Twitter Marketing

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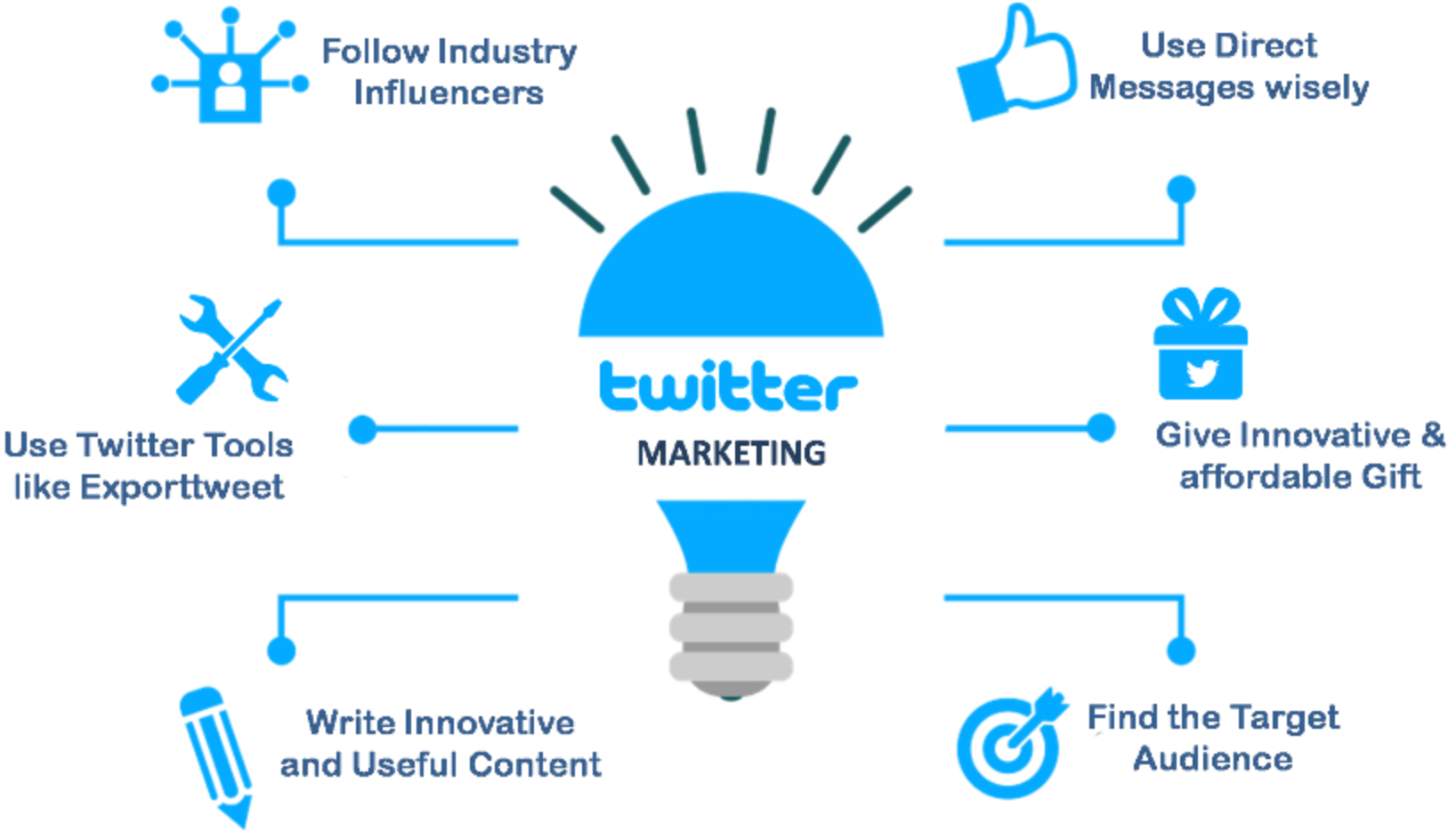
Follow Industry Influencers
Use Direct Messages wisely
Use Twitter Tools like Exporttweet
twitter
MARKETING
Give Innovative & affordable Gift
Write Innovative and Useful Content
Find the Target Audience

