Local Enterprise Office

The Marketing Crowd

HOW TO USE TWITTER FOR MARKETING

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

Example Twitter Accounts

Example Twitter Accounts

Example Twitter Accounts

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.

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

You Tube

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

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When you login you are taken to Home – this is your Newsfeed
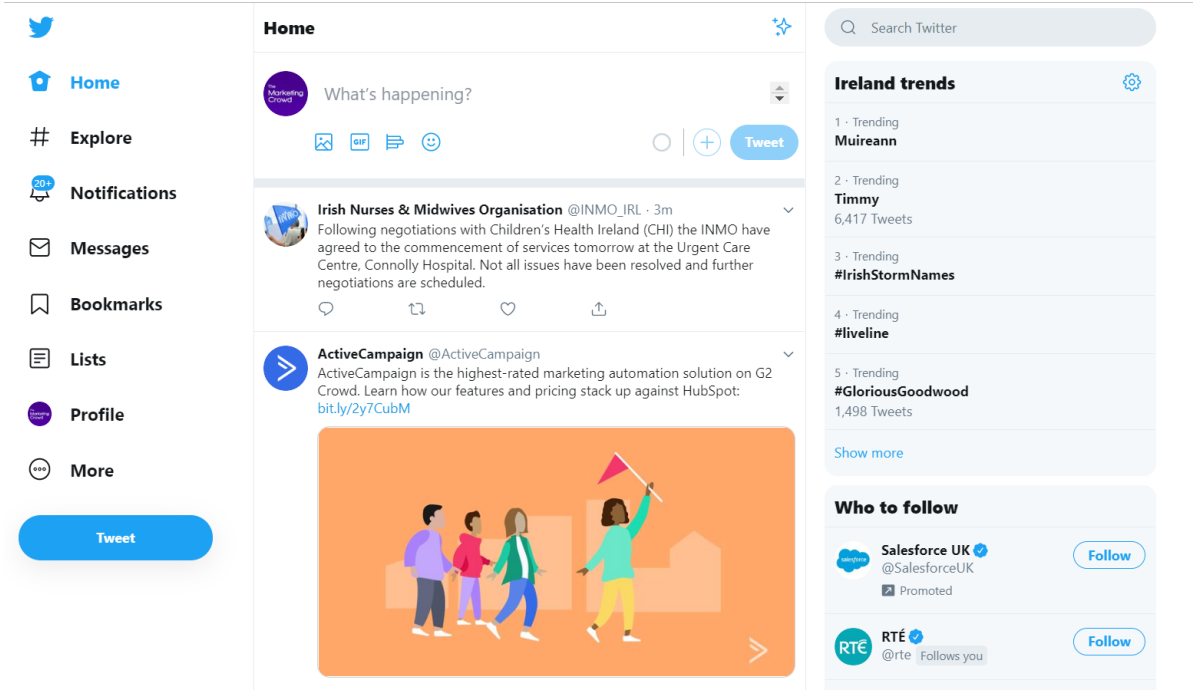
When you login to Twitter you are always taken to Home.

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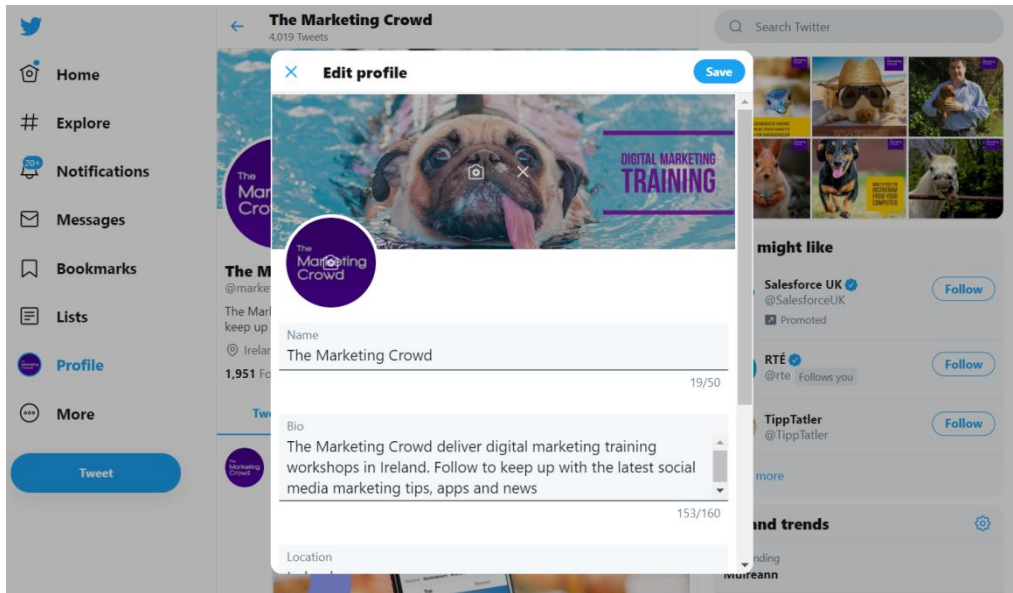
This is you on Twitter. When people search for you /click on your name this is what they see.

