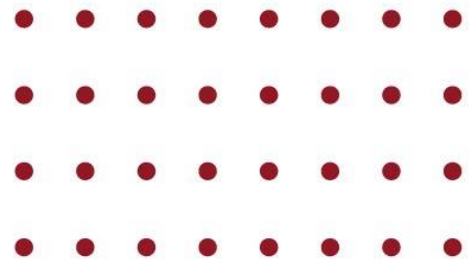




Twitter Marketing



Twitter Statistics



In 2021,
353 million
monthly active users are
using Twitter



80%
of active Twitter users access
Twitter via the mobile app



More than
500 million
tweets are sent each day



60%
of the Twitter users expect a
brand or a business to reply to
their query within an hour



According to Twitter's
Q3 2020 report, Twitter
ad engagement is up
27%



Twitter users spend
26%
more time with ads than
other social media users



40%
of users on Twitter claim to
have made a purchase directly
from an influencer's tweet



85%
of small and medium
businesses use Twitter to
provide customer service.



77%
of Twitter users feel
more positive about a brand
when their tweet is replied

STATUS  REW

Engage with customers on social at scale
Start today: <https://statusbrew.com/>

Why Twitter?

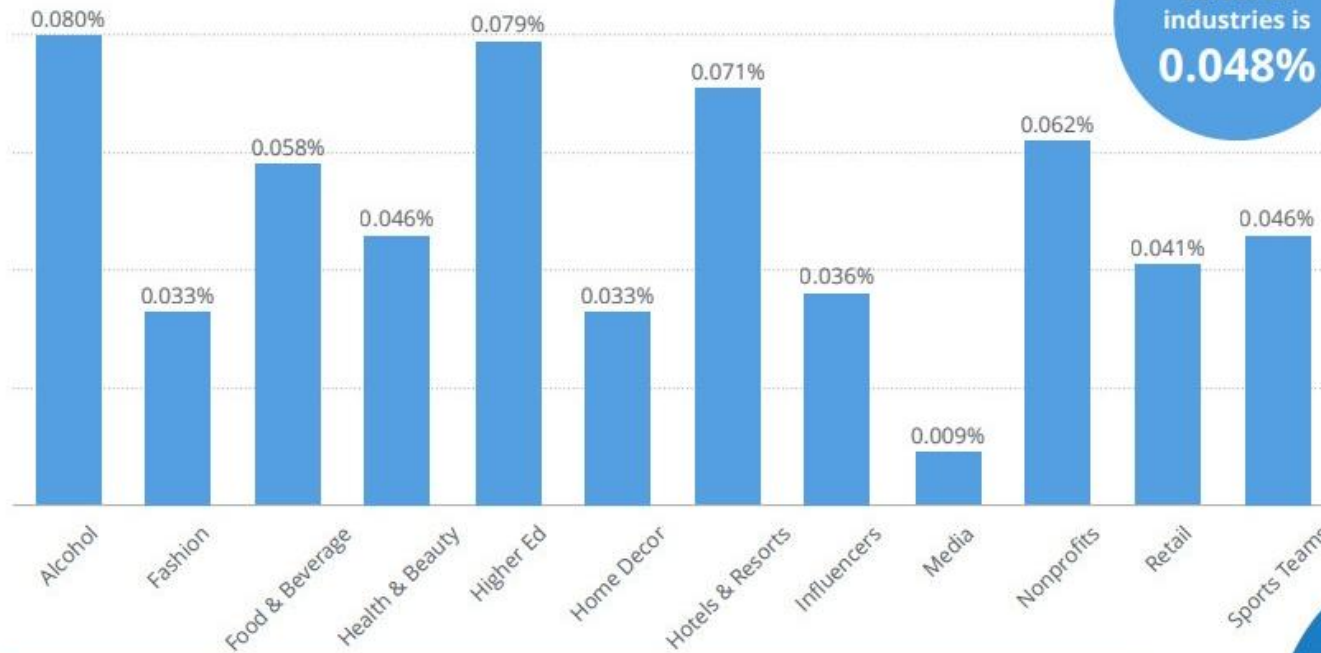
- Monitor and interact with people talking about your company, industry, and competitors.
- Create buzz around upcoming events.
- Allow individual employees act as liaisons to the public.
- Develop direct relationships with bloggers and journalists for potential PR placement.

