



HOW TO

USE TWITTER FOR BUSINESS

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Click the contents to jump to a section.

1 TWITTER FOR BUSINESS: AN OVERVIEW.

HOW IS TWITTER USED FOR BUSINESS?

For businesses, Twitter can be an extremely powerful *relationship-building*, *relationship management*, and *customer service tool*. Sharing great content to Twitter can also drive an influx of traffic to your site, giving you the opportunity to convert those visitors into leads, and nurture those leads into customers. The latter is a primary way we use Twitter at HubSpot, and it's helped us generate tens of thousands of leads and nearly 500,000 followers.

ASIDE FROM CUSTOMER SERVICE AND LEAD GENERATION, YOU CAN ALSO:

- 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.

This guide will teach you
the Twitter tactics you
need to know –
especially the ones that
have worked for
HubSpot – so you can
grow your own business.
Ready? Let's go.



2 STEP ONE: CREATE AND OPTIMIZE YOUR BRAND'S PROFILE.

Determine your ***purpose*** for being on Twitter, and identify a ***target audience***.

What do you want your Twitter followers to do or think of you? Depending on what you want to accomplish, you can identify what you should tweet.





TWEETS
18.2K

FOLLOWING
5,129

FOLLOWERS
121K

FAVORITES
16.9K

LISTS
10



[Follow](#)

Customize your Twitter profile to (a) make it look spiffy, (b) inform potential followers who you are, and (c) provide a reason why you're worth a follow. UPS does this well (see next page for an explanation).

[Tweet to UPS](#)

29 Followers you know



Custom background and cover image.

Branded avatar.

TWEETS
18.2K

FOLLOWING
5,129

FOLLOWERS
121K

FAVORITES
16.9K

LISTS
10



[Follow](#)

UPS

@UPS

Stay connected to global trade,
sustainability and logistics. Tweets by the
UPS® Social Media Team.

Atlanta, GA

ups.com

Joined June 2013



[Twe](#)

URL to website.

29 Followers you know

Descriptive bio.

Tweets & replies



Pinned Tweet

UPS @UPS · Dec 2



UPS

Use of short tracking URLs to help measure campaign performance.

Carson, 4, wants to be like his UPS driver,
Ernie. So we gave him his wish.
bit.ly/1xV85Y5 #WishesDeliv

Audiovisual content to encourage interaction.

*If your profile looks
good, let's move on.*



*If it doesn't look so
good, do some touch up.*



3 MAKE YOUR BRAND PROFILE EASY TO FOLLOW.

If your profile is all filled out, you'll want to create opportunities to gain new followers by ensuring your web properties – website, blog, and other social profiles – ***link to your Twitter account.***



1,900+

AGENCY PARTNERS
AROUND THE WORLD



100+

HUBSPOT USER
GROUPS



10,300+

INBOUND '14
ATTENDEES

Here's how we link to our Twitter account and other social profiles on the bottom of the HubSpot 'About Us' page.



CONNECT WITH US



399,384

FOLLOWERS



660,040

FRIENDS



65,226

CONNECTIONS

Subscribe to Marketing Articles by Email

Email *

Subscribe

Subscribe by RSS



Inbound Marketing Feed

Follow HubSpot



At the very least, place a Twitter follow button on your **website** homepage, your '**About Us**' page, and your **blog homepage** sidebar. For even more exposure, add a link to your account in your email signature and within the 'About' section of your other social profiles.

4 DEVELOP A CONTENT STRATEGY TO SUPPORT YOUR TWITTER STRATEGY.

FIRST: A LITTLE ABOUT HUBSPOT AND OUR APPROACH TO TWITTER.

We mentioned earlier that HubSpot has used Twitter to successfully generate leads, grow our business, and grow our follower base. The primary reason why is because we *thrive* on creating content that makes the lives of marketers and salespeople easier. By creating and sharing content that helps our audience improve at their jobs, we've earned trust from our prospects.

That's why when it comes to Twitter, we ***focus first*** on creating useful content (blog posts, presentations, templates, and ebooks) our audience of marketers and salespeople will find valuable.



WHAT TYPES OF CONTENT YOU SHOULD YOU CREATE?



Ebooks,
Whitepapers &
Guides



Templates



Checklists



Blog Posts



Webinars



Content Creation
Assets



All this content creation arms our social media manager with a ***library of resources*** to promote in unique ways on Twitter.

For example, she creates Tweets that hone in on a ***specific point*** from a longer piece of content, or gives our audience an idea of ***what they'll learn*** from it.



 HubSpot @HubSpot 4 Nov
Taking a coffee break? You could write an entire blog post before you get back to your seat: hub.am/HFKTGA
pic.twitter.com/KRMMujYXFw



"How I Wrote a 1K-Word Blog Post in 10 Minutes"

Most times this means
creating custom images in
PowerPoint or Photoshop
so we can catch a Twitter
follower's eye when
they're perusing their
Twitter feed.