Learning Objectives

- - Understand Twitter’s marketing potential
- - Build a Twitter-specific content strategy
- - Use Twitter effectively for engagement
- - Understand Twitter Ads and campaigns
- - Create and analyze ad performance

Introduction to Twitter

- Twitter (now X) marketing is the strategy of using the platform to promote a brand, product, or service by creating and publishing engaging content, interacting with users, and using advertisements to drive brand awareness, leads, and sales.
- Key elements include developing a content strategy with engaging tweets and videos, participating in trending conversations, running targeted Twitter Ads, and analysing performance to refine the approach.
- A successful strategy requires understanding the audience, creating consistent and valuable content, and engaging in real-time conversations.

Key Components of a Twitter Marketing Strategy

- **Platform Optimization:**
- Create a strong brand presence by choosing the right handle, profile picture, header image, and an optimized bio that reflects your brand's personality.
- **Content Strategy:**
- **Content Creation:** Share updates, videos, images, and participate in conversations. Use threads for longer-form content and polls to encourage interaction.
- **Timing:** Post at peak hours to maximize engagement and reach.
- **Hashtags:** Use relevant hashtags to increase visibility and join conversations.
- **Audience Engagement:**

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- **Interaction:** Engage directly with followers by responding to questions and comments in real-time.
- **Community Building:** Join and start Twitter chats or conversations to connect with your target audience.
- **Paid Advertising:**
- **Twitter Ads:** Utilize paid promotion options to reach a wider audience and grow your follower count.
- **Ad Objectives:** Choose objectives like increasing awareness, getting website clicks, or generating leads.
- **Analysis and Optimization:**
- **Performance Tracking:** Use tools like Twitter Analytics to track key metrics such as engagement rate, follower growth, and web traffic.
- **Competitor Analysis:** Monitor competitor accounts to understand their strategies and identify opportunities.

Benefits of Twitter Marketing

- **Wide Reach:** Connect with a global audience and penetrate global markets.
- **Real-Time Engagement:** Interact with customers instantly, which is ideal for events or product launches.
- **Enhanced Visibility:** Gain visibility through trending topics, hashtags, and conversations.
- **Direct Customer Interaction:** Address customer concerns and build relationships.
- **Cost-Effective:** A platform with various ad products that can fit different budgets, offering a good return on investment.

Basics of Twitter Marketing

- - Tweets, hashtags, retweets, threads, mentions
- - Twitter threads for storytelling
- - Trending topics for visibility

Building a Twitter Content Strategy

- - Types: Text, polls, GIFs, videos, threads
- - Tools: TweetDeck, Buffer
- - Hashtags & timing
- - Consistency and brand voice

Building a Twitter content strategy

- A well-planned content strategy is the foundation of your Twitter marketing and requires careful planning and audience research.
- Define your goals and audience
- **Identify objectives:** Determine what you want to accomplish with your Twitter presence, whether it's increasing brand awareness, generating leads, or driving website traffic.
- **Understand your audience:** Research your target audience's interests, pain points, and behaviors using Twitter Analytics or other tools to create content that resonates with them.

Create a content calendar

- Develop a calendar that includes a mix of content types to keep your audience engaged. A typical strategy includes a balance of the following:
  - **Promotional content:** Share product updates, special offers, and company news.
  - **Educational content:** Post informative resources like blog posts, videos, or infographics.
  - **Engaging content:** Use interactive features like polls, questions, and Q&As to spark conversations.

Crafting effective tweets

- **Use visual content:** Tweets with images, GIFs, and videos receive significantly higher engagement than text-only posts.
- **Incorporate hashtags:** Use one or two relevant hashtags to increase your tweet's discoverability. Overusing them can appear spammy.
- **Add a strong CTA:** Include a clear and compelling call-to-action to guide users to your desired outcome, such as "Shop Now" or "Learn More".
- **Utilize threads:** For more in-depth content, use threads to tell a story or explain a topic across a series of connected tweets.