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

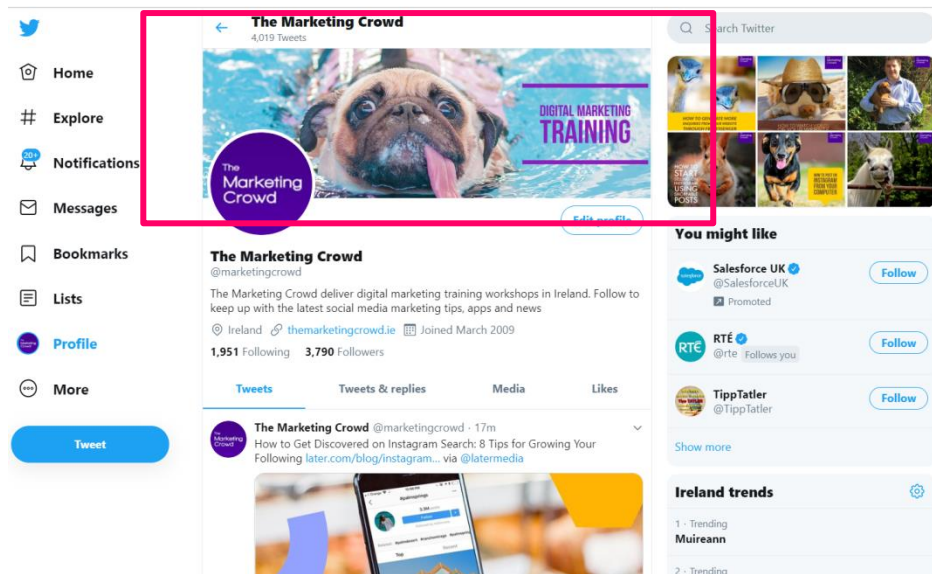Use keywords in your bio that you would want to get found for in search

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
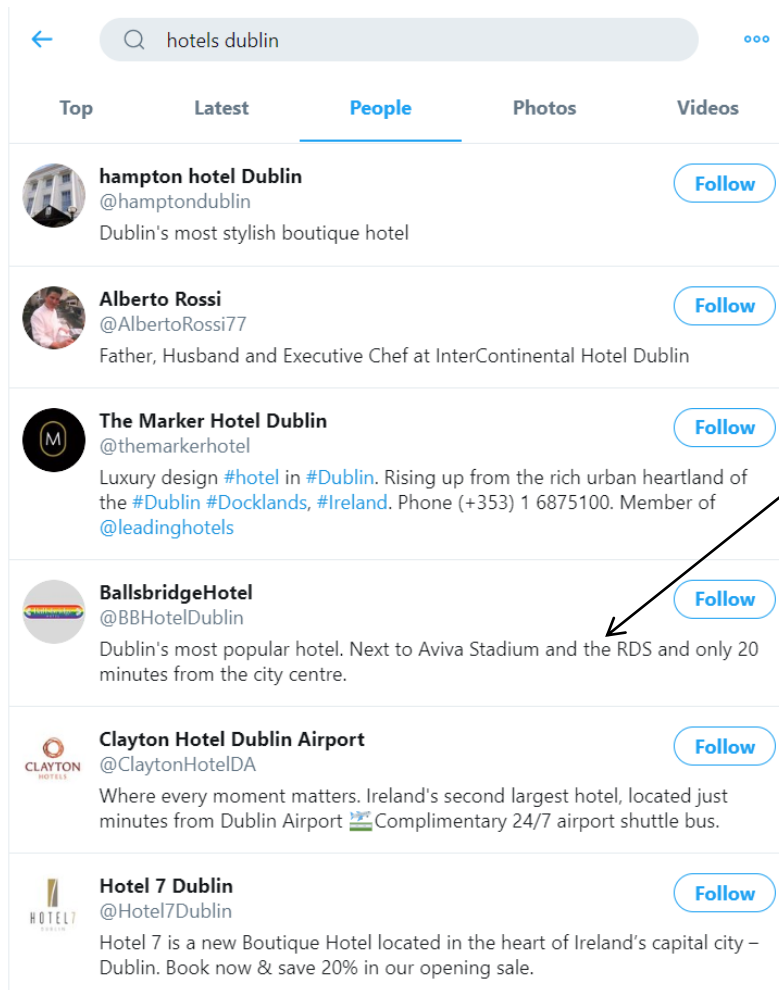

Use your cover image as an opportunity to promote a service / product

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 .

←	hotels dublin				○○○

Top   Latest   **People**   Photos   Videos

hampton hotel Dublin
@hamptondublin   Follow
Dublin's most stylish boutique hotel

Alberto Rossi
@AlbertoRossi77   Follow
Father, Husband and Executive Chef at InterContinental Hotel Dublin

The Marker Hotel Dublin
@themarkerhotel   Follow
Luxury design #hotel in #Dublin. Rising up from the rich urban heartland of the #Dublin #Docklands, #Ireland. Phone (+353) 1 6875100. Member of @leadinghotels

BallsbridgeHotel
@BBHotelDublin   Follow
Dublin's most popular hotel. Next to Aviva Stadium and the RDS and only 20 minutes from the city centre.

Clayton Hotel Dublin Airport
@ClaytonHotelDA   Follow
Where every moment matters. Ireland's second largest hotel, located just minutes from Dublin Airport 🛫Complimentary 24/7 airport shuttle bus.

Hotel 7 Dublin
@Hotel7Dublin   Follow
Hotel 7 is a new Boutique Hotel located in the heart of Ireland's capital city – Dublin. Book now & save 20% in our opening sale.

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

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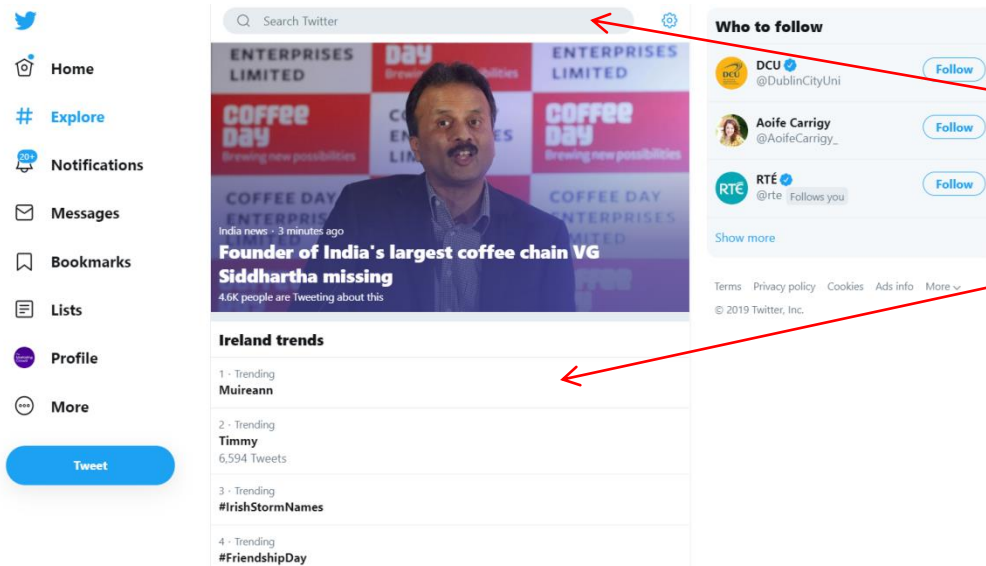
Overview of key features: Home

