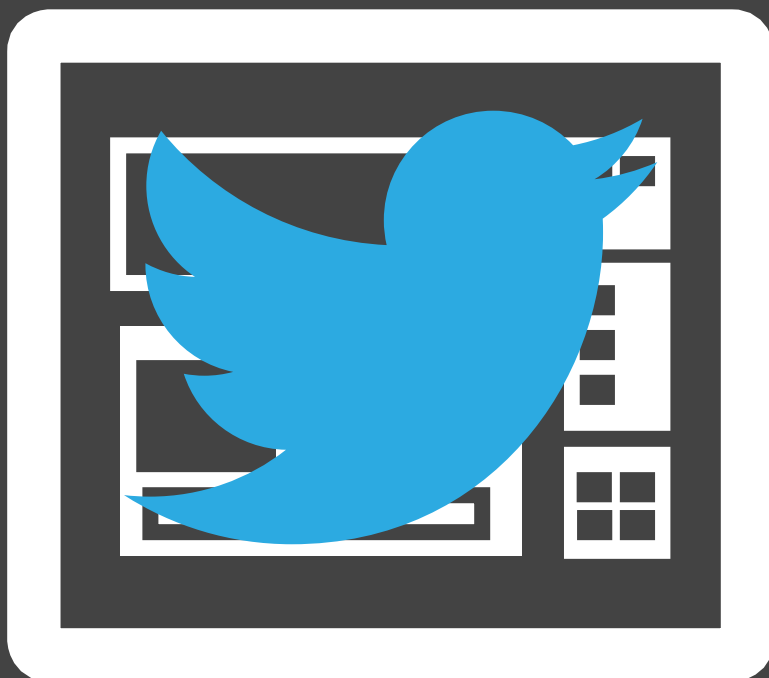


AN INTRODUCTORY GUIDE TO  
**TWITTER FOR  
BUSINESS**



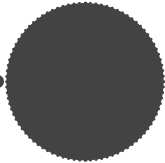
How to Use  
Twitter for  
Business

A publication of



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### **INTRODUCTORY** ←..... This ebook!

Introductory content is for marketers who are new to the subject. This content typically includes step-by-step instructions on how to get started with this aspect of inbound marketing and learn its fundamentals. After reading it, you will be able to execute basic marketing tactics related to the topic.



### **INTERMEDIATE**

Intermediate content is for marketers who are familiar with the subject but have only basic experience in executing strategies and tactics on the topic. This content typically covers the fundamentals and moves on to reveal more complex functions and examples. After reading it, you will feel comfortable leading projects with this aspect of inbound marketing.



### **ADVANCED**

Advanced content is for marketers who are, or want to be, experts on the subject. In it, we walk you through advanced features of this aspect of inbound marketing and help you develop complete mastery of the subject. After reading it, you will feel ready not only to execute strategies and tactics, but also to teach others how to be successful.

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## AN INTRODUCTORY GUIDE TO TWITTER FOR BUSINESS

By Brittany Leaning

Brittany Leaning is HubSpot's Social Media Manager. She is responsible for creating, managing, measuring, and scaling organic social media efforts across HubSpot's various accounts in order to generate leads and grow reach. Brittany is also a regular contributor to [HubSpot's award winning Internet Marketing Blog](#), where she writes about various inbound marketing topics.



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“People are in more control over how they consume media and what messages they care to hear.”