Using Twitter effectively

- Beyond your core content, daily usage and active engagement are critical for building relationships and growing your brand.
- Actively engage with your community
- **Respond promptly:** Reply to mentions and direct messages in a timely manner. This demonstrates that your brand is active and attentive.
- **Participate in conversations:** Join trending conversations and relevant Twitter chats using industry-specific hashtags. This helps position your brand as a thought leader.
- **Interact with others:** Retweet or reply to content from followers and industry peers to build goodwill and foster relationships.

Leverage profile optimization

- **Use your brand voice:** Ensure your company's personality comes through in your posts, whether it's humorous and casual like Wendy's or professional and insightful.
- **Complete your profile:** Use a high-quality logo as your profile picture and write a concise bio with relevant keywords. Include your website link to drive traffic.

Using Twitter Ads for marketing

- Twitter's advertising platform is an effective tool for amplifying your message and driving conversions beyond your organic reach.
- Types of Twitter ads
- **Promoted Ads (Promoted Tweets):** Regular tweets that you pay to promote to a wider audience. They appear in users' timelines and search results.
- **Follower Ads (Promoted Accounts):** These ads are designed to gain more followers by promoting your entire profile to relevant users.
- **Promoted Trends:** A more premium option where you can pay to place your hashtag at the top of the trending topics list.
- **Video Ads:** Run short, highly-engaging video clips that can be promoted across the platform.

Running effective ad campaigns

- **Choose your objective:** Twitter offers objective-based campaigns for goals like increasing awareness, driving website traffic, or boosting engagement.
- **Define your audience:** Use Twitter's targeting options to reach the right people. You can target based on demographics, interests, keywords, or even specific user behaviors.
- **Optimize your creative:** Use eye-catching visuals and a strong call-to-action. You can also A/B test different ad creatives to see what resonates best.
- **Monitor and adjust:** Regularly track your campaign's performance using Twitter Analytics to evaluate key metrics like impressions, clicks, and engagement. Use this data to refine your strategy over time.

Twitter Ad Campaigns

- **1. Start with a Clear Strategy:**
- Begin by defining specific, measurable, and strategic goals for your campaign to guide your choices.
- **2. Use the Ads Manager:**
- This is the central platform for creating and managing your campaigns.
- **3. Choose Campaign Objectives:**
- Select the appropriate objective (e.g., engagement, website traffic, app installs) for your campaign within the Ads Manager.
- **4. Optimize Targeting and Budget:**
- Continuously adjust your budget and audience targeting based on campaign performance data to improve results and lower costs.

Twitter Analytics

- **1. Understand Your Goals & KPIs:**
- Identify the key performance indicators (KPIs) that directly relate to your campaign goals and track them regularly.
- **2. Monitor Key Metrics:**
- Pay attention to metrics such as cost per click (CPC), cost per acquisition (CPA), and conversion rates to assess ad spend efficiency and impact on revenue.
- **3. Regular Review and Implementation:**
- Frequently check your Twitter Analytics to gain real-time insights and make timely adjustments to your strategy and ad creatives.

Third-Party Twitter Tools

- **Management & Scheduling:**
- Tools like Sprout Social can help with project management and content scheduling.
- **Social Listening:**
- Mentionlytics and other social listening tools help monitor mentions, conversations, and industry trends.
- **Analytics & Reporting:**
- Tools such as SocialPilot provide advanced analytics and performance management features beyond what's available in native X Analytics.

Tips for Managers

- **Set Goals and Track KPIs:**
- Ensure your team has clear, measurable objectives and tracks the right metrics to assess performance.
- **Engage with Your Audience:**
- Actively engage with other users to increase visibility and build community.
- **Leverage Trends:**
- Stay informed about trending topics and incorporate them into your content strategy to maximize reach.
- **Audit and Analyze:**
- Conduct regular audits of your X account and analyze your competitors to identify opportunities and improve your strategy.
- **Create a Content Calendar:**
- Plan and schedule your posts in advance to maintain a consistent presence and save time.

