

VIRTUALEMPLOYEE

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How to Achieve Whopping Success on Twitter in 12 Easy Steps



INTRO

Congrats on your decision to market on Twitter! That you intend to read this PDF testifies your interest.

With over 316 million active users monthly and a vastly young demographic, Twitter is a high potential platform for marketers. You can turn it into a tool that streams out leads and helps you build your brand in a robust way.

Become a Twitter pro and unlock the opportunities that come your way online. Here are 12 steps to successfully market your business on Twitter:



Define Your Target Audience

The first step, of course, is to determine your target audience. If you don't know who to woo, who would you converse with?

Do the homework, research deeply and write down what you find, including Twitter handles of actual target users.

Develop a buyer persona that represents your customers who are active on Twitter or social media sites in general. An ideal customer profile will enable you to define and target the right people, in the right places, at the right time, and with the right messages.



Define Your Goals

The next step is to determine what you want to gain post your campaign. You need to know where you want to go before boarding a train.

Do deep deliberation before setting up goals for your Twitter campaign. For instance, you may want to increase the number of your followers exponentially, or build a brand.

Determine your objectives with the SMART approach. Set objectives that are specific, measurable, achievable, relevant, and time-bound.

For instance, if your goal is to generate leads and sales, you may set increasing leads by 50% as one of your goals. For measuring your progress, use analytics and tracking tools.

Always set reasonable goals. If you make a goal of increasing sales by 1,000%, there is little possibility of you being able to realize it. Refine your goals so that they are relevant to your company and are in sync with the company's overall vision.



Define the Role of Twitter in Your Overall Marketing Strategy

It is important that you frame your Twitter strategy not in isolation, but as a part of your overall online marketing strategy. Figure out whether you want to use Twitter as a customer service tool, to find sales opportunities, for brand promotion, or for brand monitoring.

Twitter, an effective communications and social networking tool, can be used for connecting with customers, prospects, marketing partners, and investors among others. You can use Twitter for allocating monitoring and engagement resources, managing workflow, and reporting. Twitter, as a platform, may help you find a number of synergies such as connecting with journalists and bloggers for promotion purposes.



Research the Competition

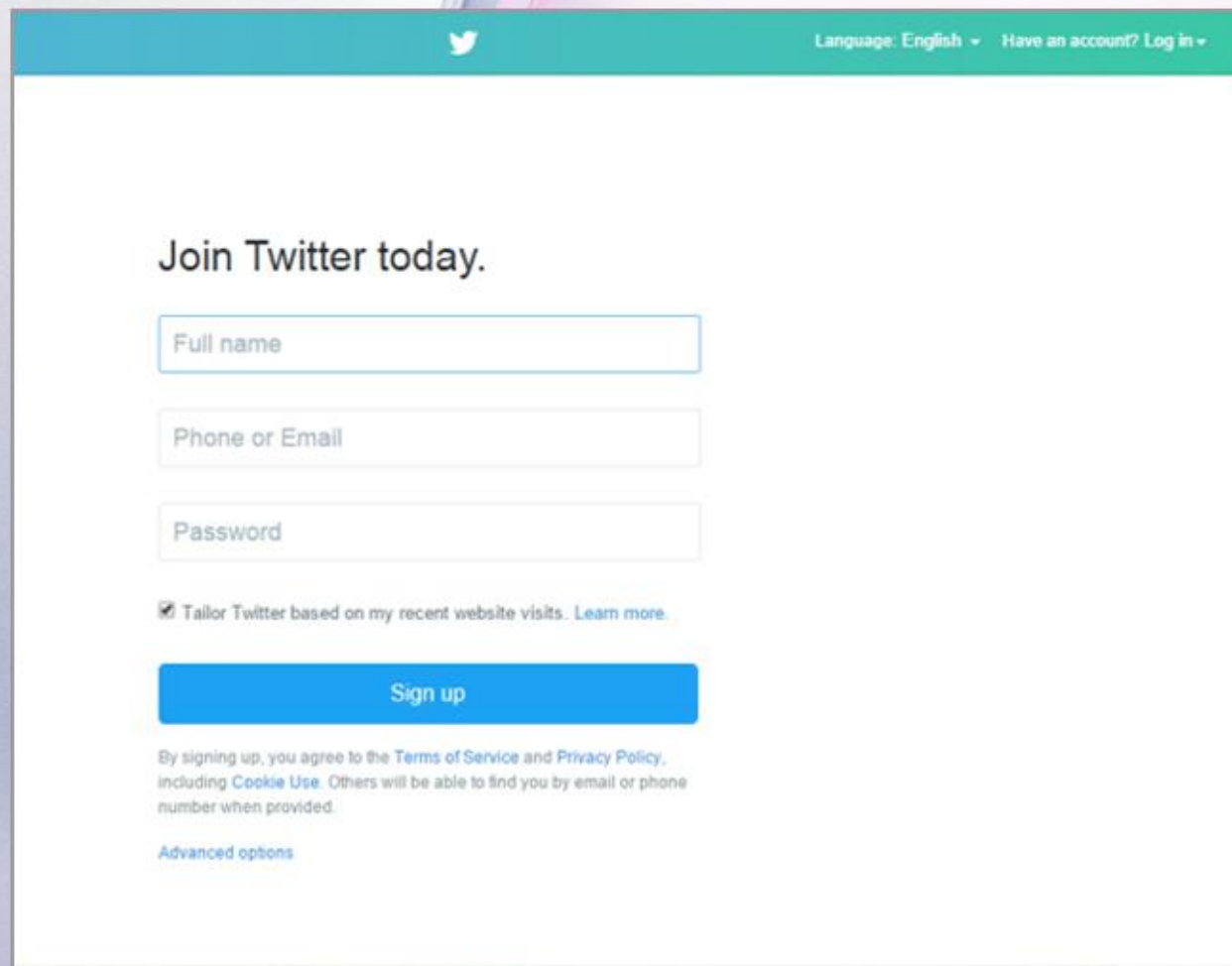
Research your competition to get an idea about how your competitors are approaching their target audience. This will enable you to integrate their successful strategies into your own endeavors.