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

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

Overview of key features: "Notifications"
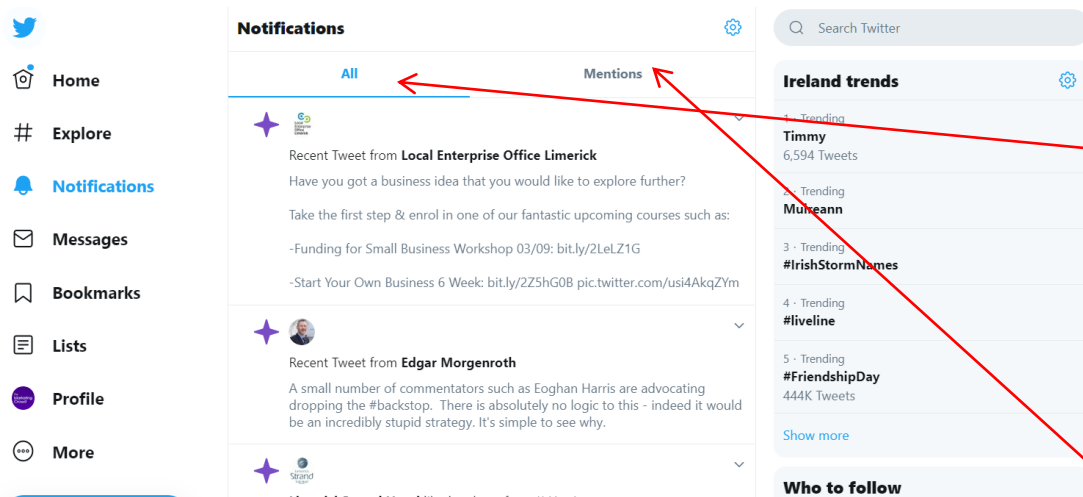
Under notifications there are 2 options

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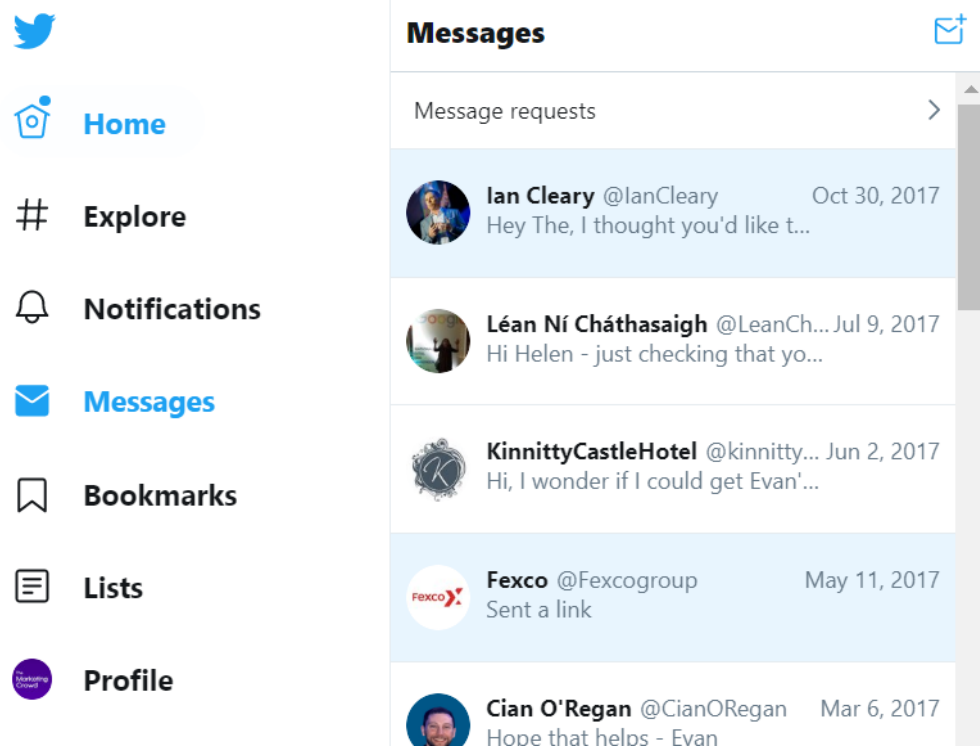
How to follow
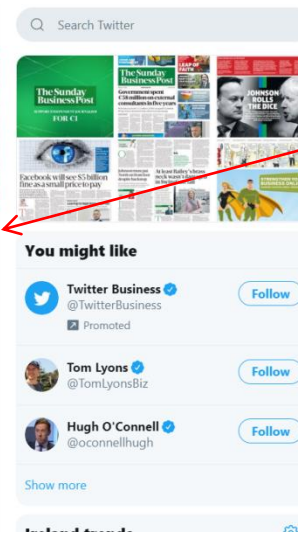
When you land on a profile, there will be a Follow button

