

DECISION MAKERS STAY CURRENT WITH TWITTER

78% OF EXECUTIVES ON TWITTER USE IT DAILY

And 36% of Business Decision Makers say that they find Twitter to be very influential. What does this mean? People who make business decisions at their companies are using Twitter at every stage of the purchase funnel, and find great value while using the platform.

INSIGHT

TIPS

PRODUCTS

Video

DISCOVERY



learn about new technologies, products, and solutions from peers and community leaders, and brands on Twitter

Tweet about brand experiences and share reports and opinions on tech categories to increase awareness

RESEARCH



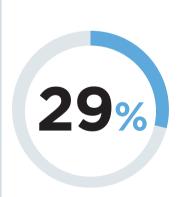
of Business Decision Makers use Twitter to research an IT initiative Circulate reviews, general product information, any discounts available, and comparisons to similar products to educate customers

Website Card



PURCHASE

Custom Destination Pages



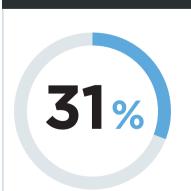
use Twitter when making a purchase decision

Provide contact information for sales inquiries, how-to guides, purchase checklists and white papers to showcase the benefits of your product



SUPPORT

Tweets



of Business Decision
Makers look to Twitter
to get support
post-purchase

Share support channels, contact information, and measurement tools to continue connecting with customers



SOURCE: A commissioned study conducted by Forrester Consulting on behalf of Twitter, Q3 2014 Note: The 36% represents the percentage of BDMs who find Twitter very/extremely influential, among a base of BDMs who find Twitter influential at all in the funnel.