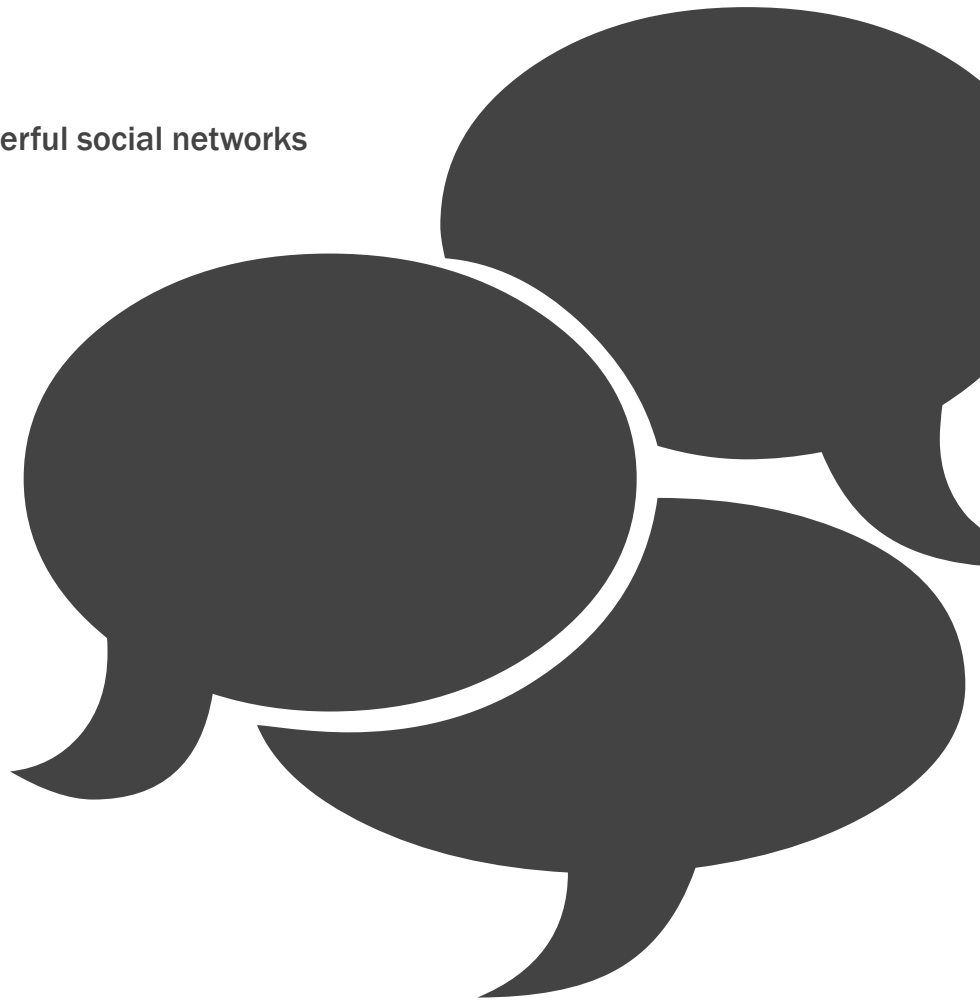
The majority of today’s “traditional” marketers use outbound marketing to reach their audiences. For message distribution, they use print media, radio, and TV advertisements. For lead generation, they use direct mail, cold calls, and email blasts. While these methods may have worked in the past, by using tools like TIVO/DVR, email spam-blockers, and caller ID, now consumers can easily block messages they don’t want. People are in more control over how they consume media and what messages they care to hear.

But don’t worry – all is not lost! Consumers still want to learn about the best products and services for their needs. It’s just that these days, they want to find this information on their own, most often by using the internet to conduct research and make better educated decisions about their purchases. For example, someone might peruse the blogosphere to find out about others’ firsthand experiences with a particular product or service. Maybe that person will also search for reviews online or engage with others in social media to learn about other views and opinions.

This changing nature of consumers' shopping habits means that instead of continuing to push marketing messages out, effective marketers must adapt to consumers' new behavior by creating marketing campaigns that pull people into their business. This strategy is called inbound marketing. Inbound marketers offer useful information, tools, and resources to attract people to their business and its website, while also interacting and developing relationships with consumers on the web. The three key inbound marketing tools are blogging and content creation, search engine optimisation, and social media marketing.