Compile a list of at least 3-5 main competitors using Twitter and analyze their strategies. In particular, look at things like the number of followers they have, their posting frequency and the time of the day they post their updates.

Look at the kind of content they are posting, see its context (humorous, promotional etc.) and the way they are responding to their fans.



Create a Profile

A screenshot of the Twitter sign-up form. The form is titled "Join Twitter today." and includes input fields for "Full name", "Phone or Email", and "Password". There is a checkbox for "Tailor Twitter based on my recent website visits. Learn more." and a blue "Sign up" button. Below the button, there is a small disclaimer: "By signing up, you agree to the Terms of Service and Privacy Policy, including Cookie Use. Others will be able to find you by email or phone number when provided." and a link for "Advanced options". The form is set against a white background with a teal header bar containing the Twitter logo and language/account options.

Language: English - Have an account? Log in -

Join Twitter today.

Full name

Phone or Email

Password

Tailor Twitter based on my recent website visits. [Learn more.](#)

[Sign up](#)

By signing up, you agree to the [Terms of Service](#) and [Privacy Policy](#), including [Cookie Use](#). Others will be able to find you by email or phone number when provided.

[Advanced options](#)

Make an attractive profile to draw as many followers as possible. Here are a few tips that will help you immensely:

- Use a profile picture that represents who you truly are. Preferably, use an image that has your headshot or logo and build your brand around it.
- Use Twitter bio to write about your passions, strengths, and achievements.
- Insert a link in the bio to your home page or one of your landing pages.

Build Your Community

Social proof holds the key to your brand gaining credibility on Twitter. You need followers to generate leads, solidify branding, and build connections.

There are several ways to increase the number of your Twitter followers. These strategies would fit into one of the following four categories:

- **Tweeting enticing and/or informative content that is likely to be retweeted.**
- **Following others hoping that they would follow back.**
- **Tweeting content in a way that makes it overtly visible.**
- **Promoting your Twitter account actively.**

Along with the number of connections, the profile of the people you are connected with is important as well. The quality of your links would determine the propagation of tweets, spread of URLs, traffic etc.

Focus on connecting with like-minded people. Offer genuine help to people – no matter whether they have asked a question or need a favor. Make it a point to assist them whenever required and you will build a loyal following of folks who would turn to you when they need something.

Use Twitter's advanced search or a Twitter directory to find people who you would like to have in your community. Participate regularly in hashtag chats and respond to all @replies. Network with influencers to amplify your message.



Employ Smart Marketing Tactics

This thing begins with the designing and optimizing of one's Twitter page. To make sure that your prospects perceive your business in a positive way, spend some time on making your Twitter page look impressive. Post diverse tweets, but retain a theme that is consistent with your goal vis-a-vis messaging and your target audience. You need to make some extra efforts to impress your prospective customers, as tips and kudos alone aren't going to attract as many followers as you would like to have.

Here are a few Twitter marketing tactics that would prove useful regardless of the audience, campaign objectives and composite plan:

- Focus on users who resemble your buyer persona.
- Work on your Twitter channel along with something else that is social, such as a Facebook Fan Page, YouTube Channel, and/or a blog.