Twitter Ads dashboard

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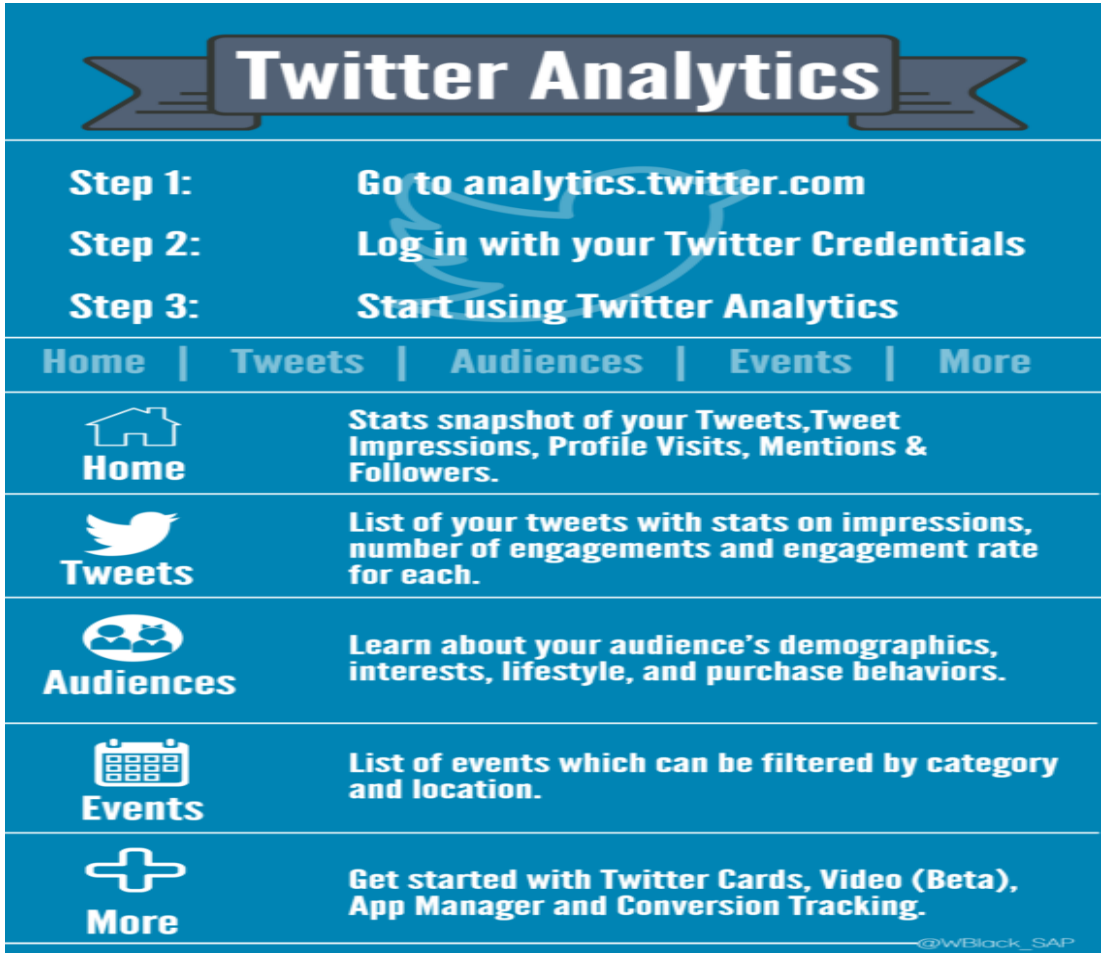
Twitter Analytics
Step 1: Go to analytics.twitter.com
Step 2: Log in with your Twitter Credentials
Step 3: Start using Twitter Analytics
Home | Tweets | Audiences | Events | More
Home
Stats snapshot of your Tweets,Tweet Impressions, Profile Visits, Mentions & Followers.
Tweets
List of your tweets with stats on impressions, number of engagements and engagement rate for each.
Audiences
Learn about your audience's demographics, interests, lifestyle, and purchase behaviors.
Events
List of events which can be filtered by category and location.
More
Get started with Twitter Cards, Video (Beta), App Manager and Conversion Tracking.
@WBlack_SAP

Instagram & Snapchat basics

Instagram

- **Focus**:
- A visual inspiration platform for sharing high-quality photos, videos, and short-form content like Reels.
- **Content**:
- Users post content to a permanent feed and Stories that disappear after 24 hours.
- **Features**:
- Includes a broad range of content formats, such as text posts, live streams, and marketplaces, along with detailed analytics for creators and businesses.
- **User Experience**:
- More public-facing, fostering a competitive atmosphere through likes and comments.
- **Target Audience**:
- Appeals to a wider audience of photographers, brands, influencers, and general users.

