HOW TO USE TWITTER FOR BUSINESS

HubSpot

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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:

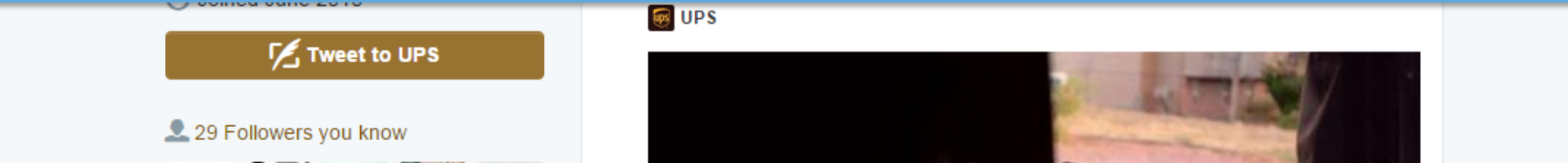
- Monitor and interact with people talking about your company, industry, and competitors.
- Create buzz around upcoming events.
- Allow individual employees act as liaisons to the public.
- Develop direct relationships with bloggers and journalists for potential PR placement.

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.

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).



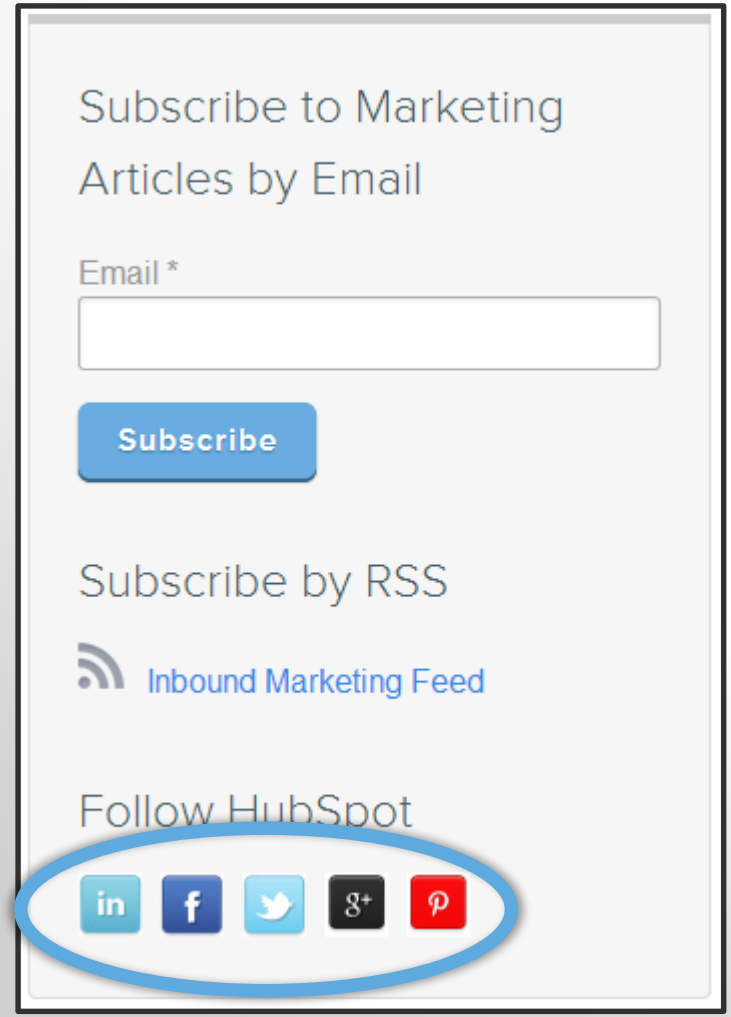
Custom background and cover image.
Branded avatar.
TWEETS 18.2K
FOLLOWING 5,129
FOLLOWERS 121K
FAVORITES 16.9K
LISTS 10
Follow
Descriptive bio.
Use of short tracking URLs to help measure campaign performance.
UPS
@UPS
Stay connected to global trade, sustainability and logistics. Tweets by the UPS® Social Media Team.
Atlanta, GA
ups.com
Joined June 20
URL to website.
Tweets & replies
Pinned Tweet
UPS @UPS · Dec 2
Carson, 4, wants to be like his UPS driver, Ernie. So we gave him his wish.
bit.ly/1xV85Y5 #WishesDeliv
UPS
Audiovisual content to encourage interaction.
29 Followers you know

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***.