HubSpot @HubSpot 4 Nov

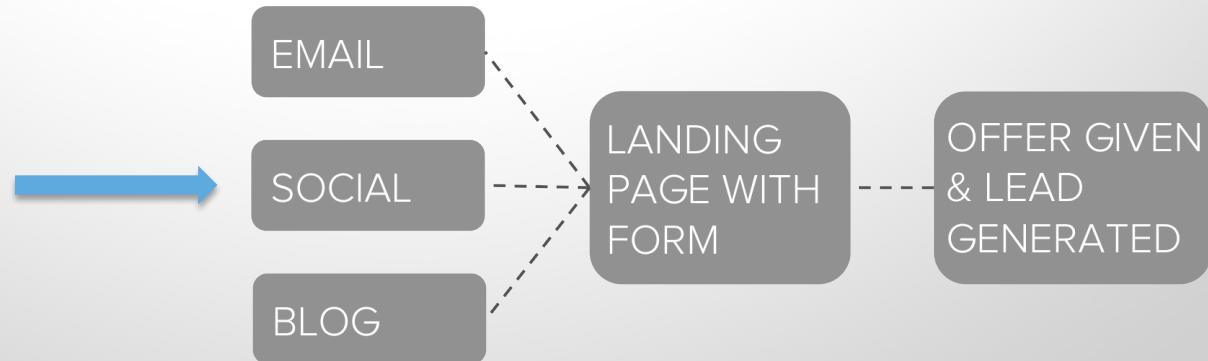
Taking a coffee break? You could write an entire blog post before you get back to your seat: hub.am/HFKTGA
pic.twitter.com/KRMMujYXFw



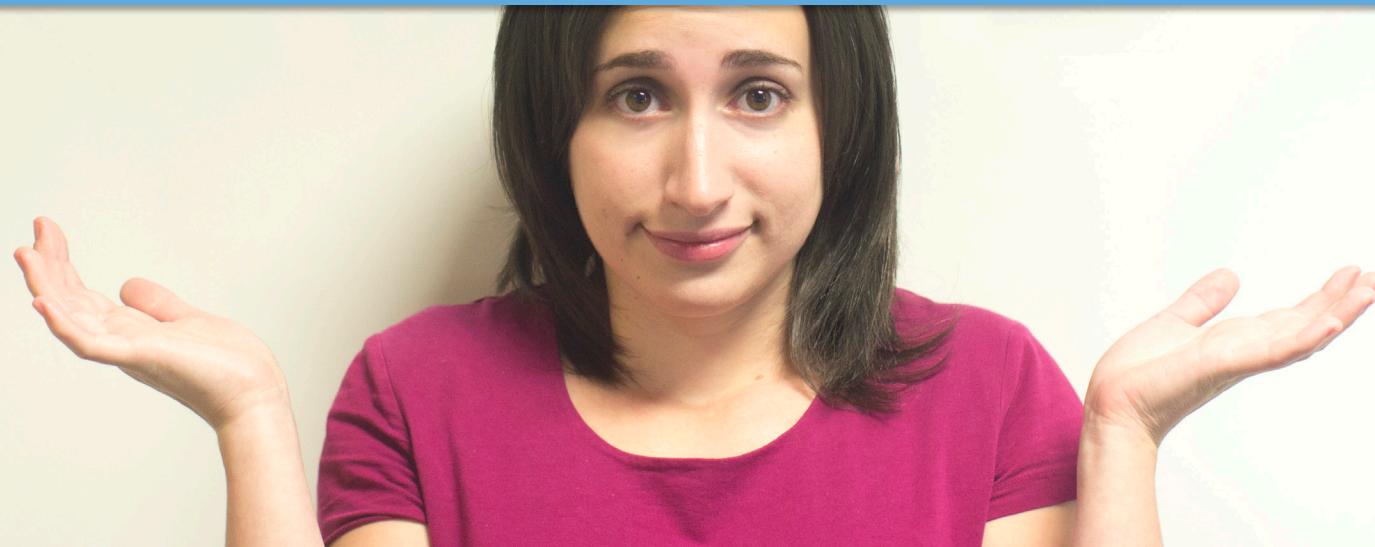
"How I Wrote a 1K-Word Blog Post in 10 Minutes"

You see, our Twitter posts are the ***digital breadcrumbs*** that draw our Twitter followers down a trail toward a much more substantial piece of content they can download after filling out a form.

We use Twitter to drive traffic to landing pages where we can convert visitors into leads.



Without creating content aimed at solving problems for our audience, we'd have nothing interesting to post or advertise on Twitter, and we sure as heck ***wouldn't generate any leads!***



Recap

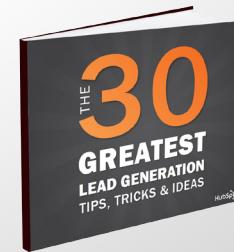
Focus first on your overall content and lead gen strategies. Then, repackage what you've already created for Twitter.

Learn More

Click the images to **check out** these additional resources!