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.
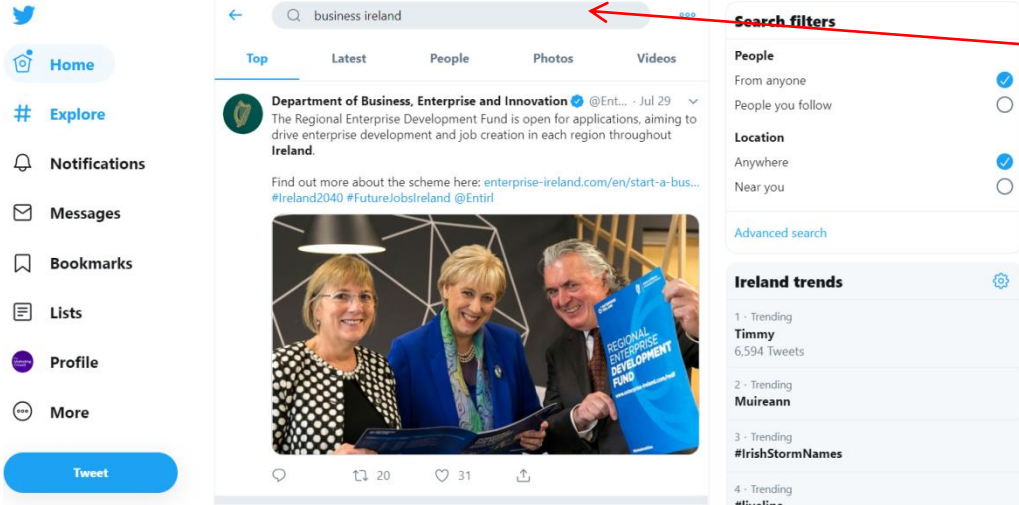
Overview of key features: "Messages"

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

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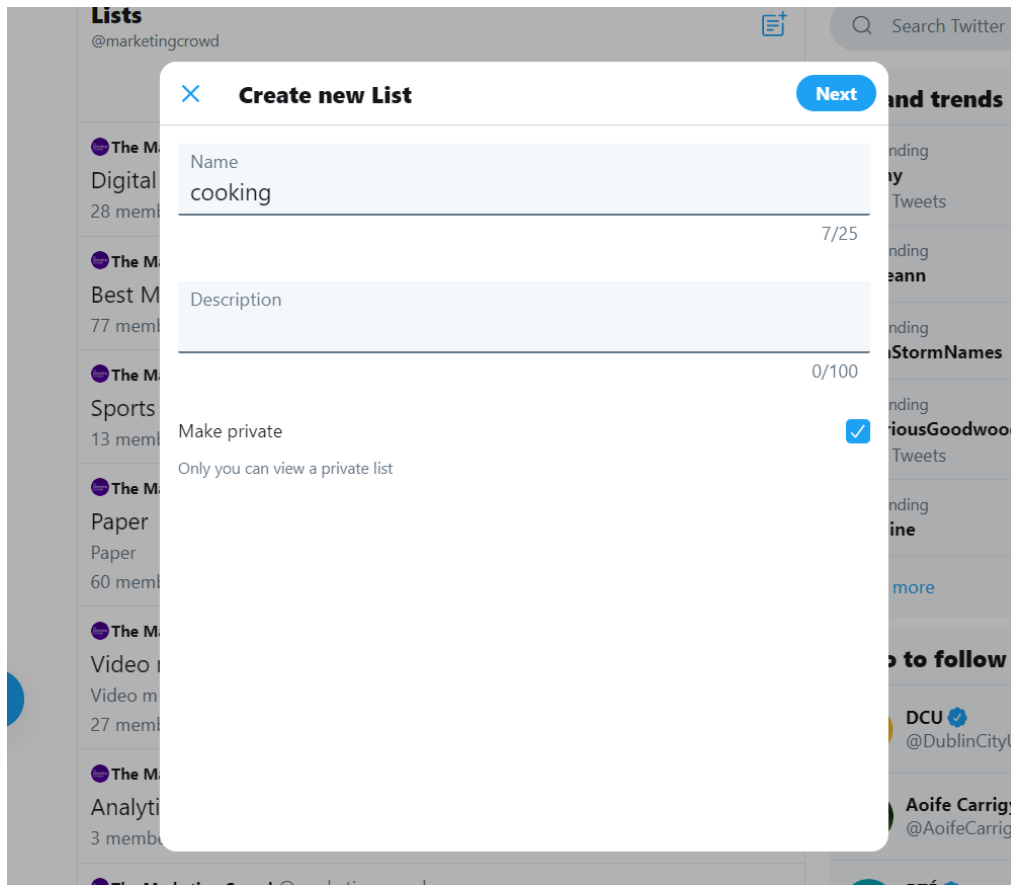# How to create a list and add accounts to the list
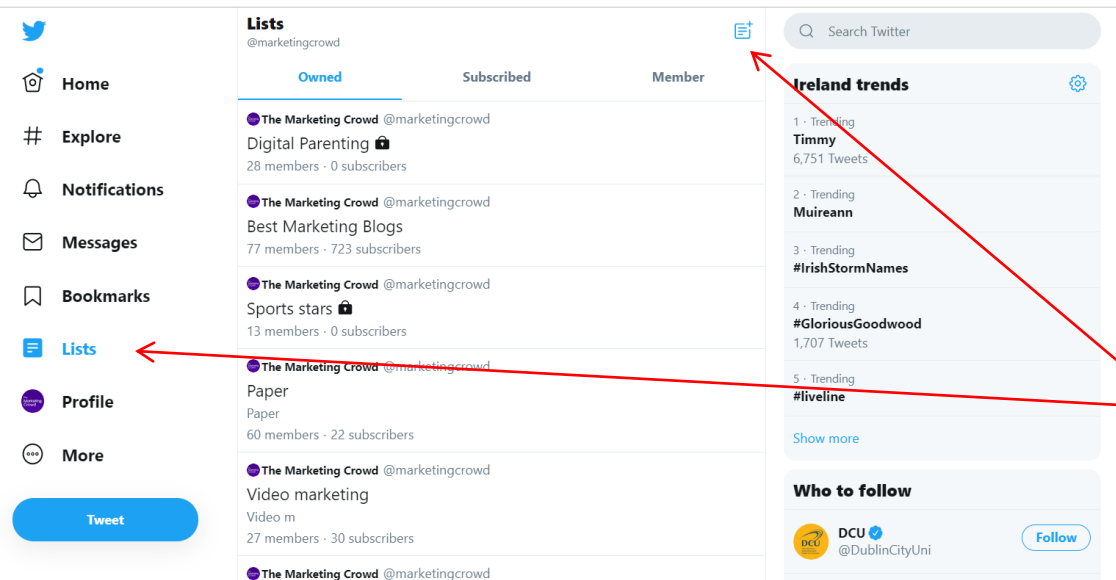
Lists are a powerful way to organise the way you use Twitter. You can create a list for a topic and then add people to the list who tweet about that topic.