**Twitter is one of the most powerful social networks for your business.**

For the purposes of this ebook, we'll discuss in more-depth how you can get started using Twitter to achieve your business goals.



CHAPTER 1

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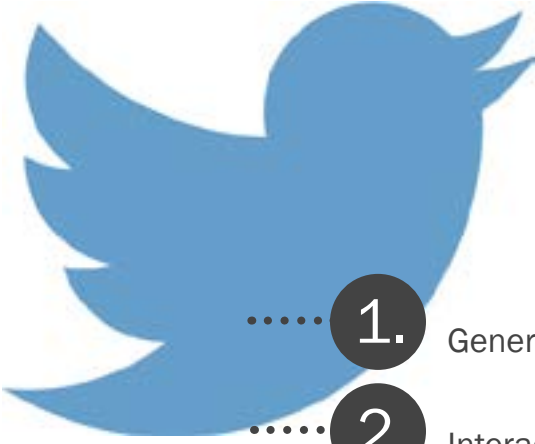
# AN INTRODUCTION TO TWITTER FOR BUSINESS



# Before You Start Using Twitter for Business, Make Sure You Have Done All of the Following:

- ..... **1.** Signed up for Twitter
- ..... **2.** Uploaded a Profile Picture - Use your logo if it's a company account
- ..... **3.** Completed Your Twitter Bio - Be descriptive and professional, and include your company's website
- ..... **4.** Added a Background. Differentiate your company with a custom background. It adds credibility
- ..... **5.** Followed People - Friends, influencers, and even competitors
- ..... **6.** Started Tweeting - Your own content plus other pieces you have found valuable or interesting

# Now You Can Use Twitter To:



1. Generate sales leads for your business
2. Interact with your customer base
3. Drive web traffic by promoting other content you've created, including webinars, blog posts or podcasts
4. Develop and promote your brand
5. Help individual employees act as liaisons to the public
6. Track what people are saying about your company and brand
7. Develop direct relationships with bloggers and journalists for potential PR placement
8. Create buzz around upcoming events

*This ebook will first explain the steps to get involved in Twitter and then explore how to fully utilise it from a business perspective.*