How HubSpot Does Inbound:
Creating a Content Machine



The 30 Greatest Lead
Generation Tips, Tricks & Ideas

5 TO ATTRACT CUSTOMERS,
DON'T JUST POST SALESY
CONTENT.

WHAT COMPANIES SOUND LIKE WHEN THEY ONLY TALK ABOUT WHAT THEY SELL.



HEY EVERYONE!
COME AND SEE
HOW GOOD I
LOOK!

DON'T BE RON BURGUNDY. ☺



INSTEAD, GENERATE LEADS IN TWO WAYS:



Directly

Generate leads by sharing content that links directly back to a landing page with a contact form on your website.

AND



Indirectly

Generate leads *eventually* after sharing friendly, easy-to-consume content not housed behind a form.

WHAT TO SHARE FOR DIRECT VS. INDIRECT LEAD GEN:



Share the landing page for a downloadable offer, such as:

- An ebook
- A whitepaper
- A template
- A checklist



Share:

- Photos
- Blog posts
- YouTube videos
- Third-party content
- Retweets
- @replies



The key to generating leads on Twitter is to post a ***variety of content*** that aligns with goals other than generating leads or driving sales.

WHADDAYA MEAN,
‘GOALS OTHER THAN
SALES?!’



Aiming for “fluffier” goals like reach, awareness, buzz, customer satisfaction, and engagement (Retweets, @replies, favorites, clicks) are ***just as important*** as rigid lead gen goals. They’re the stepping stones to what you really want: more business.



In fact, it's vital to aim first to get your audience to see and interact with your Tweets. That's why a ***balance*** of direct and indirect lead gen content is so important. Without eyeballs, you can't get clicks, which means you can't get leads or customers!



EXAMPLE 1: A *Direct* LEAD GEN TWEET.

HubSpot  Following

Writing an ebook? Here are 5 free templates you can use: hub.am/HC9wVv (for PowerPoint & InDesign)
pic.twitter.com/BbocBgKxD8

Reply Retweet Favorite Pocket More HootSuite

TABLE OF CONTENTS
1 Intro
5 Chapter 2
8 Chapter 3

AN INTRO TO THIS TOPIC
An introductory guide to [this topic] and how to succeed at it.
AUTHOR NAME Company and Title

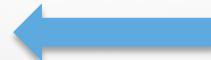
INSERT IMAGES

5 FREE EBOOK TEMPLATES
CUSTOMIZABLE IN POWERPOINT AND INDESIGN

39 RETWEETS 55 FAVORITES

11:31 AM - 4 Nov 13 Flag media

- Provides members of our audience with a value proposition
- Contains a short URL linking to a landing page with a form
- A call-to-action is implied (click the short URL to get these templates)



The Tweet copy states a problem and offers a solution, and the image is designed to give viewers a glimpse of what they'll get when they download the offer.

EXAMPLE 2: AN *Indirect* LEAD GEN TWEET.

- Does not have a lead-gen focused call-to-action (i.e. “download,” “get”)
- Does not contain a short URL linking to a landing page with a form

This post helps us spark community discussion around marketing tips and tricks, which creates opportunities for us to refer marketers to helpful content we have on our blog or behind a form.



HubSpot @HubSpot

What do folks need help with this month?
Tweet your questions/challenges to **#HAMO**
(Help A Marketer Out)!

Reply Retweet Favorite More HootSuite

14 RETWEETS	9 FAVORITES
-------------	-------------

1:34 AM - 4 Nov 13

YOU NEED A LITTLE OF BOTH.

 HubSpot 
@HubSpot

Following

Writing an ebook? Here are 5 free templates you can use: hub.am/HC9wVv (for PowerPoint & InDesign)
pic.twitter.com/BbocBgKxD8

Reply Retweet Favorite Pocket More HootSuite



5 FREE EBOOK TEMPLATES
CUSTOMIZABLE IN POWERPOINT AND INDESIGN

39 RETWEETS 55 FAVORITES

Flag media

11:31 AM - 4 Nov 13

 HubSpot 
@HubSpot

Following

What do folks need help with this month? Tweet your questions/challenges to [#HAMO](#) (Help A Marketer Out)!

Reply Retweet Favorite More HootSuite

14	9
RETWEETS	FAVORITES



1:34 AM - 4 Nov 13



If we only published Tweets about registering for a software demo, signing up for a trial, or getting an inbound marketing assessment (our 3 most desired conversion actions), we'd totally *bore our followers*.

A good ***rule of thumb***: let
80-90% of your Tweets
offer up great content
your audience will love,
and the other 10-20%
push a more direct sale.



Recap

All business is P2P (people to people!), so don't shill.
Post a variety of content types dedicated to providing value – education, entertainment, etc.

Learn More

Click the images to **check out** these additional resources!



An Introduction to Lead Generation



How to Get 1,000+ Followers on Twitter

6 GO BEYOND TEXT IN YOUR TWEETS.

Even though you can
only fit 140 characters
into a single Tweet,
there's a lot you can do
to make a Tweet ***stand***
out among all the other
Tweets in user's feed.