Twitter is Powerful For:

- Relationship-building
- Relationship management
- Customer service tool

Twitter Engagement Per Industry

Average engagement rate per post on Twitter



Twitter engagement remained consistent this year, with Higher Ed and Alcohol leading the pack and Media lagging far behind.

Optimize your Twitter Profile



- Make it look smart.
- Inform potential followers who you are.
- Provide a reason why you're worth a follow.

Forbes Example

Forbes @100
INNOVATING SINCE 1917

Forbes
@Forbes

Official Twitter account of Forbes.com, homepage for the world's business leaders.

New York, NY
forbes.com
Joined November 2009

Tweets 172K | Following 5,687 | Followers 14.3M | Likes 8,141 | Lists 13 | Moments 37

Following

Simple handle → @Forbes

Optimized bio → Official Twitter account of Forbes.com, homepage for the world's business leaders.

Tweets | **Tweets & replies** | **Media**

Pinned Tweet

Forbes @Forbes · Dec 15
The end of net neutrality, the world's highest-paid athlete of all time and more: this week on #ForbesFlash

Who to follow · Refresh · View all

- The Economist** @TheEc... Follow
- Reuters Top News** @Re... Follow
- Financial Times** @FT Follow

Handle:

- Keep it simple and short.
- Avoid adding supplementary characters or numbers to make it unique.

Bio:

- Insert relevant hashtags for your industry.
- Add a link when applicable.

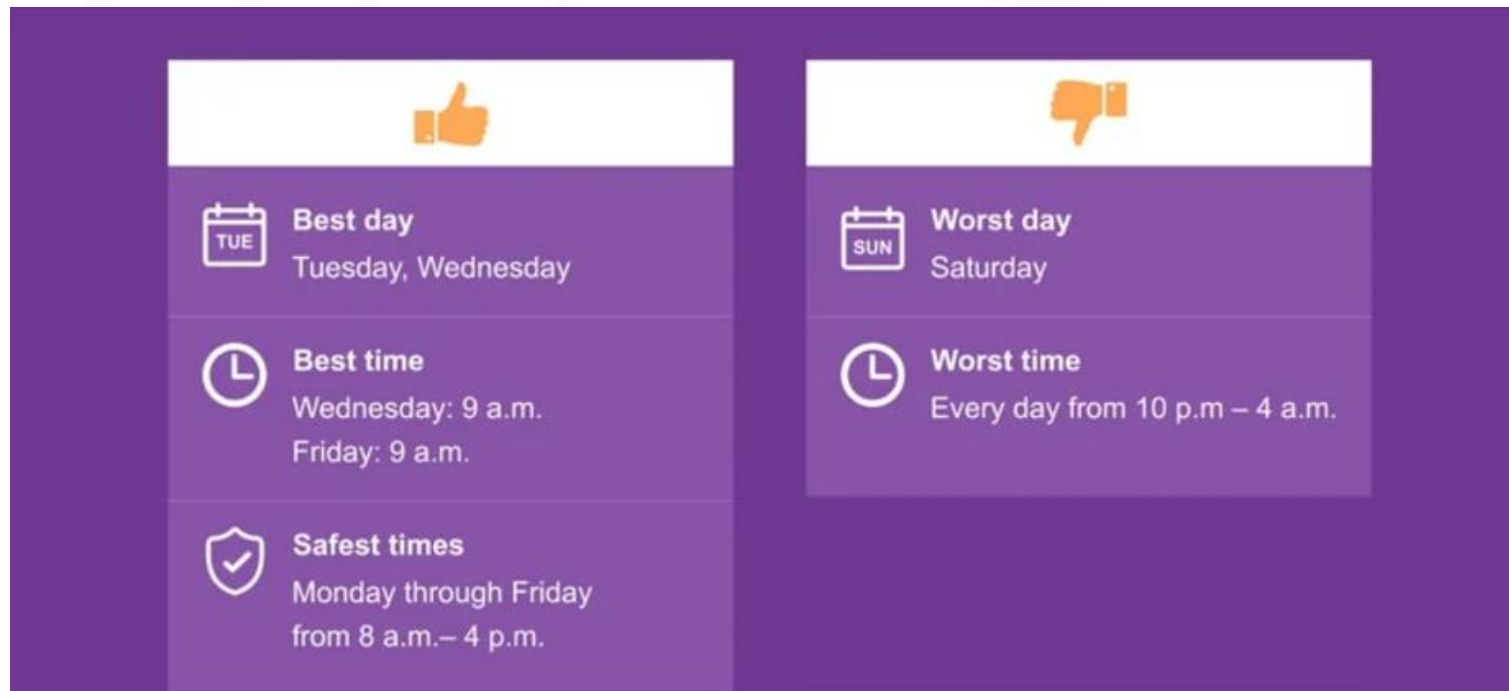
Hashtags:

- Use appropriate hashtags for your industry or trending topics.
- Count on a [hashtag analytics tool](#) to support you in deciding what hashtag to use. And use maximum two-three hashtags per tweet.

Pinned Tweets:

- For a popular and engaging piece of content.
- People are more likely to engage with already popular content that others already interacted with.

Best Time to Tweet



Use Visuals Often

 Home

 Explore

 13 Notifications

 Messages

 Bookmarks

 Lists

 Profile

 More

Tweet



Jeana Travels @SurfnSunshine · 4m

⋮

RT @Frommers: 6 ways #travel sellers are allowing folks to buy now, vacation later, at no risk.

bit.ly/3acFRTk



Twitter Ads

Ad Objectives

Awareness

Reach

Maximize your ad's reach



Consideration

Video views

Get people to watch your video



Pre-roll views

Pair your ad with premium content



App installs

Get people to install your app



Website traffic

Drive traffic to your website



Engagements

Get people to engage with your Tweet



Followers

Build an audience for your account



Conversion

App re-engagements

Get people to take action in your app



Conversions NEW

Get people to visit and take action on your website



<https://ads.twitter.com/>

Targeting Options

Keywords (optional) ⓘ

 [Recommendations](#)  [Bulk upload](#)

Include ▾

Search

Follower look-alikes (optional) ⓘ

 [Recommendations](#)  [Bulk upload](#)

Search



Interests (optional) ⓘ

Search



Movies and TV shows (optional) ⓘ

Search



Events (optional) ⓘ

Search



Conversation topics (optional) ⓘ

Search



Ad Placements

Twitter placements

The more ad placements you select, the greater your potential reach.

- Home timelines ⓘ
- Profiles ⓘ
- Search results ⓘ

Twitter Tips and Tools

#Hashtags

- Use only relevant #hashtags while you tweet or RT
- Do not overuse hashtags, up to 3 hashtags are more than enough.

Hashtags expand reach | Classify your message

- **Tweet** valuable, relevant content along with links to relevant pages.
- Use **keywords** and **location** (if applicable) in tweets.
- Tweet tips, industry news and company updates.
- **Retweet** relevant news, content, etc.
- Tweet **quotes** e.g. inspirational, leadership.

Monitor Mentions and Keywords

tweetdeck.twitter.com

TweetDeck

Tweet like a pro.

The most powerful Twitter tool for real-time tracking, organizing, and engagement. Reach your audiences and discover the best of Twitter.

Log in with your Twitter account

Sorry, something went wrong. Please try again later.

Log in

New to Twitter? [Sign up now >](#)

Hashtagify.me



[Find](#) [Popular](#) [My Hashtags](#) [My Users](#) [About](#) [Pricing](#) [Help](#) [Blog](#) [My Account](#)

Boost your #success through hashtag marketing

Search Twitter Hashtags

Twitter Suggestions

Instagram



socialmedia

Search

Track

👁 Results for: #socialmedia

Useful Links

- To find Online Influencers use: app.buzzsumo.com/influencers
- What hashtags are influencers using? twitalyzer.com
- To track Trending Hashtags use:
 - trends24.in
 - trendsmap.com



Thank You!