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

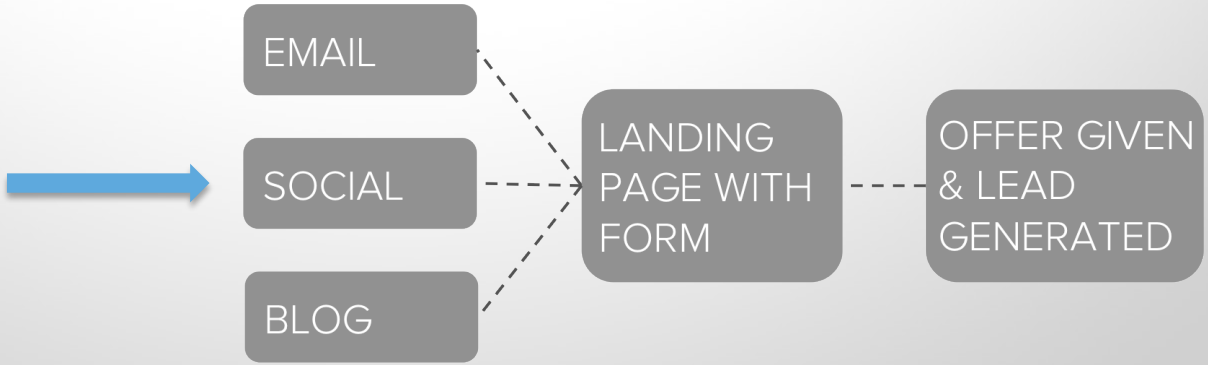
All this content creation arms our social media manager with a ***library of resources*** to promote in unique ways on Twitter.

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.

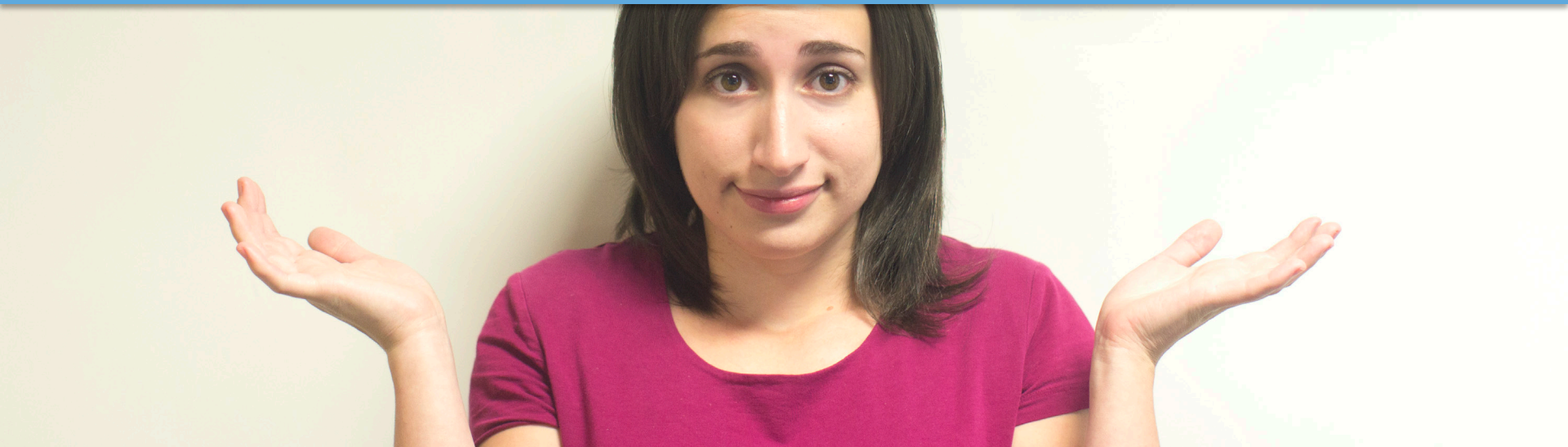
Most times this means ***creating custom images*** in PowerPoint or Photoshop so we can catch a Twitter follower's eye when they're perusing their Twitter feed.

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!***



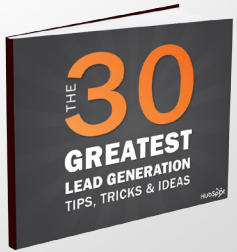
Recap

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.

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:

Direct

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

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

Indirect

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.
Photo: Jillian Anne Photography | Flickr

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.

- 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.

YOU NEED A LITTLE OF BOTH.