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

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)

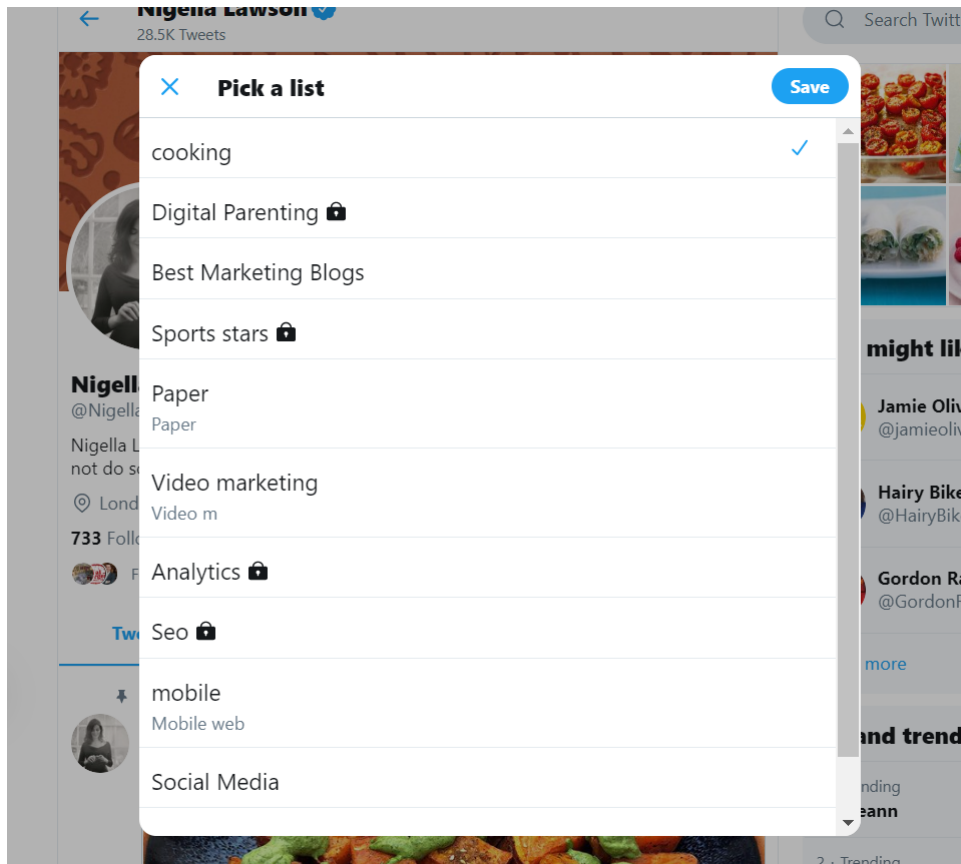# How to create a list and add accounts to the list
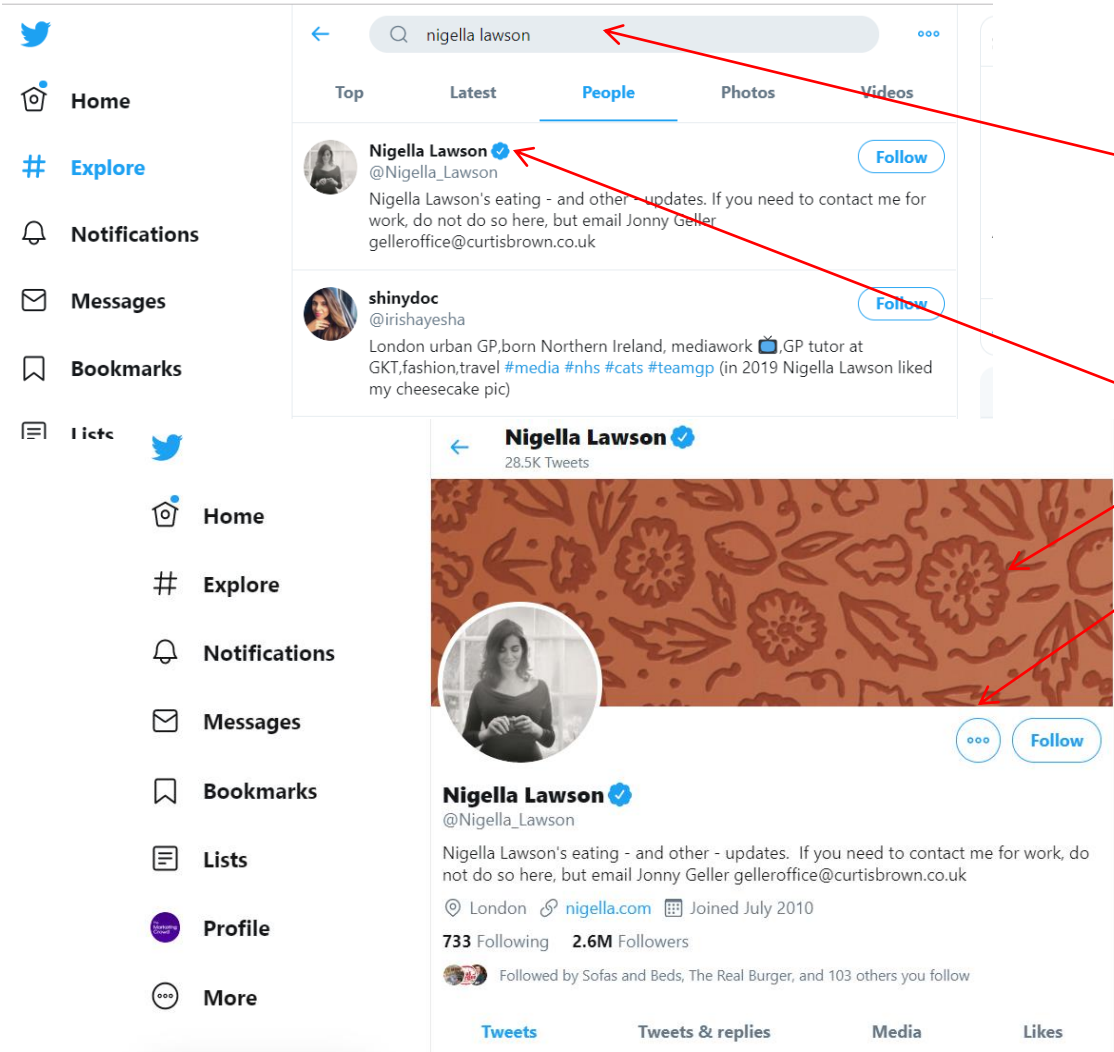
To find interesting / relevant accounts to add to the list go to
Discover
And then type a topic or name into the search box