Snapchat

- **Focus**:
- Primarily a direct messaging app with a focus on ephemeral, short-lived content.
- **Content**:
- Snaps (photos/videos) and Stories disappear after 24 hours, emphasizing a transient, in-the-moment style of communication.
- **Features**:
- Known for unique creative tools, including filters, stickers, Bitmoji (customizable avatars), and friend-focused features like Streaks.
- **User Experience**:
- More intimate and personal, focused on close-friend connections and less on public curation.
- **Target Audience**:
- Predominantly used by younger teenagers and a loyal user base seeking private conversations.

Key Differences

- **Content Permanence**:
- Instagram features both permanent and 24-hour ephemeral content, while Snapchat's core is ephemeral.
- **Public vs. Private**:
- Instagram is a more public forum, whereas Snapchat emphasizes private, direct communication.
- **Platform Scope**:
- Instagram offers a broader platform with multiple content types (Reels, Stories, Posts), while Snapchat remains more focused on the Stories and messaging format.
- **Analytics**:
- Instagram offers more accessible analytics for a wider range of users and businesses.

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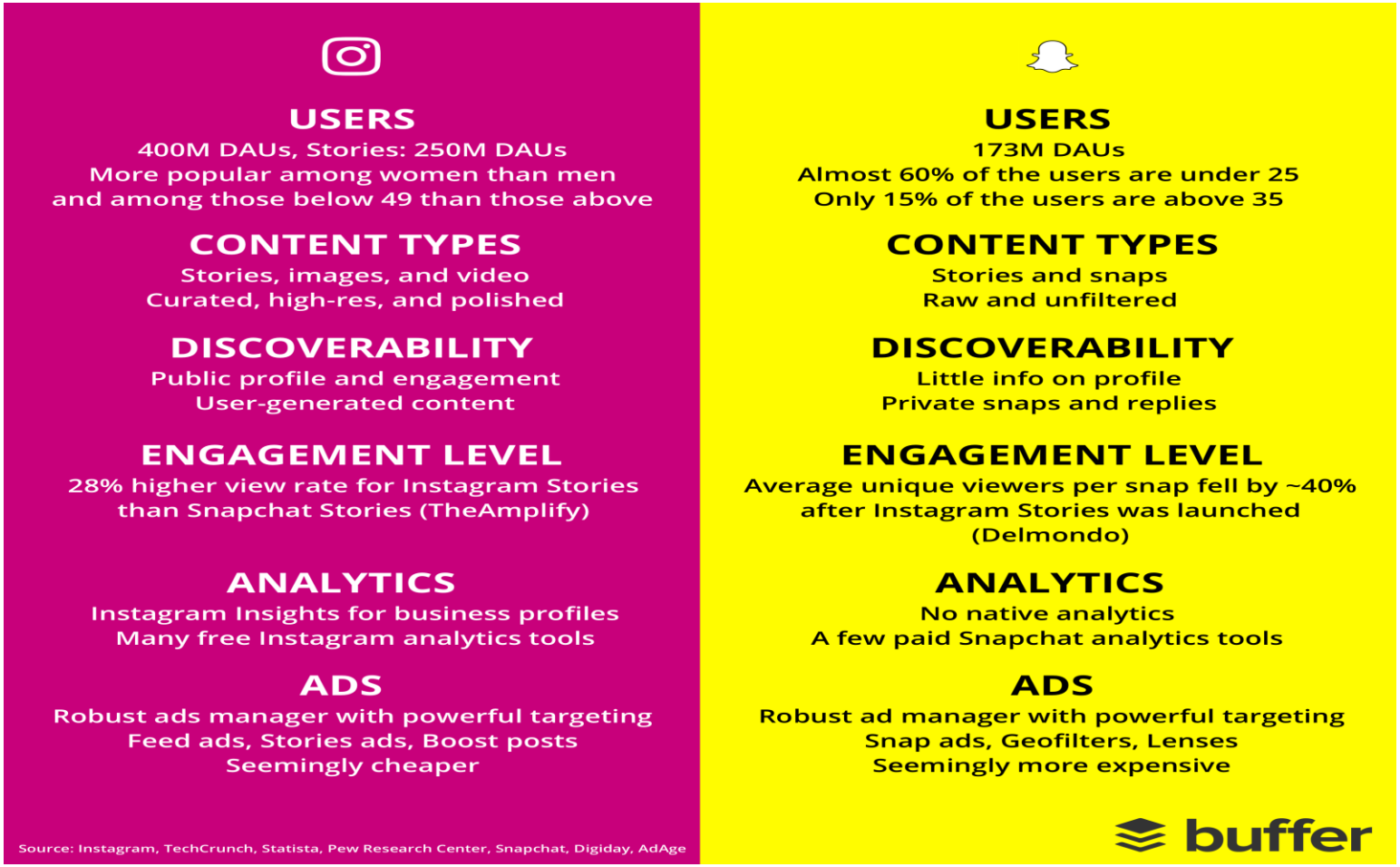
USERS
400M DAUs, Stories: 250M DAUs
More popular among women than men
and among those below 49 than those above
CONTENT TYPES
Stories, images, and video
Curated, high-res, and polished
DISCOVERABILITY
Public profile and engagement
User-generated content
ENGAGEMENT LEVEL
28% higher view rate for Instagram Stories
than Snapchat Stories (TheAmplify)
ANALYTICS
Instagram Insights for business profiles
Many free Instagram analytics tools
ADS
Robust ads manager with powerful targeting
Feed ads, Stories ads, Boost posts
Seemingly cheaper
Source: Instagram, TechCrunch, Statista, Pew Research Center, Snapchat, Digiday, AdAge
USERS
173M DAUs
Almost 60% of the users are under 25
Only 15% of the users are above 35
CONTENT TYPES
Stories and snaps
Raw and unfiltered
DISCOVERABILITY
Little info on profile
Private snaps and replies
ENGAGEMENT LEVEL
Average unique viewers per snap fell by ~40%
after Instagram Stories was launched
(Delmondo)
ANALYTICS
No native analytics
A few paid Snapchat analytics tools
ADS
Robust ad manager with powerful targeting
Snap ads, Geofilters, Lenses
Seemingly more expensive
buffer