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

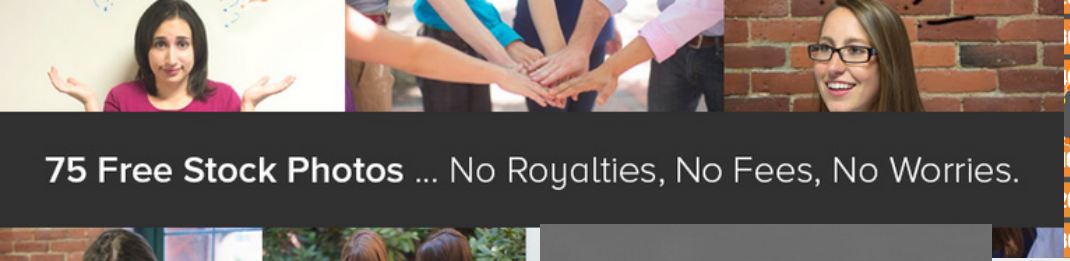
Click the images to *check out* these additional resources!

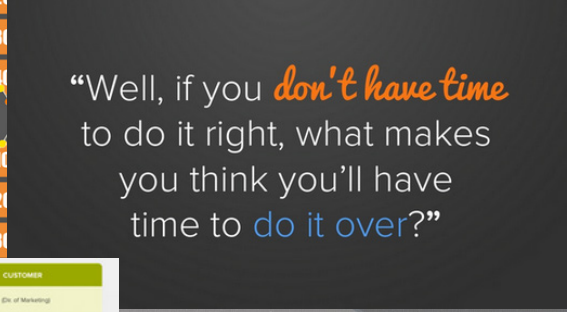
An Introduction to Lead Generation

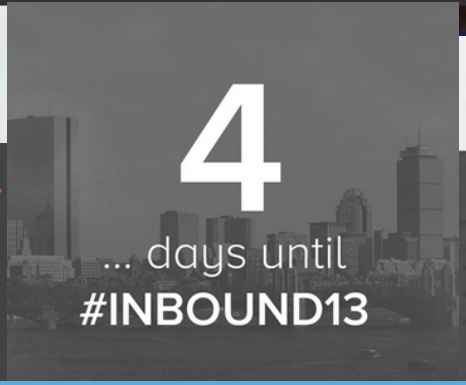
How to Get 1,000+ Followers on Twitter

6 GO BEYOND TEXT IN YOUR TWEETS.

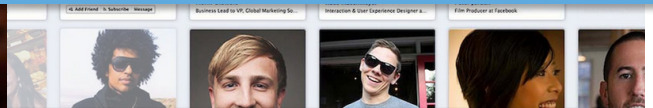
Even though you can only fit 140 characters into a single Tweet, there's a lot you can do to make a Tweet ***stand out*** among all the other Tweets in user's feed.

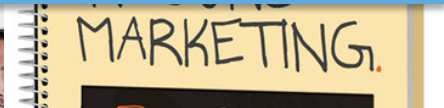






For example, use ***photos*** (or ***videos*** or ***Vines***) to draw more attention to your lead gen content. If our social media manager doesn't have a pre-made image to work with, she'll spend the time creating one.