- Post regularly for increasing your engagement level and visibility, and ultimately your follower count in the end. A tool like Hootsuite or SproutSocial would enable you to schedule your tweets as per your liking.
- Make it a daily activity to link to some high-quality resources. Mornings are the best time for doing this thing. Brand your tweet with a hashtag like #yourbrandtips, where 'yourbrand' will be your own company or product. Eg. #ibmtips.



- Schedule a Twitter event every month or every two weeks revolving around #yourbrandtips. A real person from your company would host a chat on Twitter on topics relevant and useful to your brand. Bring in influential guests so that new followers get attracted to your Twitter handle.
- Using a shared hashtag, users would meet at a predetermined time to converse on issues of community relevance. Such chats help build deep connections between the people participating in them and the host brands. You may hold chats on a weekly, fortnightly, or monthly basis.
- Post your Twitter handle wherever your website address is posted.
- Ask followers questions, and then use their answers in blog posts; promote these posts via your official Twitter account.
- Create Twitter lists comprising the various segments of the target audience. Eg. 'programmers' or 'cricketers'. Then ask your followers to recommend people who belong to these segments.
- Recognize people who retweet your Twitter content the most. Keep connecting with influential Twitter accounts. They may retweet your posts and expose your brand to new audiences.

Monitor Tweets & Retweets

A Twitter marketer needs to monitor referrals on an ongoing basis. This can be tricky as you will have to identify referrals via various URL-shortening services. You may need to need to implement a mix of data points and measurements tools, depending on your brand objectives.

Some of the useful metrics are as follows:

- Tweets posted
- Retweets and resulting reach
- Newly targeted Twitter users followed by the brand's Twitter account

- Direct traffic from Twitter to the brand's website
- Link-less mentions of the brand in tweets
- Lists the brand's Twitter account is included in
- Engagements the brand's Twitter account has with users

An important metric is the Tweet Engagement Rate of your account. To find it, count the replies and retweets of a tweet and divide it by the number of followers to date. Multiply it by 100 to get the percentage of fan base engaging with the tweet.



Allocate Budget and Resources

Earmark the budget that is required to achieve the business goals.

Make a list of the tools required (social media monitoring, email marketing, CRM etc.), services you may outsource (graphic design, video production etc.) and advertising you may buy. Include the annual projected cost as well against each heading so that you get a high-level view of the scenario and the way it is affecting your marketing budget.

The right approach would be to create a strategy first, and then determine the right budget for it.

If the cost of strategy execution exceeds your budget estimate, prioritize your tactics. Implement something that is expected to provide you with faster ROI (return-on-investment). The instant profit you make can be invested in long-term tactics.



Assign Different Roles to Different Individuals

While working in a team, having clarity about different roles is important to avoid confusion and overlapping of efforts and increase productivity. Here is an example of an Excel sheet comprising different roles and the names of the team members that each role is assigned to:

When everyone is apprised of their role, you may begin planning the execution process. Planning daily or weekly is better compared to a fortnightly or monthly plan as lots of things come up expectedly. On committing to a fortnight or a month, you may end up wasting time.

ROLE	MEMBER
Visual Content Management	Richard
Graphics and Video Creation	Elizabeth
Multimedia Inclusion	Monica
Client Conversation	David

In smaller companies, you can expect a single person handling various tasks.