E.g. Nigella Lawson

Then click on the account name

You are now taken to the account

Click on the 3 dots

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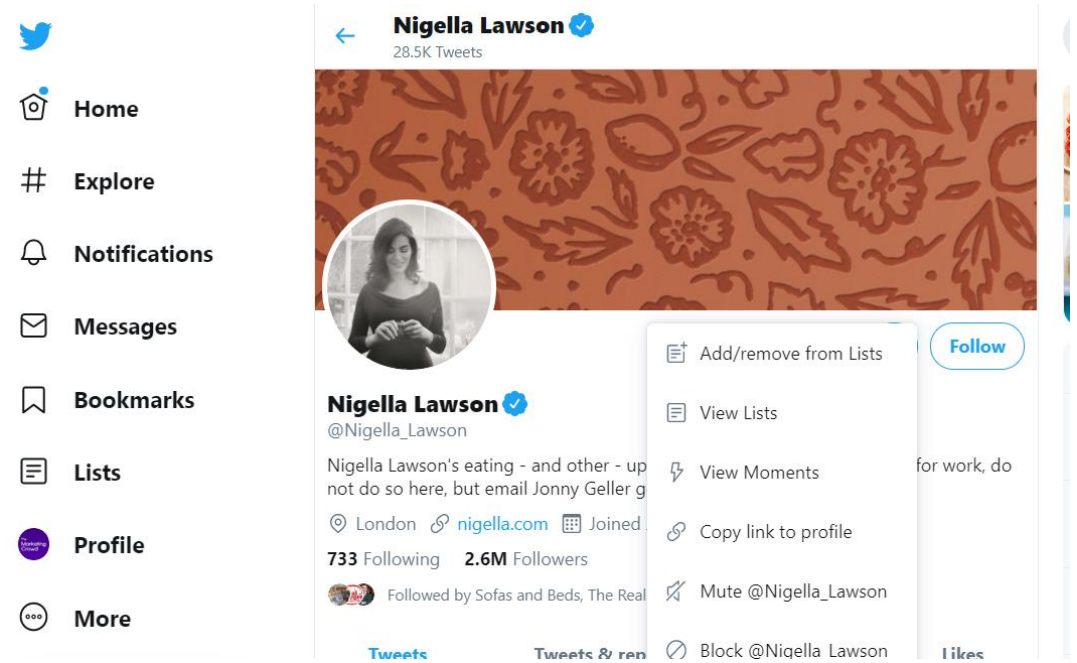
You will see "add or remove from list"

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

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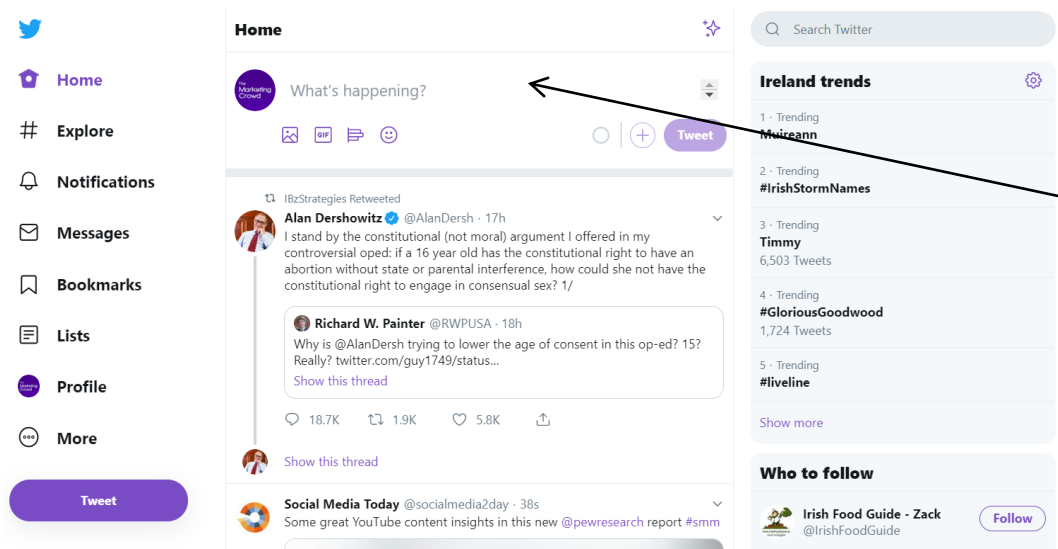**How to get your tweets seen by more people**
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How to tweet