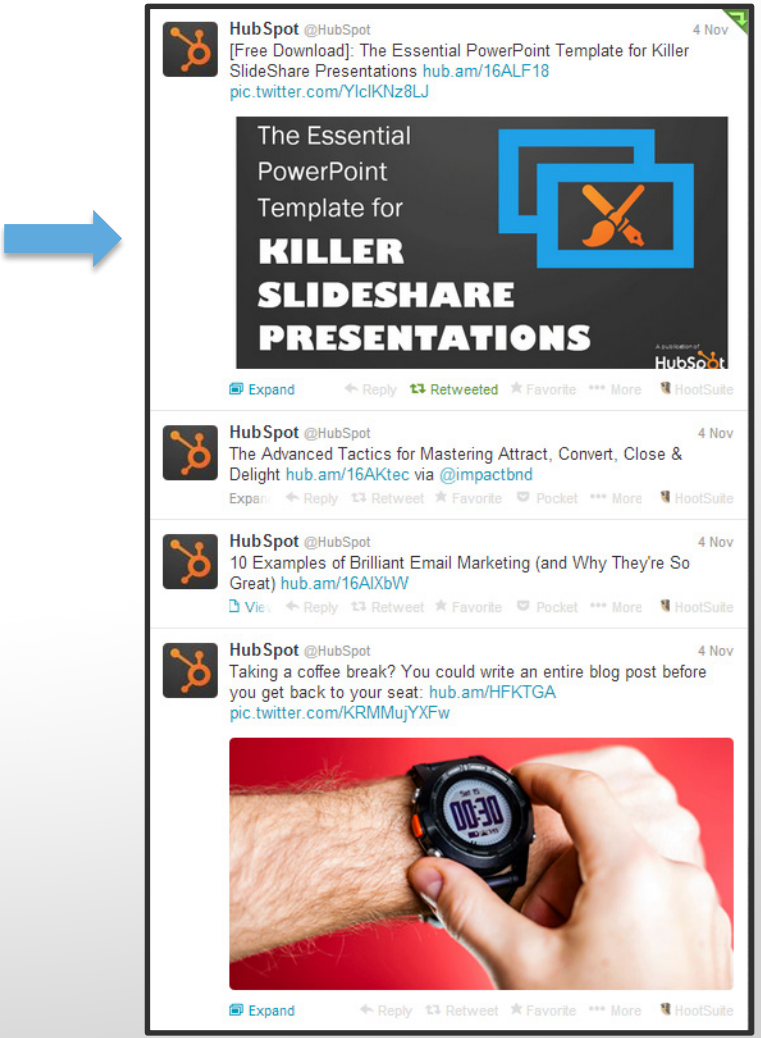




"Since we started using photos in Tweets along with a short URL linking to a landing page, we've seen the average conversion rate on those pages ***nearly double***. The average retweets and clickthroughs we get for Tweets on photos has also increased. For the best appearance in the feed, I recommend 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.



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 ...

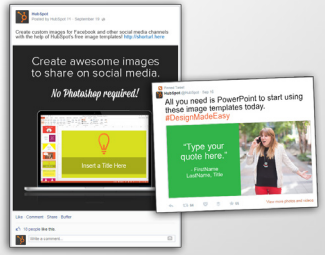
Recap

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.

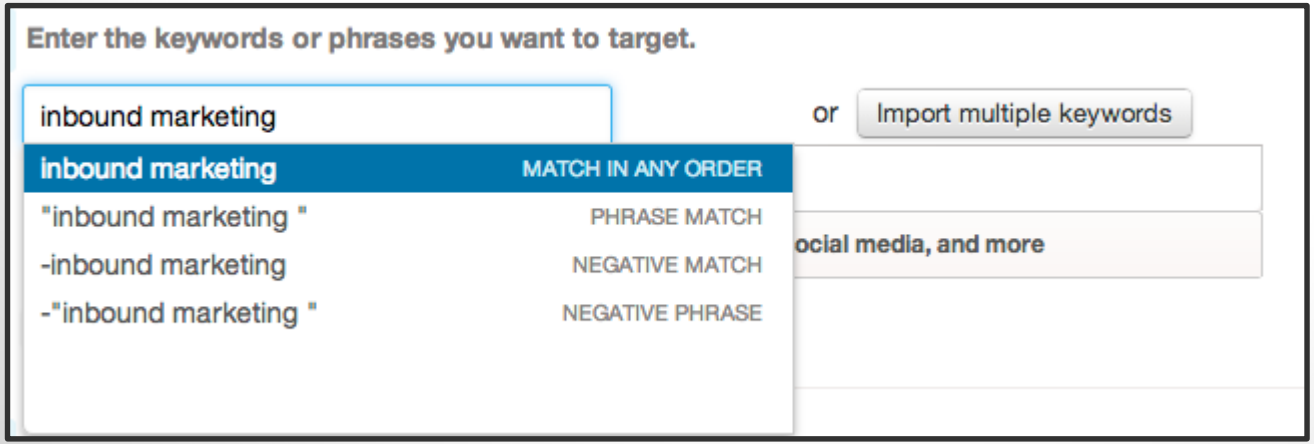
GET IN FRONT OF THOSE PROSPECTS WITH PROMOTED TWEETS.

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 your 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.

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.