For example, use **photos** (or **videos** or **Vines**) to draw more attention to your lead gen content. If our social media manager doesn't have a pre-made image to work with, she'll spend the time creating one.



“Since we started using photos in Tweets along with a short URL linking to a landing page, we’ve seen the average conversion rate on those pages ***nearly double***. The average retweets and clickthroughs we get for Tweets on photos has also increased. For the best appearance in the feed, I recommend using landscape-oriented rectangular images that are approximately 2:1 in dimension.”

– **Brittany Leaning** (@bleaning)
Content Strategist & Former Social Media Manager, HubSpot



Try incorporating an image into ***every 3 to 4 Tweets*** so they appear more prominently in a user's feed and on your company's profile page.



A screenshot of a Twitter feed from the account @HubSpot. The feed displays four tweets, each featuring an image and some text. The first tweet is about a PowerPoint template for killer SlideShare presentations, featuring a blue icon of a paintbrush and a paint palette. The second tweet is about advanced tactics for mastering attract, convert, close, and delight, featuring a small image of a document. The third tweet is about 10 examples of brilliant email marketing, featuring a small image of an envelope. The fourth tweet is a light-hearted reminder to take a break, featuring a large image of a person's arm wearing a black digital wristwatch.



Another awesome way
you can add pizazz to
your Tweets and
increase lead generation
is through Twitter's ***Lead Gen Cards***. We'll talk more
about those a little later ...



Recap

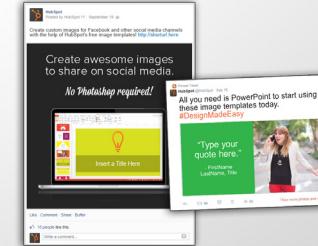
Photos work wonders for engagement and conversion and clickthrough rates, so it's wise to incorporate images, GIFs, videos, or Vines into Tweets.

Learn More

Click the images to **check out** these additional resources!



The Marketer's Crash Course in Visual Content Creation



Free PowerPoint Templates:
60+ Social Media Images

7 EXTEND REACH WITH TWITTER ADVERTISING.

“Advertising on Twitter is a great way to get your content in front of new and broader audiences. You've got to pair it with a really strong organic content strategy, though. You can't rely on a pay-per-click solution to scale your lead generation. But, once you have a steady stream of valuable content in place, promoted Tweets can ***get you in front of the right prospects*** when they're scrolling through their Twitter feed.”

– **Sarah Goliger** (@sarahbethgo)

Former Paid Media Manager, HubSpot



YOUR PERFECT PROSPECTS ARE ON TWITTER. THEY JUST MIGHT NOT BE FOLLOWING YOU.

The people who follow HubSpot on Twitter already know about us, but that doesn't mean they're ideal future customers. Even though we're approaching 500,000 followers, only a fraction of those people actually have the ***need and authority to buy*** our all-in-one software. That's why we pay to reach marketers who fit our target buyer persona using Twitter's Promoted Tweets.

GET IN FRONT OF THOSE PROSPECTS WITH PROMOTED TWEETS.

You can, too. Let's say you want to get ***more exposure*** for a Tweet about a specific marketing campaign or offer you're currently promoting. Or perhaps you'd like to put some additional Twitter muscle behind an upcoming event you're hosting. You can use targeted Promoted Tweets to have your message appear in several places on the social network that you wouldn't appear otherwise.

Home Connect Discover Me small business 2

Results >
People >
Photos >

Who to follow · Refresh · View all

Transamerica @Transamer... Followed by Mark Richardson and ...
Follow Promoted

Brian Dunphy @BrianDunphy Followed by Jessica Newman and ...

Results for **small business**

Top / All / People you follow

20 new results

OPEN Forum @OPENForum 23 Sep
5 ways Twitter can help your business find and keep customers:
bit.ly/1fWNGpl #SmallBizSmarts
Promoted by OPEN Forum
Expand

U.S. Chamber @USChamber 39m
50 small business owners travel to Washington, DC to discuss

Where exactly? Promoted Tweets are visible (1) at the top of relevant search results pages, (2) within search results for a Promoted Trend, (3) in users' Twitter feeds, when relevant, (4) in pinned Tweets for 'Enhanced' profile pages, (4) in Twitter's official desktop and mobile clients, and (5) in some third-party twitter clients, such as HootSuite.

And you can *target your audience* by ...



KEYWORDS.

Enter the keywords or phrases you want to target.

or [Import multiple keywords](#)

inbound marketing	MATCH IN ANY ORDER	
"inbound marketing "	PHRASE MATCH	
-inbound marketing	NEGATIVE MATCH	ocial media, and more
-"inbound marketing "	NEGATIVE PHRASE	

Keyword targeting allows marketers to reach Twitter users based on the **keywords in their recent Tweets** and the Tweets they recently interacted with.

