to use Twitter to get noticed by potential customers or partners
- How to use Twitter to build rapport with customers

## Action point 19: You can send important tweets out several times e.g. To promote a product promotion / sale

# SUPER IMPORTANT TWEET

Most people will see your tweet within the first 1-2 hours and the average reach is less than 10%. Therefore, if you are tweeting about a product promotion / sale etc then it's a good idea to resend tweets a few times.

Send once in the morning, once in evening and once in a few days time and once a week later.

**However, reword the tweet so it isn't an obvious duplication.**

# Action point 20: Find out when your followers tend to be on twitter and then post during those times

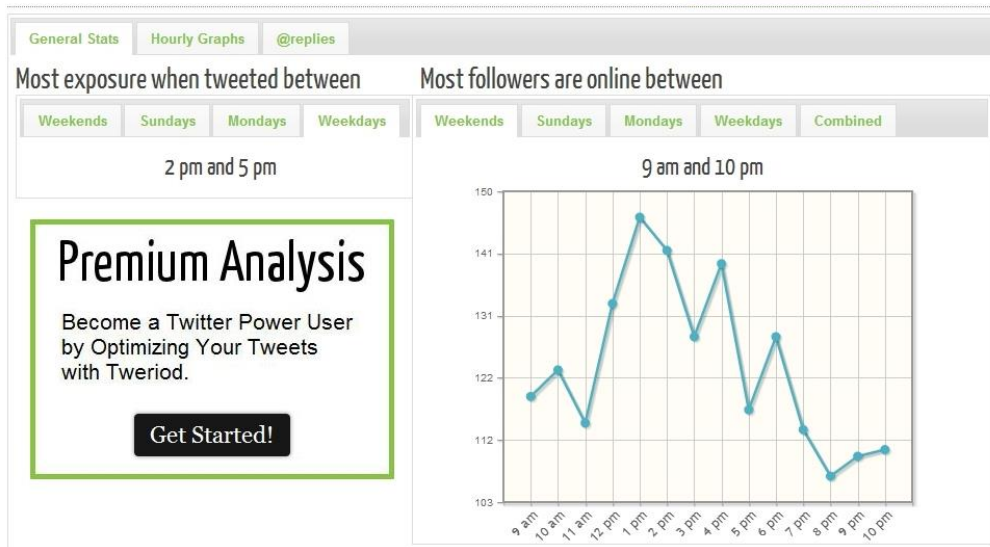
## Tweriod

Add new account

### Tweriod analysis for @marketingcrowd

This report refers last 1000 of your followers and has been generated according to the timezone you have on your Twitter.com profile.

Generated on Aug 22, 2012 Head to [Dashboard](#) to request another analysis for your account. [Sync BufferApp schedule](#)



Use Tweriod.com to find out when your followers tend to be on Twitter and what times of the day you should tweet in order to get the most exposure for your tweets

You could then use Twitter on your PC to schedule the Tweet

# Action point 21: To get retweeted start by retweeting other relevant accounts



How do you get other accounts interested in retweeting your tweets?

1. By sharing genuinely interesting content
2. **By first taking an interest in them.**

Imagine someone is always saying good things about you, promoting you and your needs to their community.

**Want to get people to do something like this for you? Then first do it for *them*. It is a common networking principle**

They will notice you and most people will start sharing your material in return

# Action point 22: Add relevant hashtags to your tweets (but no more than 2)

The screenshot shows the Twitter profile of LEO Kilkenny (@LEOKilkenny). The profile header includes navigation links for Home, Notifications, and Messages, along with a search bar. The profile picture is a green and blue circular logo. The bio states: "If you are in business or thinking about starting a new enterprise in Co. Kilkenny, the Local Enterprise Office Kilkenny is your first point of contact." The location is "42 Parliament St, Kilkenny" and it was joined in November 2009. The profile statistics are: TWEETS 964, FOLLOWING 472, FOLLOWERS 1,371, FAVORITES 31, and LISTS 8. The tweets section shows three tweets from May 28:

- Tweet 1: "#KBNG Kilkenny Business Networking Group coffee morning 2moro @kilkennypembrokehotel 10.30am Come along and join... fb.me/7jBFDvlaJ" (2 retweets, 1 favorite)
- Tweet 2: "#GetOnline #SmallBusiness– Deadline 2nd June @LEOKilkenny Applications for Online Trading Voucher up to €2,500... fb.me/3fJu7NWhU" (2 favorites)
- Tweet 3: "Start Your Own Food Business Inkd.in/dBtsYNd" (no engagement shown)

Adding hashtags and keywords to your tweets will make them “more findable”

But don’t add any more than 2 – studies show that more than 2 hashtags in business tweets get less engagement and seen as too busy / unappealing

## Twitter

### How Twitter works – the basics we need to understand.

1. What is Twitter? – Examples of twitter accounts
2. How Twitter compares to Facebook?
3. What type of marketing tool is Twitter?

### How to setup, brand and use your Twitter account

1. How to set up your Twitter page
2. Overview of the key sections of Twitter
3. How to create lists and add people to lists
4. How to tweet / retweet / mention / reply

### How to use Twitter for marketing

1. Starting out – What not to do .. & what to do
2. How to grow your followers and target customers

### How to get your tweets seen by more people

- How to check your reach, check when your followers use twitter, schedule tweets,

### Recap on the main ways to use Twitter for your business

- How to use Twitter to promote your products / offers
- How to use Twitter to drive traffic to your website
- How to use Twitter to get noticed by potential customers or partners
- How to use Twitter to build rapport with customers

# Use Twitter to promote your offers

Followed by Digital Times

**GOSH IRELAND** @GOSH\_IRELAND · 5h  
For the month of #September all our #Mascaras & #Primers are on #SpecialOffer gosh.ie/product-catego... pic.twitter.com/TX9ssEn3lo

RETWEETS 2 FAVORITES 2

10:17 AM - 1 Sep 2014 · Details Flag media

Hide photo Reply Retweet Favorite More

Reply to @GOSH\_IRELAND

**Send occasional updates about your offers**

Send updates to followers to promote your discounts and offers

**Twitter is a great tool to Drive followers back to your website – into a sales environment – so tweet links to your website.**



Occasionally through your updates you should link back to articles or interesting projects on your website.

Within this sales environment visitors are exposed to more sales related content.



# Use Twitter to increase brand awareness by getting retweeted



How do you get other accounts interested in retweeting your tweets?

1. By sharing genuinely interesting content
2. **By first taking an interest in them.**

Imagine someone is always saying good things about you, promoting you and your needs to their community.

**Want to get people to do something like this for you? Then first do it for *them*. It is a common networking principle**

They will notice you and most people will start sharing your material in return

# Use Twitter to build rapport with customers



## Respond to mentions

Set up an alert for any mentions of your brand name that doesn't include your @username by using [topsy.com](http://topsy.com) or [mention.com](http://mention.com)

Also, keep an eye on the tweets that have included your @username in the notifications section.

Respond to these tweets and retweet positive tweets

# Use Twitter to build rapport with B2B customers



## **Add B2B customers to a list**

Create a list containing your customers and regularly keep an eye on what they are tweeting

Favourite, retweet or reply to interesting tweets

This will keep your brand top of mind in a very positive way.

# Use Twitter to get noticed by Bloggers / Journalists



Are there specific companies or individuals on Twitter that you would like to become more aware of your product or service?

Use Twitter to build a rapport with them by:

- Following them
- Favouriting occasional tweets
- Retweeting occasional tweets
- Replying to occasional tweets.

All of these action will send a notification to them and they will check you out.

Don't over do it!

**Any questions?**