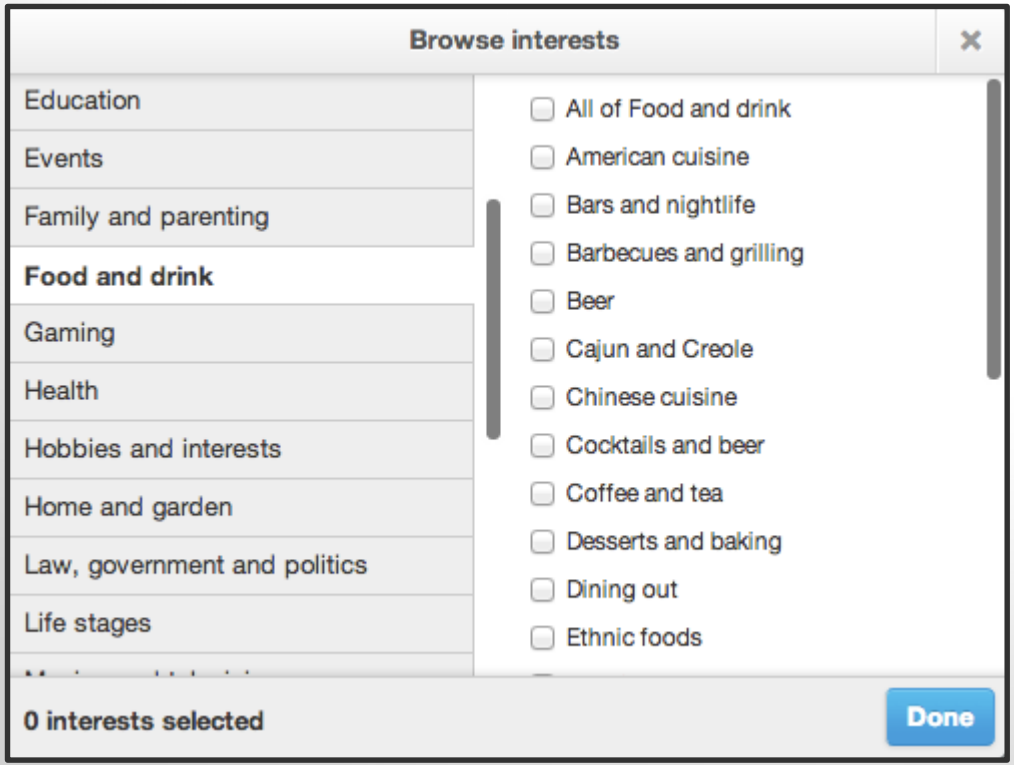
And you can *target your audience* by ...

KEYWORDS.



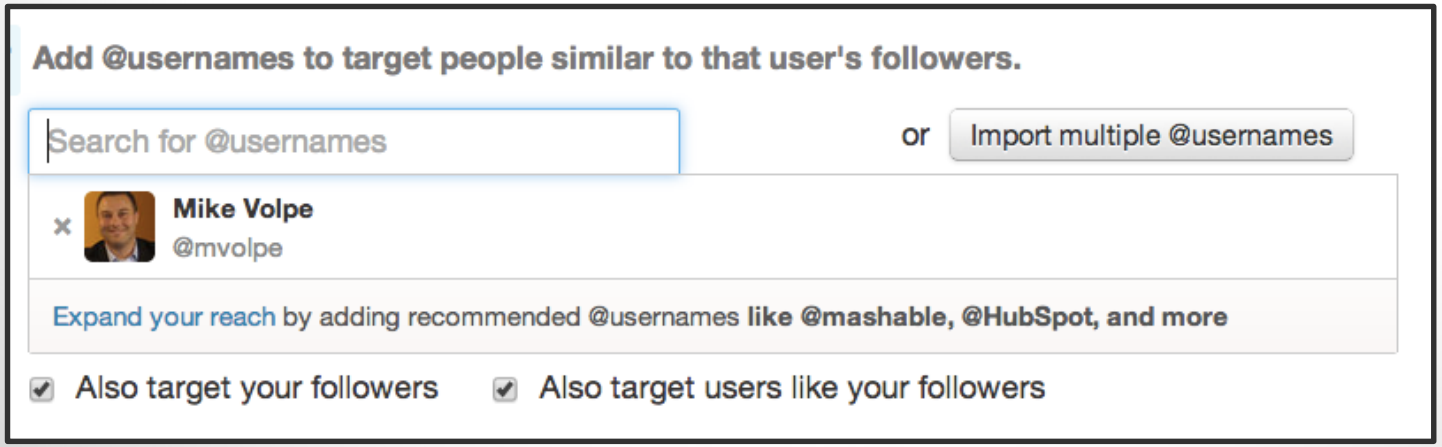
Keyword targeting allows marketers to reach Twitter users based on the ***keywords in their recent Tweets*** and the Tweets they recently interacted with.

INTERESTS.



