Twitter Marketing Cheat Sheet

Client Name Removed

Provided by:

The Social Ms

Assessment of situation:

The Twitter account in questions is not being especially active at the moment – currently it is not being used daily. It is following 422 other accounts and has 353 followers.

The account is a brand/corporate account for **Client removed, local car dealer in North America.**

Client Name Removed also runs a website and a Facebook fanpage, the team is in the process of creating broad scoping educational content to educate (potential) customers.

Goals for the Twitter Marketing Cheat Sheet:

Wider marketing goals (i.e. goals that do not apply specifically to Twitter but to the general marketing strategy):

- There is a general misconception that competitors in the area are cheaper and faster, educate target audience about this
- Become a general resource for vehicle owners by offering educational content

Goals specific to the Twitter account:

- Grow the Twitter account constantly but moderately on a basis of the local audience
- Use the account to increase local brand awareness and improve perception of the brand in comparison to competitors
- Increase web traffic on website generally but specifically for branded content (educational content).
- Increase sales

General Purpose Twitter Client:

While it is possible to use the Twitter's website (http://twitter.com) directly for working with Twitter, we recommend using a third-party Twitter client. This makes working with various of the techniques described below much easier and a lot more time efficient. We recommend using Tweetdeck either in a web browser or as a desktop application. (See tools section for more information).

Proposed General Twitter Marketing Strategy:

As with any marketing strategy on Twitter, growth within the target audience on Twitter is necessary. For the account **Client Account Removed** this means:

- Identifying the local target audience on Twitter
- Create awareness for the account on Twitter within the target audience
- Provide content interesting to your target audience (own content and third party content)
- Communicate with your target audience
- Increase traction within your target audience via highly targeted Follow and Unfollowing activity

Time Management when employing any Twitter Marketing Strategy:

This is very important! When starting out with marketing on Twitter, most people try to learn everything at once. The result is that nothing really works, and after a couple of days they usually give up. Instead, you should learn how to do one thing right, and only after you have practiced this, you should start adding another element to your strategy.

It is also important to force time-limits on yourself on Twitter: Especially in the beginning it is very useful to limit your actions on Twitter to a maximum of 30 minutes per day. Only when you manage to finish your tasks within these time constraints should you start to add new elements of this strategy to your daily activities.

Start with the actions described under "1. Provide content of interest to your target audience". Spend 30 minutes in the morning or afternoon to select, publish and queue the content, and do that for a couple of days. Only when you feel comfortable you should move on to the next point of the strategy: "2. The Follow/Unfollow strategy". And after you have practiced that you can progress to "3. The (local) conversation strategy".

Many people get frustrated by the results of Twitter Marketing not showing at once. With any social media strategy that will be the case and it is another reason to limit your activity in the beginning: Results take time and you still need to be able to finish other tasks.

1. **Provide content interesting to your target audience**

Providing content for your Twitter audience is key to gaining and keeping a targeted Twitter audience. This should be a mix of different types of content. Below is a list of content pieces that from our perspective fits well into the **Brand Removed** Twitter account:

- Educational content (mentioned in the form you submitted).
- Industry content (new product announcements by **Specific Brand Removed**, etc.)
- Customer Stories: This could be stories of how you helped one of your customers, how you made a customer happy with an extremely good offer, …

- Information on new products in store (just keep in mind, that your audience will not listen to a mainly promotional account)
- Events around ***Specific Brand Removed***, even better if you are present and your followers/customers can meet you there in person
- …

For Twitter, not all of this content needs to be available on your own site or blog. For generating traffic to your site it is generally recommended to have as much content available on your own site as possible, but it is of course legitimate to tweet content from other sites.

We would recommend that you tweet content tweets to articles/videos/images of the above content about 10 times a day. The tweets should be spread out over the day according to the timezone you are in.

We recommend using Buffer (http://bufferapp.com) for scheduling tweets once a day. The free version is sufficient. See tools section for more info.

It is not necessary to always come up with new content to tweet, instead it is completely legitimate to tweet one piece of content repeatedly. Once you have a lot of original content on your own site (such as the educational content you mentioned), you can even think about creating repeating queues of Tweets linking to the same content. This starts to make sense once you have at least 15 to 20 pieces of original content. Repeating queues can be set up with SocialOomph (http://socialoomph.com - see tools section). Make sure all content your repeat is still relevant.

Queuing recurring tweets should only be used in combination with tweeting new content regularly (for instance via Buffer).

2. **The Follow/Unfollow strategy for Twitter**

A good starting point for creating some traction for any Twitter account is to start following accounts on Twitter that are from the target audience you would like to reach. A percentage of those you decide to follow will follow you back thus increasing your number of followers.

This also means, that you have to unfollow accounts on Twitter regularly to keep the amount of people you are following below the number of people that are following you, or at least at the same level. This has several different reasons the most important being:

1. Twitter has certain limits for how many accounts one account can follow (10% more than the number of people who follow you).
2. An account with less followers than it is following is generally perceived as a lot less influential than an account with more followers than it is following.

Depending on the size of the account (number of followers), following and unfollowing too many followers each day can result in Twitter suspending the account. An account following the above guidelines for not spamming is generally safe with following and unfollowing up to 20 people a day, with a growing account you can gradually (slowly!) increase this number. Make sure to vary search criteria in order to not follow/unfollow the same accounts over and over again.

The adapted Twitter Follow/Unfollow strategy for *Client Removed*

The success of the **Client Removed** Twitter account is highly dependent on being able to generate targeted followers. You can define your target audience based on the following criteria:

- Location – As far as our information goes you are mainly interested in an audience based in and around **Location Removed**
- Interest – Audience either has a general interest in cars itself or educational material about cars, or is even interested in buying a car at the point of contact.