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

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

Add photo   Location disabled   59   Tweet

View 1 new Tweet

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

LEO Fingal @LEOFingal · Jun 11
"A visionary Entrepreneur" Congrats @paddycosgrave on nomination for the #ieagoldmedal award 2015 @IrishExporters

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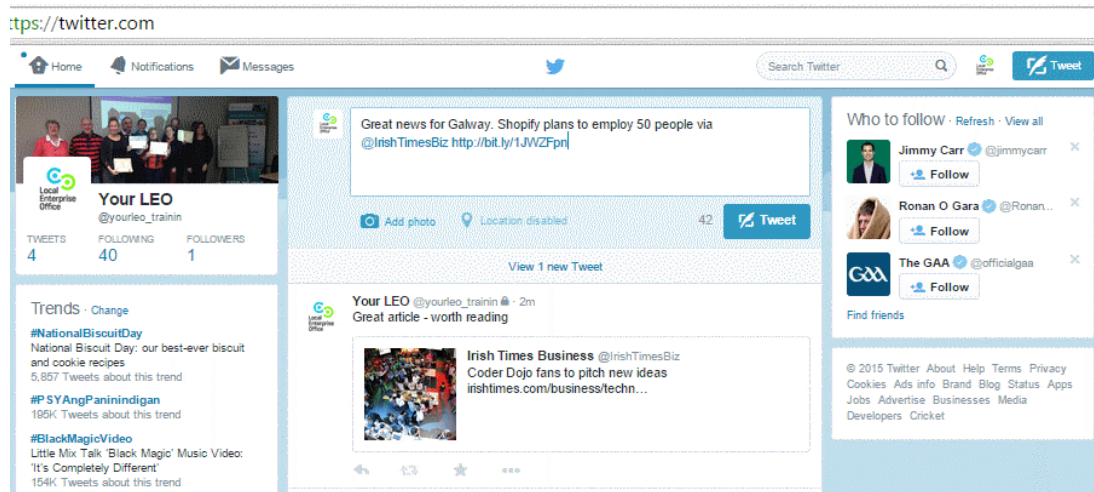
To tweet a link to a webpage simply write your tweet in the compose tweet box.

You then need to get a link to the web page

How to tweet

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

How to retweet
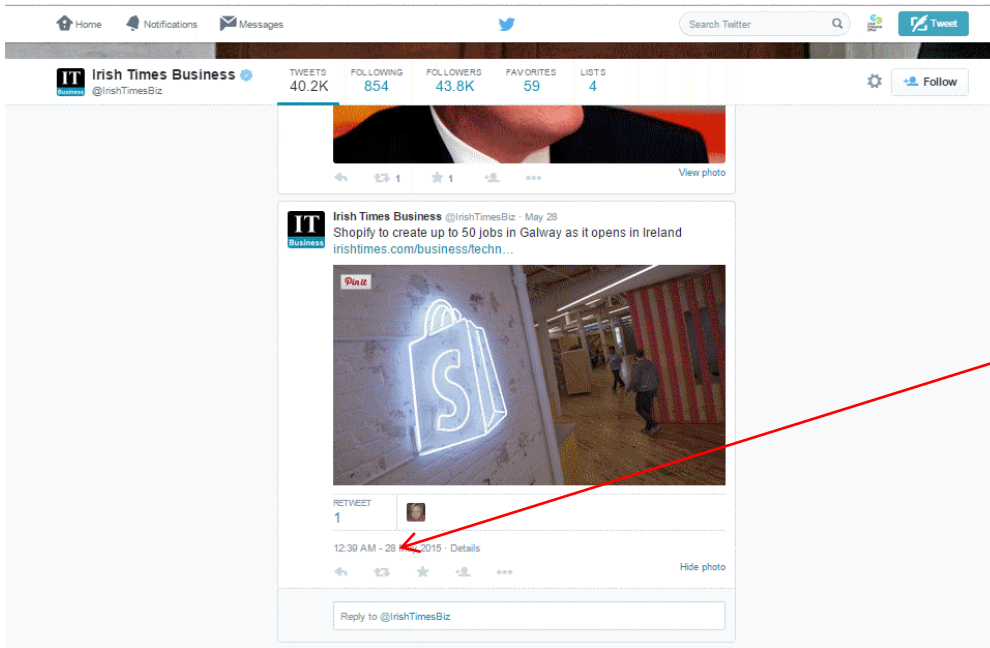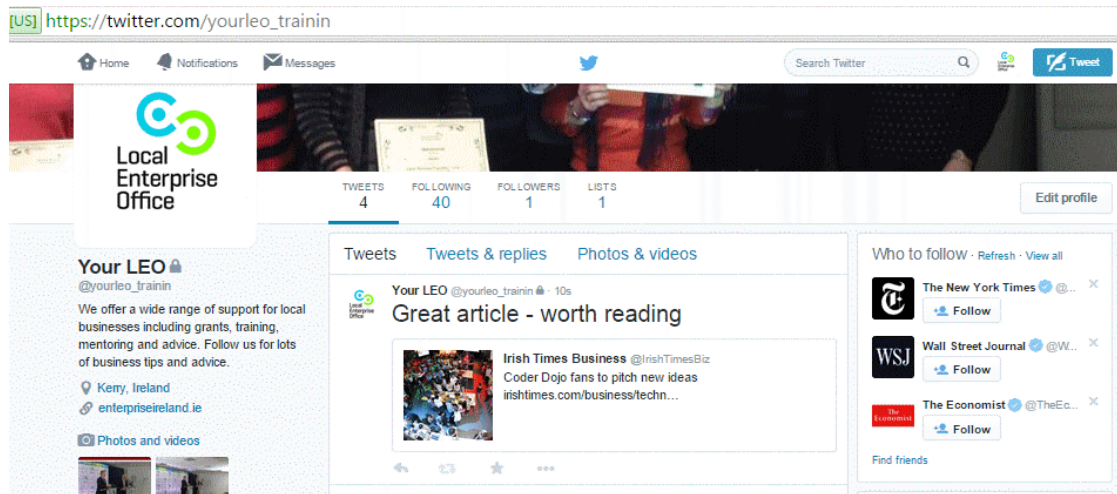

You can retweet any tweet by clicking on the retweet button below the tweet text

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

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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

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…

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

NEED A RETWEET?