INTERESTS.

Browse interests

All of Food and drink

American cuisine

Bars and nightlife

Barbecues and grilling

Beer

Cajun and Creole

Chinese cuisine

Cocktails and beer

Coffee and tea

Desserts and baking

Dining out

Ethnic foods

0 interests selected

Done

Interest targeting allows you to narrow your audience by more than **350 interest categories**, ranging from sports to food to education.

USERNAME.

Add @usernames to target people similar to that user's followers.

Search for @usernames

or Import multiple @usernames



Mike Volpe
@mvolpe

Expand your reach by adding recommended @usernames like @mashable, @HubSpot, and more

Also target your followers

Also target users like your followers

You can even **target specific @usernames** relevant to the product, service, event, or offer you want to promote so you can reach users with similar interests to that @username's followers (you can't specifically target the followers of that @username).

PLATFORM / DEVICE.

? Select which devices and platforms you wish to target.

- Desktop and laptop computers
- iOS — apps and web on iPhone, iPad, iPod touch
- Android — apps and web on Android phones and tablets
- BlackBerry — apps and web on BlackBerry phones and tablets
- Other mobile devices — web on smartphones and tablets

And, if you have a preference for which devices you'd like your Promoted Tweet to appear on, you can control that, too. (But if you target mobile devices, make sure your landing pages are **mobile-optimized!**)

The pricing model for Twitter
Advertising is cost-per-
engagement, so you ***only pay***
when people interact with your
Tweets.



HOW WE ADVERTISE: THE ANATOMY OF HUBSPOT'S PROMOTED TWEETS.

We start by choosing to advertise an offer our audience will find valuable.

Tweet copy is clear and concise, and avoids the use of hashtags or @mentions to prevent distracting the viewer from clicking the link.

HubSpot  @HubSpot Following

160 free images to use in your marketing campaigns! bit.ly/18q4eBA

Reply Retweet Favorite Pocket More HootSuite

HubSpot

160 Free Stock Photos with a Business Theme Ready for Use Anywhere

Download 160 free business-themed stock photos. Use these anywhere in your marketing campaigns and blog posts -- no royalties, no fees, no worries.

[View on web](#)

216 RETWEETS	190 FAVORITES
--------------	---------------

2:28 PM - 2 Oct 13 Flag media

URL links to a landing page containing a form to download free stock photos.

The landing page has an optimized title and meta description to give the viewer more context into the value of the downloadable offer.

Recap

The people connected to your company on Twitter may not be your most qualified leads. The best way to reach them is with targeted ads.

Learn More

Click the images to **check out** these additional resources!

Your Simple Guide to Launching a Twitter Advertising Campaign
by Amanda Stoley
● August 1, 2012 at 9:00 AM
● INTRODUCTORY

So you want to start using Twitter's Promoted Tweets, huh? You've weighed the pros and cons, and decided that experimenting with Twitter's PPC advertising feature is a good move for your business.

Alright then — let's get you started with this simple guide containing everything you need to know to make the most of your Twitter PPC campaign. Whether you're just looking for more followers or you want to increase leads and customers, Twitter has some great paid options that can help you complement your organic Twitter marketing efforts.

Blog Post: How to Launch Your Twitter Advertising Campaign

Twitter Opens Advertising to All U.S. Users: Here's How it Works
by Amanda Stoley
● May 6, 2013 at 2:00 PM

Ready to get your hands dirty with some Twitter advertising? Here's your chance! On April 30th, Twitter announced that its advertising platform will finally be available to all users in the U.S. through the launch of the new, self-service ad platform. Previously, advertisers had to be invited to use Twitter ads — and could only spend a limited amount of money per quarter — through the full-service platform.

With those stipulations no longer in place, now even small mom and pop shops and businesses with smaller marketing budgets can leverage Twitter's advertising platform using Twitter's new self-service ad platform. And here's how to do it to your Twitter settings, and you, too, can start setting up a Twitter ad campaign.

Some paid promotion can be a great complement to your organic, inbound marketing efforts, so if you're new to Twitter ads, we're going to give you a primer on just how they work. We also

Blog Post: How Twitter Advertising Works

8 GIVE TWITTER LEAD GEN
CARDS A TRY.

You know when you expand a Tweet and you sometimes see some multimedia content sitting below it? That's a **Twitter Card**.



 **Insightpool**
@insightpool

Be proactive and find influencers, prospects, and customers on social...before they even find you.
cards.twitter.com/cards/59p6hy/1...

Reply Retweet Favorite Pocket More HootSuite

Find ideal influencers, prospects, and customers.

INFLUENCERS

PROSPECTS

CUSTOMERS

Dive in.

Share your name and email address with Insightpool

 **Shannon Johnson**
@shannopop
sh****@as***.edu



Insightpool
@insightpool



Follow

Learn how some of the world's biggest brands are using social drip marketing to deliver sincerity at scale.
cards.twitter.com/cards/59p6hy/1...