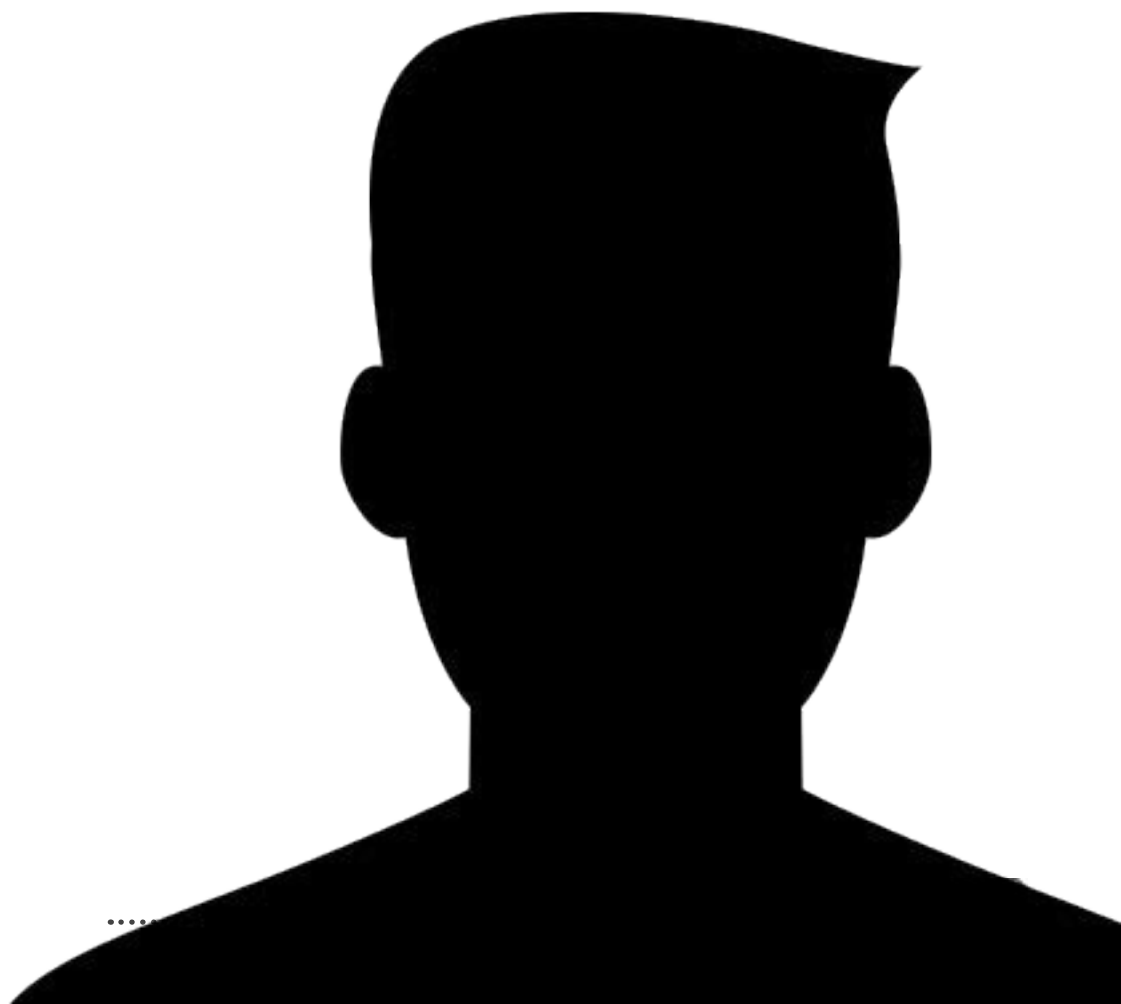
## Types of Tweets to Get You Started:

1. **An Observation:** Tweet about something happening around the office. Include photos to bring those scenes to life.
2. **Events You're Attending:** Share a link to the next conference or webinar you are hosting or plan to attend, and why you're excited about it.
3. **Your Content:** Post a link to your company's most recent blog article or an offer you think is particularly helpful, with a headline or description to encourage readers to click through.
4. **Someone Else's Content:** Post a link to someone else's blog article as a helpful resource, with a compliment for their good work.
5. **Chat With Someone:** Direct tweets to other Twitter users using an @ sign.
6. **Retweet great content:** Quickly share other people's tweets with your followers, like forwarding an email, by clicking the retweet button.

# How to Grow Your Following:

Following people and viewing their tweets is great, but in order to have valuable two-way conversations, you want people to follow you back and view your tweets too.

Attracting followers is important because they will serve as your network who will view your tweets. Think of your total number of followers (AKA your following) as your Twitter reach.



## Tips for Attracting New Followers & Increasing Twitter Reach:

1. Make your company's Twitter usernames easy to find. Create a page on your website that lists your employees' Twitter handles. Giving customers an easy way to interact with your staff gives your company a public personality, and can also help to strengthen your brand.
2. HubSpot has a page showing our presence on Twitter at [www.HubSpot.com/Twitter](http://www.HubSpot.com/Twitter), and Zappos is another example of a company with an excellent Twitter page. <https://twitter.com/zapposinsights>
3. Visitors to your blog and website might like your content and want to subscribe to your tweets, so add Follow buttons to your site so people can easily find you. Twitter recently came out with an official Follow button generator, or you could create your own and simply link it to your Twitter page. Make it easy for people to find out if your company has a Twitter account, by adding your Twitter handle to your email signatures, business cards, and marketing collateral..

4.