- 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.
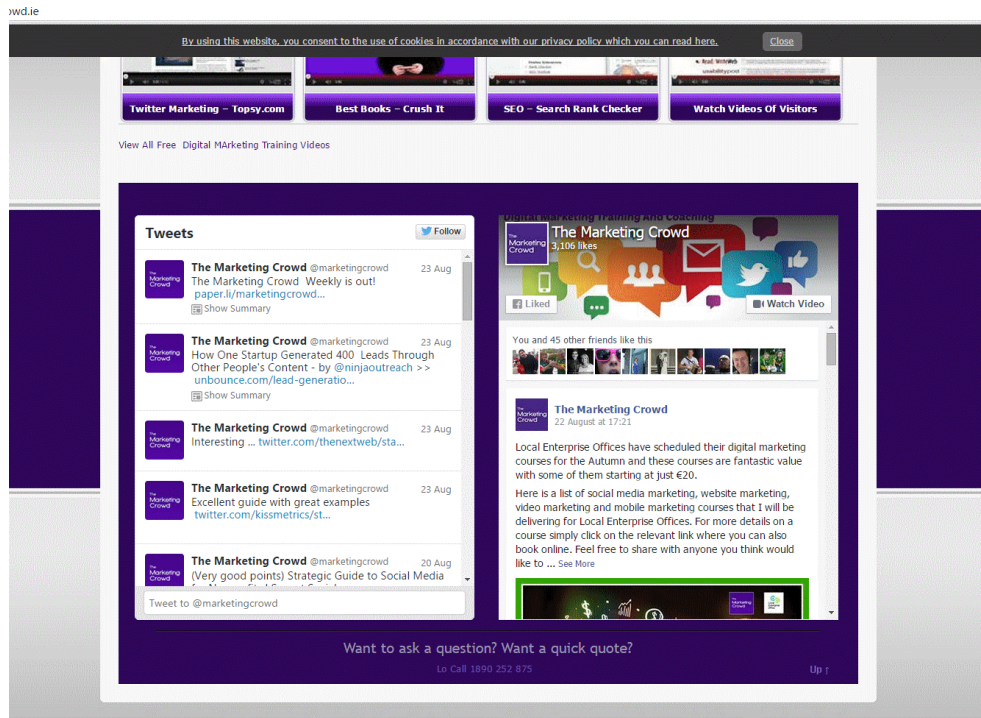
Action point 11 – Add relevant hashtags to your tweets

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

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 availablitly 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 | www.localenterprise.ie/laois*
Please click to Like us on Facebook Follow us on Twitter

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

Oifig Fiontair Áitiúil
Local Enterprise Office

Add a link to your twitter account in your email signature

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

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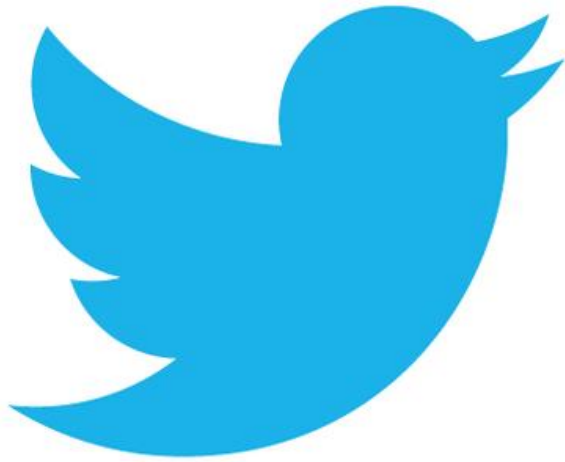
You could run a Twitter ad campaign but they are less easy to target than Facebook and are more expensive.

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

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SUPER IMPORTANT TWEET

Most people will see your tweet within he 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
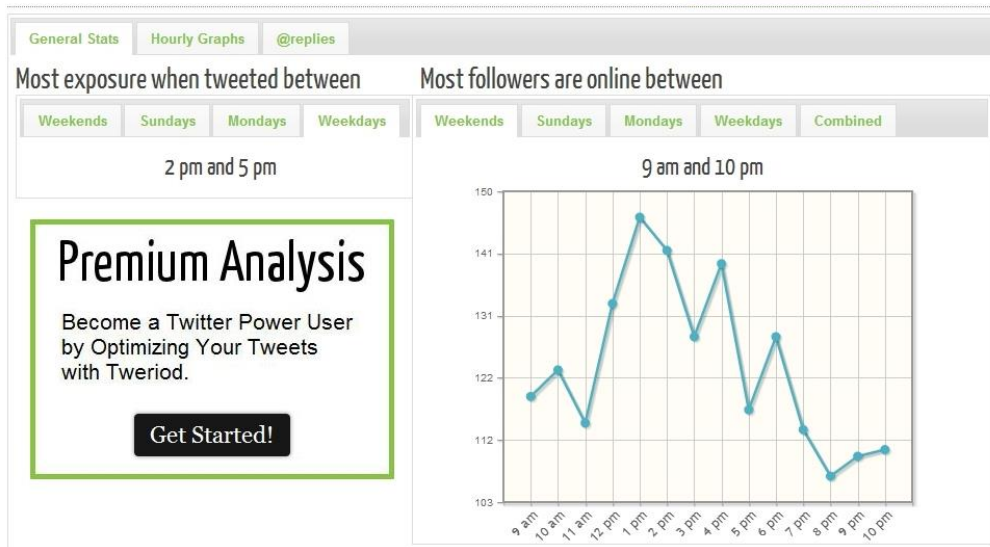

Use Tweriod.com to find out when your followers tend to be on Twitter and what times of the day you should tweet in order to get the most exposure for your tweets

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)

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

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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

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 or 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
- Favourting 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?