



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

DISCOVERY	Video
<div><div><div>43%</div><div>learn about new technologies, products, and solutions from peers and community leaders, and brands on Twitter</div></div><div>Tweet about brand experiences and share reports and opinions on tech categories to increase awareness</div></div>	<div><div><div>ExactTarget</div><div>3 Better Ways to Measure Your Email Marketing Success extg.co/1nMUWyr</div><div></div></div></div>
RESEARCH	Website Card
<div><div><div>34%</div><div>of Business Decision Makers use Twitter to research an IT initiative</div></div><div>Circulate reviews, general product information, any discounts available, and comparisons to similar products to educate customers</div></div>	<div><div><div>Marketo</div><div>Welcome to the new era of marketing. Click below to find out where we'll be and hang out with us at Ad Week</div><div></div></div></div>
PURCHASE	Custom Destination Pages
<div><div><div>29%</div><div>use Twitter when making a purchase decision</div></div><div>Provide contact information for sales inquiries, how-to guides, purchase checklists and white papers to showcase the benefits of your product</div></div>	<div><div></div></div>
SUPPORT	Tweets
<div><div><div>31%</div><div>of Business Decision Makers look to Twitter to get support post-purchase</div></div><div>Share support channels, contact information, and measurement tools to continue connecting with customers</div></div>	<div><div><div>HubSpot</div><div>Have you signed up for the CRM beta group?</div></div><div><div>kay in t veen</div><div>@HubSpot yes but #hubspot crm only applies to paid subscribers right ?</div></div><div><div>HubSpot</div><div>@kayintveen #hubspot True, right now it's only open to customers -- we've reached out on your behalf to ask about trial subscribers!</div></div><div><div>kay in t veen</div><div>@HubSpot Great, got amazing responsive via e-mail. thank you so far!</div></div></div>

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.