Use Twitter Ads

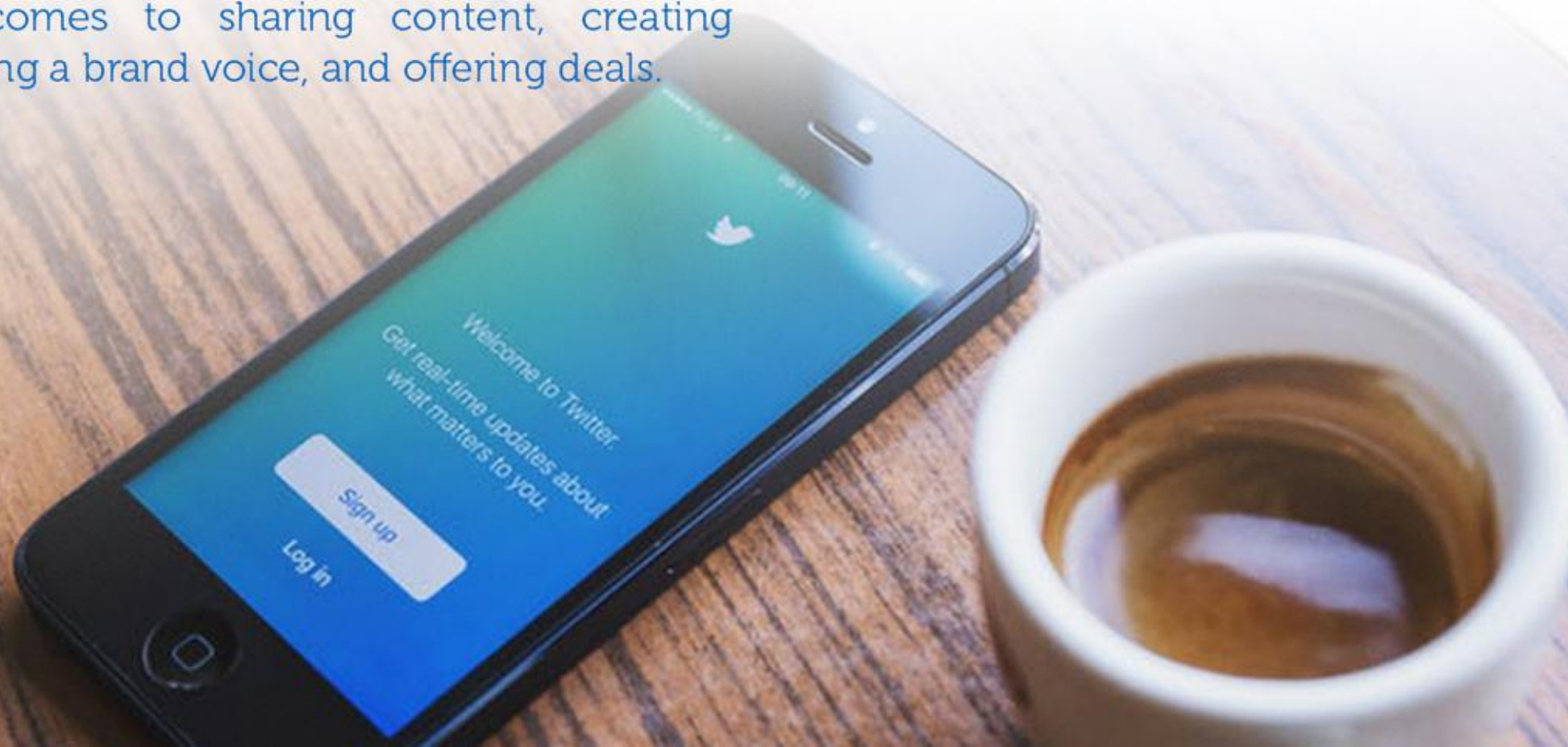
If organic Twitter marketing isn't bringing in the desired results, you can switch to advertising. Twitter offers three types of advertising options – Promoted Accounts, Promoted Tweets, and Promoted Trends.

Promoted Accounts allows marketers to promote their own account as one to follow. On the main dashboard, beneath Twitter statistics, appears a box showing suggested users to follow based on your interests. If an advertiser has relevant keywords in their profile and is targeting an audience in your location, their account will be seen as a promoted account

Promoted Tweets enables you to highlight certain status updates to get more exposure. They work particularly well when it comes to sharing content, creating awareness, building a brand voice, and offering deals.

Promoted Trends involves topics and hashtags that are placed on the top of a Trending Topics list. They can be used effectively for building mass awareness for product launches/events and brand building.

Along with these three options, the platform also allows you to boost your advertising with Twitter Cards that would enrich your tweets with additional content, media and calls to action. Several types of Twitter Cards are available and you can choose one according to the kind of business you have.



Use Twitter Remarketing

Remarketing will help you lower your overall cost per lead. Set up Twitter ads to remarket to your target audience. Remarketing allows your business to connect with the most relevant users while combining geographic, interest and follower targeting and much more.

The process involves connecting your Twitter ad with your website/blog so that Twitter can discover who has and hasn't visited your site. To do this, you need to create a Twitter tag and install it on your site. A Twitter tag can be created using the Twitter campaign dashboard.

For best results, you need to confine remarketing to the best leads. Segment your audience and create custom experiences for visitors based on the pages they tend to visit the most. Now create Twitter tags for each of the popular pages and install the related tag code.

For instance, if you are offering four services, create five remarketing tags. One would be for the whole site and the four additional tags will be for each service page.



Wrapping Up

The Twitter marketing strategy of two different businesses is never alike. What you need to do is be innovative and devise a custom micro-level strategy in line with your business goals and the kind of business you have while remaining within the framework of broad guidelines.

Conduct periodic reviews and if you discover that some tactics are not working as well as you expected, adapt quickly and introduce the required changes.

If you follow all of the above guidelines there is no reason why you should not mint gold on Twitter.



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