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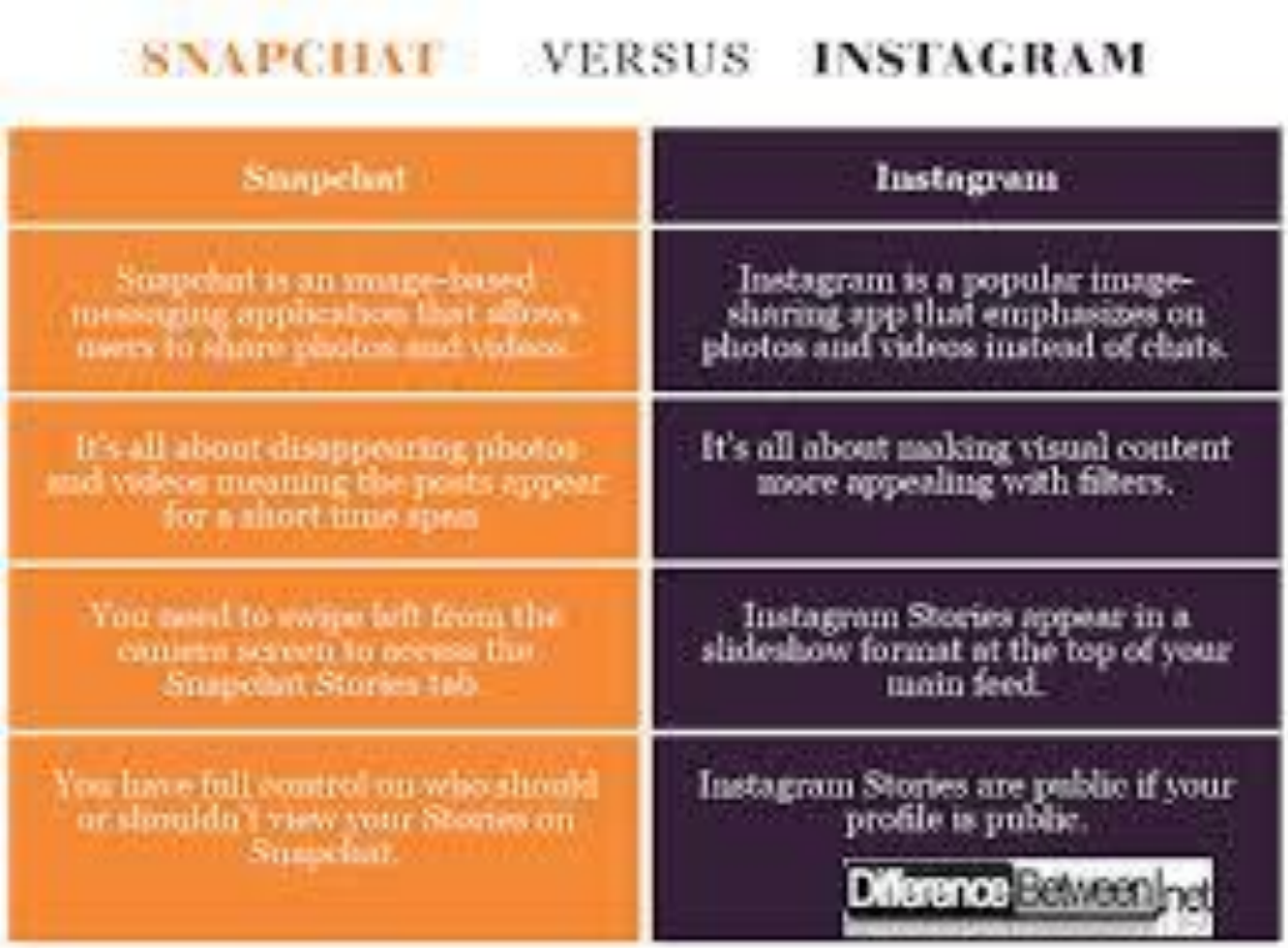
SNAPCHAT VERSUS INSTAGRAM
Snapchat
Instagram
Snapchat is an image-based messaging application that allows users to share photos and videos.
Instagram is a popular image-sharing app that emphasizes on photos and videos instead of chats.
It's all about disappearing photos and videos meaning the posts appear for a short time span
It's all about making visual content more appealing with filters.
You need to swipe left from the camera screen to access the Snapchat Stories tab
Instagram Stories appear in a slideshow format at the top of your main feed.
You have full control on who should or shouldn't view your Stories on Snapchat.
Instagram Stories are public if your profile is public.
DifferenceBetween.net

Using Twitter for Engagement

- - Live tweets and event coverage
- - Replying to mentions and DMs
- - Analytics: Impressions, reach, engagement rate

Twitter Ads Overview

- - Ad types: Promoted tweets, accounts, trends
- - Objectives: Engagement, traffic, installs
- - Ad format examples and goals

Creating Twitter Ad Campaigns

- - Use of Twitter Ads Manager
- - Targeting: interests, location, device
- - Budgeting, A/B testing
- - Performance monitoring

Recap + Class Activity

- - Draft a tweet for a product/event
- - Include hashtag and image idea
- - Share and discuss with the class

YouTube Tutorial

- Title: Twitter Marketing Tutorial for Beginners
- Link: https://www.youtube.com/watch?v=_3x5UrxSz5Y
- Covers: Basics, Strategy, Ad Campaigns