[Reply](#) [Retweet](#) [Favorite](#) [Pocket](#) [More](#) [HootSuite](#)

Right message. Right person. Right time.



[Request a Demo Today](#)

Share your name and email address with Insightpool



Shannon Johnson
@shannopop

sh****@as****.edu

The **Lead Gen Card** is a Twitter card that lets you generate leads directly within a Tweet in exchange for some sort of offer, like the demo in this Insightpool example.



The really cool part about Lead Gen Cards is that the user's information – name, email address, and Twitter username – are all **automatically** pulled into the Card. All users have to do is click a single button ('Submit') to hand over their contact info, and that info gets plugged right into one of the many CRM platforms Twitter integrates with (including HubSpot).

You need 4 pieces of content to create a Lead Gen Card. #1 is an offer.

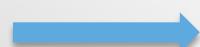
2. An image.
Make it a good
one!



3. A short
description.



4. A call-to-
action.



Card content

Card image Your card image communicates the value of your business and your offer. Avoid using stock images.

Upload card image Max image size is 1 MB
At least 4:1 aspect ratio required
Minimum required width is 600px

Short description Provide a short description of the benefit users get by sharing their information with you.

Eg. Sign up for free 30 day trial 80 characters

Call to action Choose a short call to action message.

Eg. Sign up now 20 characters

Web **Mobile**

HubSpot @HubSpot

The card for your Promoted Tweet will look something like this!
10:10 PM - 5 May 2013

Card image

Short description Accept this offer by sharing your email address with HubSpot

HubSpot @HubSpot .com

Call to action **View advertiser privacy policy**

This screenshot shows the "Card content" configuration interface for creating a Lead Gen Card. It includes sections for "Card image", "Short description", and "Call to action". On the right, a preview shows how the final card will look when shared on Twitter, featuring the HubSpot logo, a placeholder for the card image, and the descriptive text "Accept this offer by sharing your email address with HubSpot".

Recap

With Lead Gen Cards, you can not only get your Promoted Tweets in front of your prospects, but also seamlessly capture their contact information.

Learn More

Click the images to **check out** these additional resources!



Twitter Introduces Lead Generation 'Cards' to Collect Leads From Tweets
by Ginny Soskey
May 22, 2013 at 5:22 PM

Hold on to your hats, marketers, because we've got some exciting news that's going to transform the way you use Twitter Ads.

A little background first: back in June, Twitter rolled out Twitter Cards, their name for the multimedia you sometimes see in expanded tweets on Twitter.com, Android, and iOS applications.

Fast forward to today: Twitter released the Lead Generation Card, a new type of Twitter Card that allows marketers to collect leads directly within the tweet. Users don't even have to fill out a form – their information (Name, email, and username) is already pulled into the card. They literally just have to hit "Submit" on the Card's call-to-action. The Lead Generation Card

Blog Post: How to Collect Leads From Tweets



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Blog Post: How to Use Twitter Cards to Drive More Traffic

9

TRACK YOUR
PERFORMANCE USING
ANALYTICS.

FIGURE OUT WHAT METRICS MATTER AND PICK A MEASUREMENT PLATFORM.

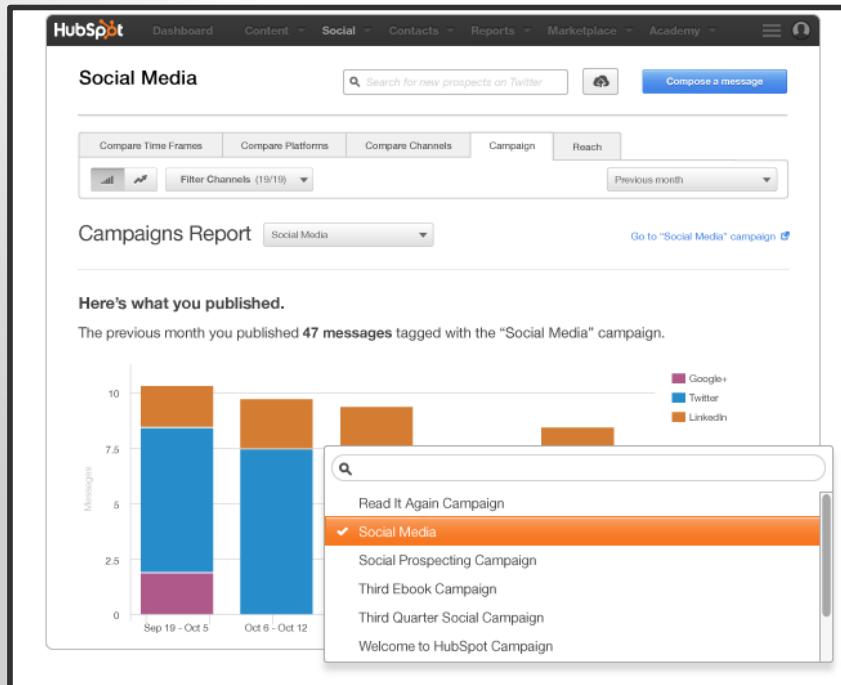
Your business goals will determine what you want to measure, and what you want to measure will help you determine which analytics platform you use. Twitter has their own analytics platform that's open to any user. With Twitter Analytics, you can track follower growth, follower quality and engagement, the reach of your Tweets, the website traffic you're generating from Tweets, as well as how your Promoted Tweets and Twitter Cards are performing.