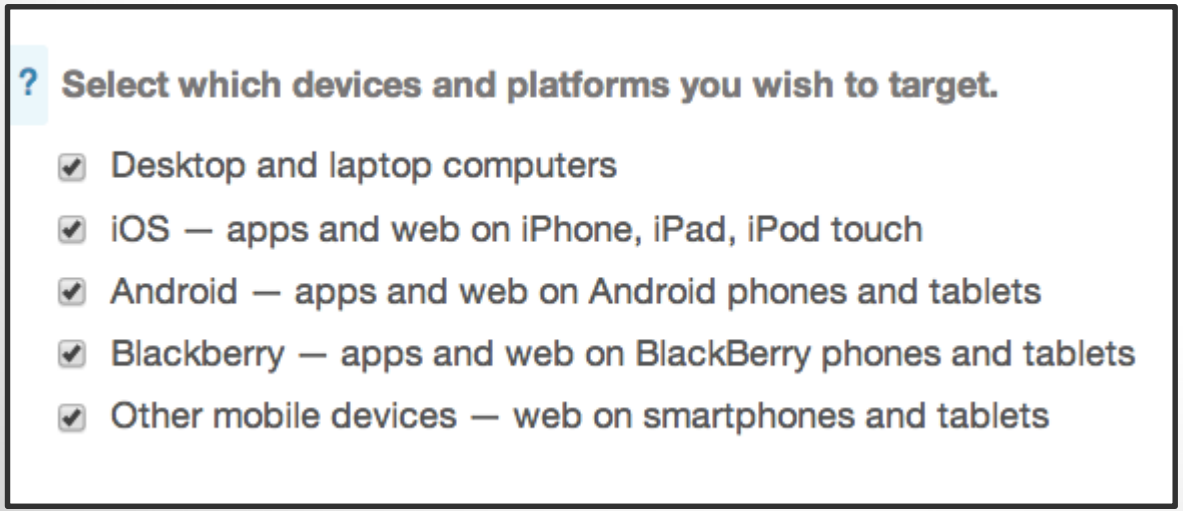
Interest targeting allows you to narrow your audience by more than ***350 interest categories***, ranging from sports to food to education.

USERNAME.



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.



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.

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!

Blog Post: How to Launch Your Twitter Advertising Campaign

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.***

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.

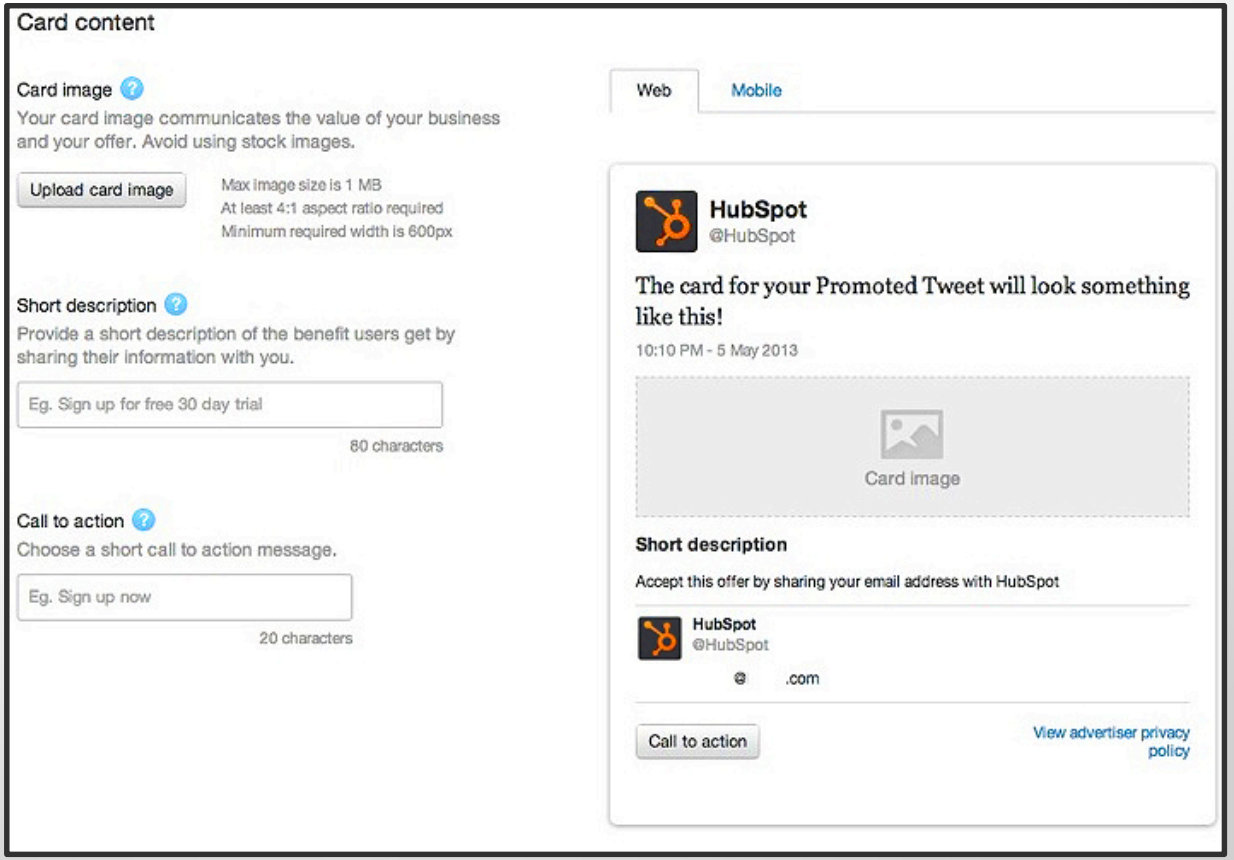
The really cool part about Lead Gen Cards is that the user's information – name, email address, and Twitter username – are all *automatically* pulled into the Card. All users have to do is click a single button ('Submit') to hand over their contact info, and that info gets plugged right into one of the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



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!