Based on these assumptions we recommend following and unfollowing up to 20 accounts per day. We recommend using ManageFlitter (http://manageflitter.com - free version sufficient) for doing this – you can use the search functionality on ManageFlitter to identify accounts based on:

- Location (*Location Removed*)
- Biography Keywords
- Tweets containing keywords
- Activity on the account (only active accounts)

This will allow you to identify accounts generally interested in your topics and keywords on Twitter for your general Following and Unfollowing technique.

Make sure you follow active accounts (last tweet 1 day ago at the most). Unfollow inactive accounts (last tweet more than 30 days ago)– these people will not see your tweets anyway.

3. **The (Local) Conversation Strategy**

Twitter is a social communication tool and not a simple push marketing channel – which is why Twitter is such a great niche marketing tool if treated right. That means that you can and should use Twitter to get in touch with your audience directly and especially those that are not (yet) following your account.

If anyone mentions your Twitter handle in a tweet, answer either with favoriting the tweet or by a reply-tweet.

Twitter's search functionality offers a way to monitor tweets in almost real time and offer communication, advice and opportunity to people who are tweeting about something at a certain time.

For interaction and getting into a communication flow, we suggest the following strategy:

Use Tweetdeck (general purpose Twitter client, see tools section) for your communication activity. Tweetdeck has the capability to monitor Twitter searches by setting up columns. Run search terms through this that are relevant to your audience. Append the following to each search term:

"geocode:xx.xxxxxx,-xx.xxxxxx,10mi" **Coordinates Removed**

This piece of code tells Twitter (or in this case Tweetdeck) to only search within a 10 mile radius around the coordinates specified in the query (the given coordinates specify xxx).

A full search query would therefore look like this:

"<Search Term> geocode:xx.xxxxxxx,-xx.xxxxxx,10mi"

This will show you all Tweets sent from a 10 mile radius around the coordinates that mention the Term **Brand Removed**.

Once you have 2 or 3 different search queries set up in Tweetdeck, you can then answer any interesting Tweets that come up. This needs to be watched in the beginning – you can experiment with different search queries – just leave the location part as it is. **Very important: Do not change the part with the location, do not add spaces!**

Examples for search queries that might be worth watching:

"xxxxxxx geocode:xx.xxxxxxx,-xx.xxxxxx,10mi"

"Used Car Dealer geocode:xx.xxxxxxx,-xx.xxxxxx,10mi"

"Car Service geocode:xx.xxxxxxx,-xx.xxxxxx,10mi"

Answer tweets fulfilling your search queries whose author could be interested in your service. Don't be over promotional with your answers, rather get a conversation started, give useful information or ask for more information on the tweeter's needs.

Final words about this:
It takes some practice to find the most important search terms on Twitter for any given business. We can only explain how the strategy works, not give you a fire and forget System to make it work for you. You have to try out different terms to find the most relevant Tweets from your area.

You can also try the following: Target one of your searches to the educational content you have been mentioning, for instance:

"Tyre Pressure geocode:xx.xxxxxxx,-xx.xxxxxx,10mi"

If someone asks for information about checking tyre pressure, you can then point him to the exact content for his needs.

In the beginning we recommend checking for new searches 2 – 3 times a day.

Recommended Tools

For the **Client Removed** Twitter account we recommend the following tools:

ManageFlitter (http://manageflitter.com)
Manageflitter is the ideal tool for the follow and unfollow technique described earlier. There is a limited free version available that allows you to follow and unfollow up to 50 people every day.

Quick tutorial:
Follow
1. Sign via Twitter
2. Select "Search" -> "Account Search"
3. Click on "Refine"
4. Leave "All"-Field empty, use the other fields according to the above criteria. Select "Only show active accounts" and limit the accounts shown to min 100 followers and max 5000 followers.
5. Click Follow 20 times.

Unfollow
1. Select Manage->Unfollow
2. Click on Order, select to sort in chronological order – then oldest person you followed that is not following you back should be on top.
3. Unfollow 20 people.

Tweetdeck (https://tweetdeck.twitter.com/)
Tweetdeck is a general purpose Twitter client, that can make your activity on Twitter less time consuming. It is also the recommended client by Twitter itself and a completely free tool. Key functionality is that you can use it to monitor search queries in real-time:
1. Click the search icon on the left
2. Copy the search query (including the geocode part) into the search box and press Return
3. In the results window click "Add Column"

You now have a column in Tweetdeck that monitors that search.

Buffer (https://bufferapp.com)

The limited free version of buffer allows you to schedule 10 posts on Twitter in advance. We recommend to fill the buffer of ten posts up every morning and set the times to tweet over the day. Set the schedule within buffer to your timezone and business hours and makes sure to spread tweeting times throughout the day.

Socialoomph (http://socialoomph.com)

SocialOomph is a Twitter and social media automation tool. Most of its functionality is not free and we only recommend using it once Twitter is part of your daily routine. It can however automate almost anything on Twitter – and therefore also comes with the danger of loosing track with your automation. However, when you have reached an advanced state with your Twitter activities, it cannot be denied that this tool can become highly helpful.

Final words:

The strategy described above holds a few dangers: When you are following too many or untargeted people, post too much content that does not speak to your audience or employ too much automation on a small account, Twitter might ban/suspend your account. Usually you should be quite save when following the strategy above, but:

Should this happen anyway, don't panic!

Almost everyone successful on Twitter has had his account banned once, sometimes even more often. Twitter will send you an email or notify you on login on what to do. You will have to follow a few steps and you will get your account back within days. They will tell you what they think you have done wrong and you will promise not to do it again.

Twitter does actually use this to fire "warning shots". And sometimes they even hit innocent bystanders. It happens – it is not as bad as it sounds.