NOT ALL SOCIAL ANALYTICS PLATFORMS ARE MADE EQUAL, THOUGH.

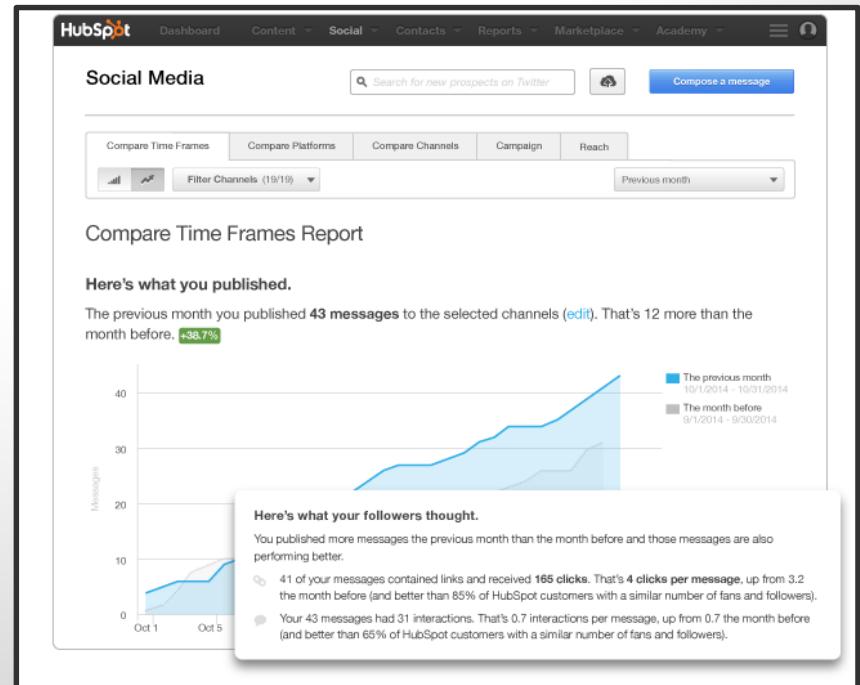
If you want to compare your efforts on Twitter to other social channels, see which salespeople are best utilizing Twitter for social selling, or compare your performance against benchmarks, or see how many leads and customers you're generating from Twitter, you'll probably want to use a social media management and measurement tool. HubSpot Social Inbox, for example, contains Social Reports that allow you to do all of the above. Want to know what else?

HUBSPOT SOCIAL REPORTS ALLOW YOU TO:

Report on all your published Tweets at the campaign level to see how they're contributing to the success of your larger marketing effort.

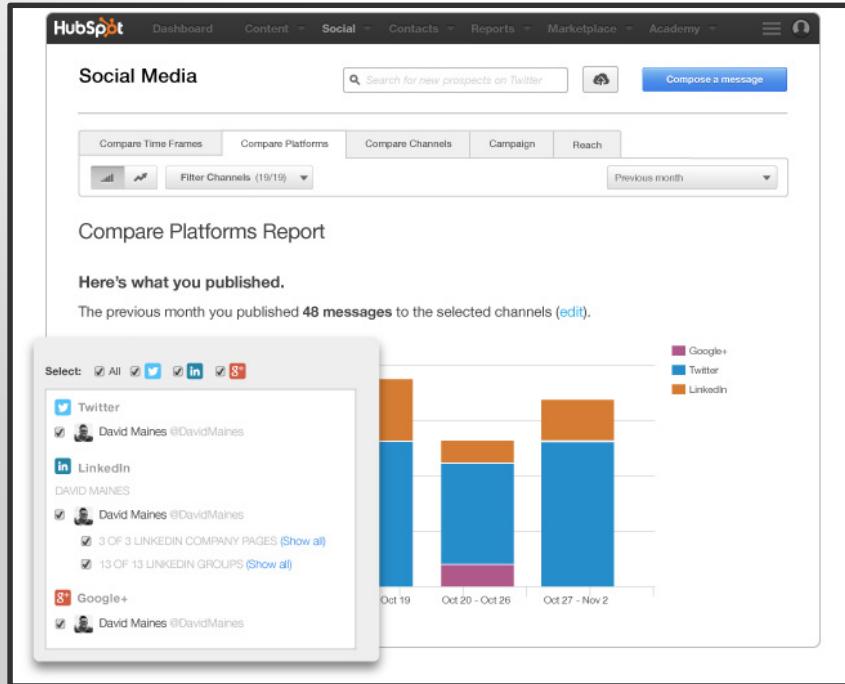


Compare current social efforts to historical performance, or amongst other brands with a similar-sized reach as yours.