Blog Post: How to Collect Leads From Tweets

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.

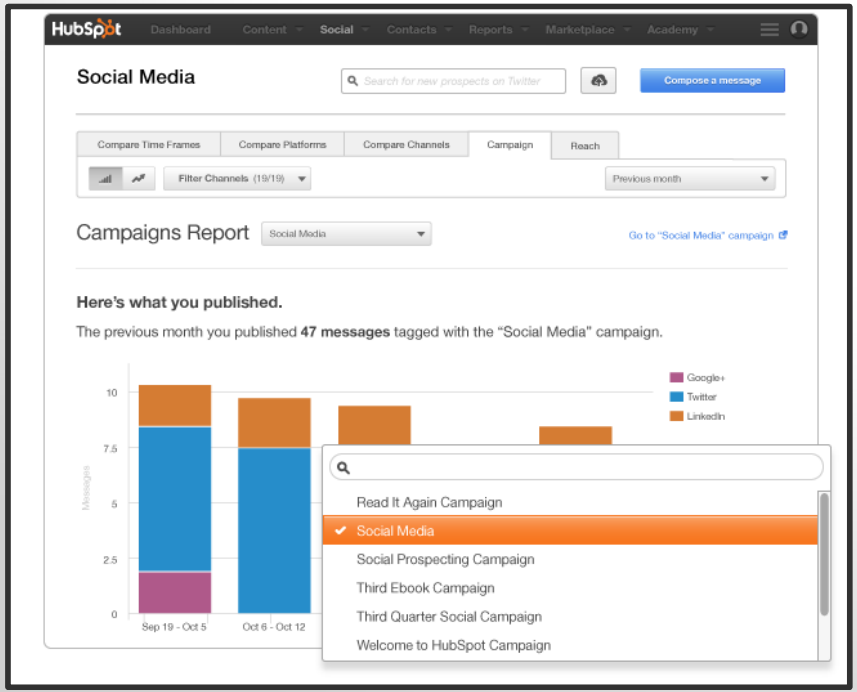
Your business goals will determine what you want to measure, and what you want to measure will help you determine which analytics platform you use. Twitter has their own analytics platform that's open to any user. With Twitter Analytics, you can track follower growth, follower quality and engagement, 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.

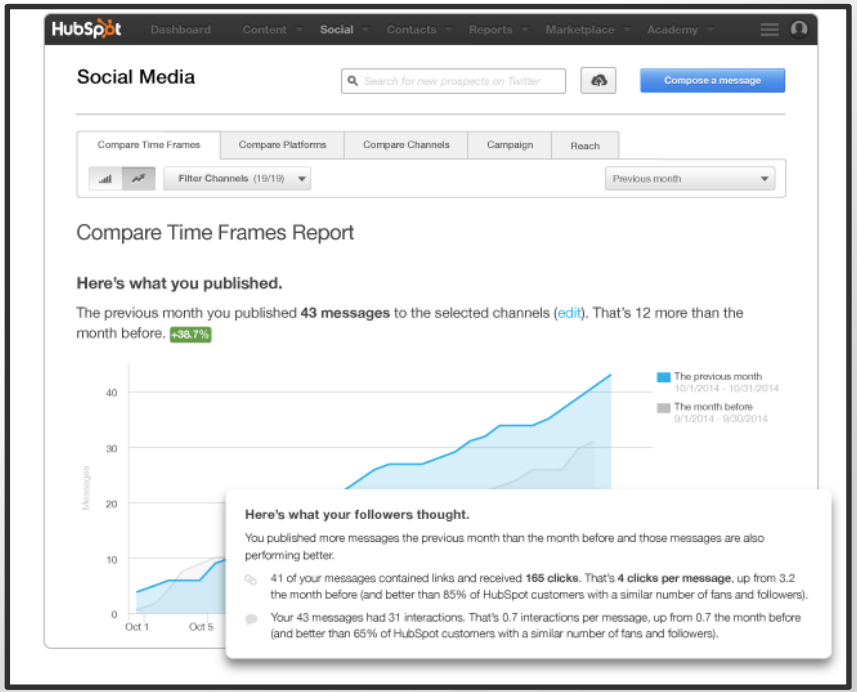
If you want to compare your efforts on Twitter to other social channels, see which salespeople are best utilizing Twitter for social selling, or compare your performance against benchmarks, or see how many leads and customers you're generating from Twitter, you'll probably want to use a social media 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.