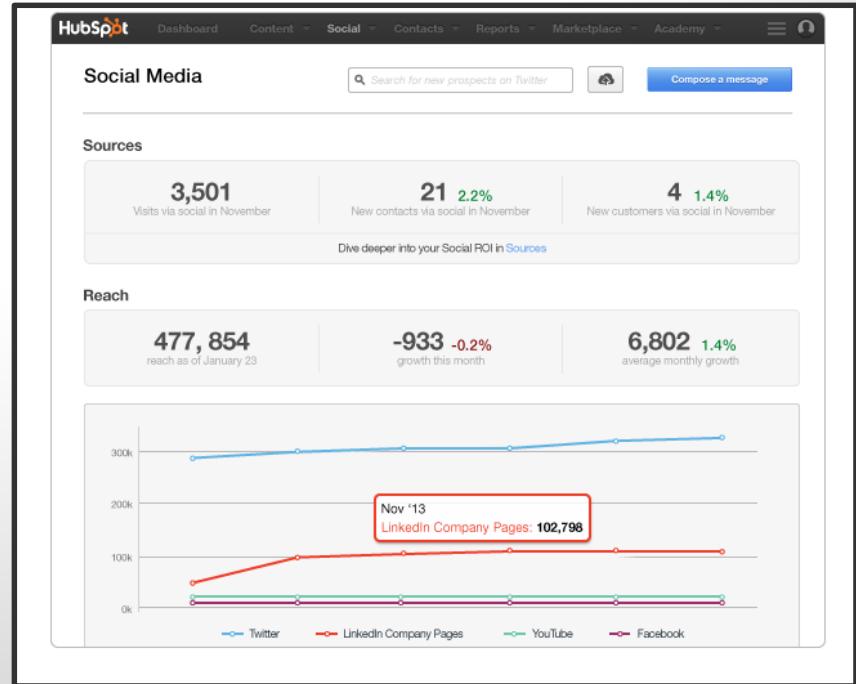


HUBSPOT SOCIAL REPORTS ALLOW YOU TO:

Compare the various other social platforms you're using against Twitter to discover which platforms are driving the most business value.



Get a snapshot of how far and wide your Tweets reach, as well as the visits, contacts, and customers all your social posts are generating.

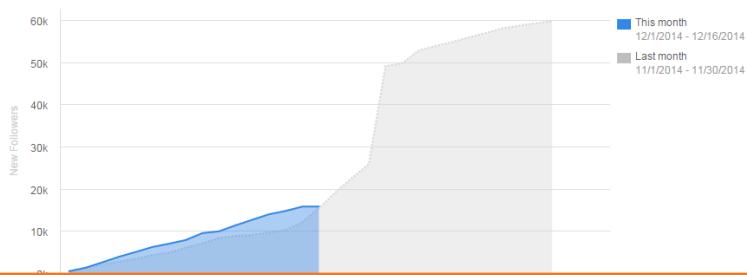


NOW WHAT DO YOU WANT TO DO?

Here's the impact on your business.

This month you have gained 15,770 fans and followers and have had 116,603 visits to your website from social media. You also gained 1,956 new contacts from social media and 23 new customers from social media.

15,770 new fans and followers +2.3% (15,410 this time last month)



Learn More About
HubSpot Social Inbox

REMEMBER TO:

- Make sure your profile is branded and optimized.
- Focus on helping people. All business is P2P – person to person.
- Create content that makes your target audience's life easier. Then, craft compelling Tweets to promote through advertising.
- Tweet a balance of direct and indirect lead gen content.
- Tell your audience what to do by including a clear call-to-action in Tweets.
- Create tracking URLs so you can measure the clicks and leads your content generates.

Skip for Now and Read
the Takeaways

10 TAKEAWAYS.

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REMEMBER TO:

- Create tracking URLs so you can measure the clicks and leads your content generates.
- Avoid the use of hashtags and @mentions in Promoted Tweets.
- Take the time to create great visuals. It pays off in engagement, conversion, and clickthrough rates.
- Ensure landing pages are optimized with appealing copy, visuals, and clear calls-to-action.
- As with any marketing endeavor, test and refine to improve results over time.



Created by *@shannopop*

What is HubSpot?

All-in-one inbound marketing software.

[Get a Demo](#)[Video Overview](#)

MARKETING ANALYTICS

Analyze your web traffic and see which sources are generating the most leads.



EMAIL

Send personalized, segmented emails based on any information in your contact database.



LEAD MANAGEMENT

Track leads with a complete timeline-view of their interactions with your company



SEARCH OPTIMIZATION

Improve your rank in search engines by finding and tracking your most effective keywords.



BLOGGING

Create blog content quickly while getting SEO tips and best practice pointers as you type.



SOCIAL MEDIA

Publish content to your social accounts, then nurture leads based on their social engagement.