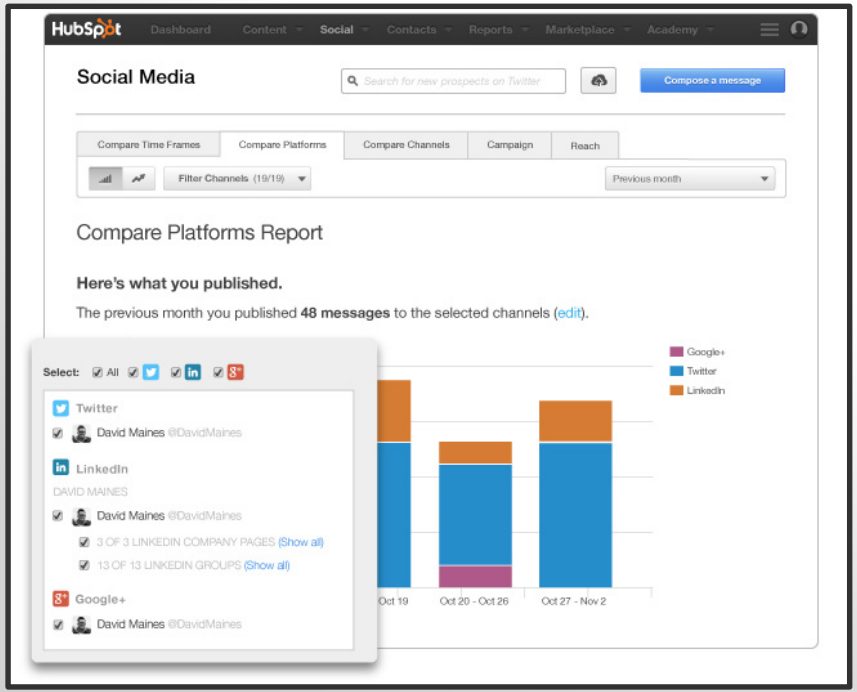


Compare current social efforts to historical performance, or amongst other brands with a similar-sized reach as yours.

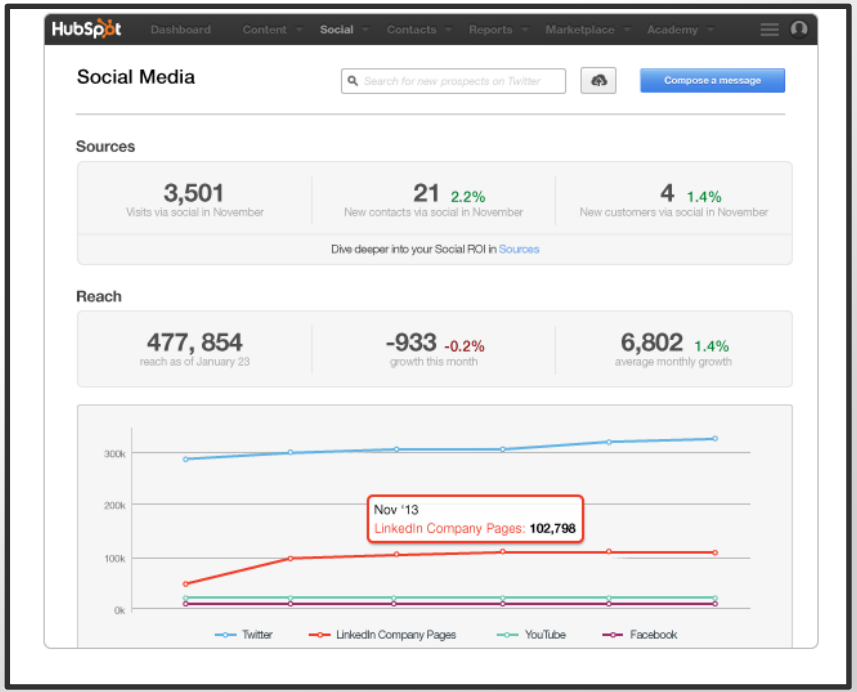


HUBSPOT SOCIAL REPORTS ALLOW YOU TO:

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?

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.

REMEMBER TO:

- ❑ Make sure your profile is branded and optimized.
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- ❑ Create content that makes your target audience's life easier. Then, craft compelling Tweets to promote through advertising.
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- ❑ Create tracking URLs so you can measure the clicks and leads your content generates.

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

HubSpot

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.

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.

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

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