Make your tweets useful resources so people need you. You are what you tweet. People will want to follow you if they think they will get value from your tweets. Avoid making your Twitter account a purely promotional tool. Would you subscribe to a newsletter if it didn't have anything useful to say? What specialty knowledge do you have that you can share?

5.

Interact with those people you follow who don't yet follow you back. Make sure to monitor your Twitter stream and comment on what other people are saying. Give feedback; compliment people. The key is to engage. This will give them incentive to follow you back.

Note: To make your tweets as visible as possible, avoid putting @USERNAME in the very beginning of your tweets. Adding the @USERNAME to the very beginning will make your tweet viewable only in the Twitter streams of people who follow you and the user to whom you're tweeting (see below examples).

Here is an example of how you would send a tweet to HubSpot:

Example: What's up @HubSpot? (viewable to everyone)

Not Recommended: @HubSpot What's up? (only viewable in Twitter streams of users who follow you and also follow @HubSpot)



CHAPTER 2

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# USING TWITTER FOR MARKETING

## How to Use Twitter for Marketing:

1. Use Twitter to drive people to your company's website. Tweet about interesting resources you've posted on your blog or website. Have you recently published an ebook or recorded a webinar that people can download for free? Tweet about it, linking back to the landing page to download it from your website. If the content on your site is truly remarkable, people may start tweeting about it on their own and sharing your resources to their followers on Twitter.

2. Monitor your brand on Twitter. Using the Twitter Search tool (<http://search.twitter.com>), you can search and track what people are tweeting about your company, products, competitors, or any other news or trends in your industry. Set up an RSS feed to receive all search results in an RSS client. If you find someone tweeting about your products or a person who is looking for a solution that your product provides, let them know!



3. Use the Twitter “Favorites” feature as a list of company testimonials. Favoriting tweets can help to create relationships, since it also shows someone that you appreciate their content. When you hover your mouse over an individual tweet in your Twitter stream, a few options appear, including the option to “Favorite” the tweet. When you click the little star that appears, it turns yellow, and that tweet gets added to your “Favorites” tab. As you track what people are saying about your company in Twitter Search, add the positive tweet to your Favorites. Public, third-party testimonials are valuable validations of your company. The next time someone asks about your company, send them the link to your Favorites page. The URL for this page will be <http://twitter.com/USERNAME/favorites>.

Example: <http://www.twitter.com/HubSpot/favorites>

4. Use Twitter to promote events, webinars, and campaigns. Tweetups are a great way to get to know your Twitter community offline. The next time your company holds an event, fundraiser, or open house, tweet about it! Best practice is to send people directly to an event sign-up page. Think of a hashtag for your event or webinar before you start tweeting about it.

Selecting a hashtag for your own event will be beneficial in a couple of ways:

During the event, people often use the hashtag while live-tweeting, i.e. tweeting what they see/hear in real-time. The hashtag will tag and aggregate the event's tweets, building an online conversation around the event.

People who are not at the event might see your hashtag and want follow and/or join the conversation, too. A popular hashtag often sparks curiosity, and people will go to <http://search.twitter.com> to participate in the conversation around an event.

5. Use Twitter to promote new tools. Twitter users love new toys, especially if they create some sort of outcome, grade, or analysis of the person using the tool. Make the results of your tool/grader as easy to tweet as possible. Perhaps you could add a "Tweet this grade" function. Make sure your tool is as easy to share as possible!

Check out HubSpot's marketing grader tool here <http://marketing.grader.com/>



6. Establish yourself as a thought leader in your industry. By tweeting about useful resources and thoughtful tips, you and your company will eventually develop thought leadership, and people will consider you an expert in that particular subject. Be sure to link to your own resources as well as others.

7. Use third-party Twitter platforms to divide the work. Are you thinking that all of this Twitter monitoring and participating sounds like a whole lot of work? Third-party Twitter platforms like CoTweet and HootSuite can make managing a corporate Twitter account much easier. These platforms allow teams to better manage multiple contributors tweeting through one account.

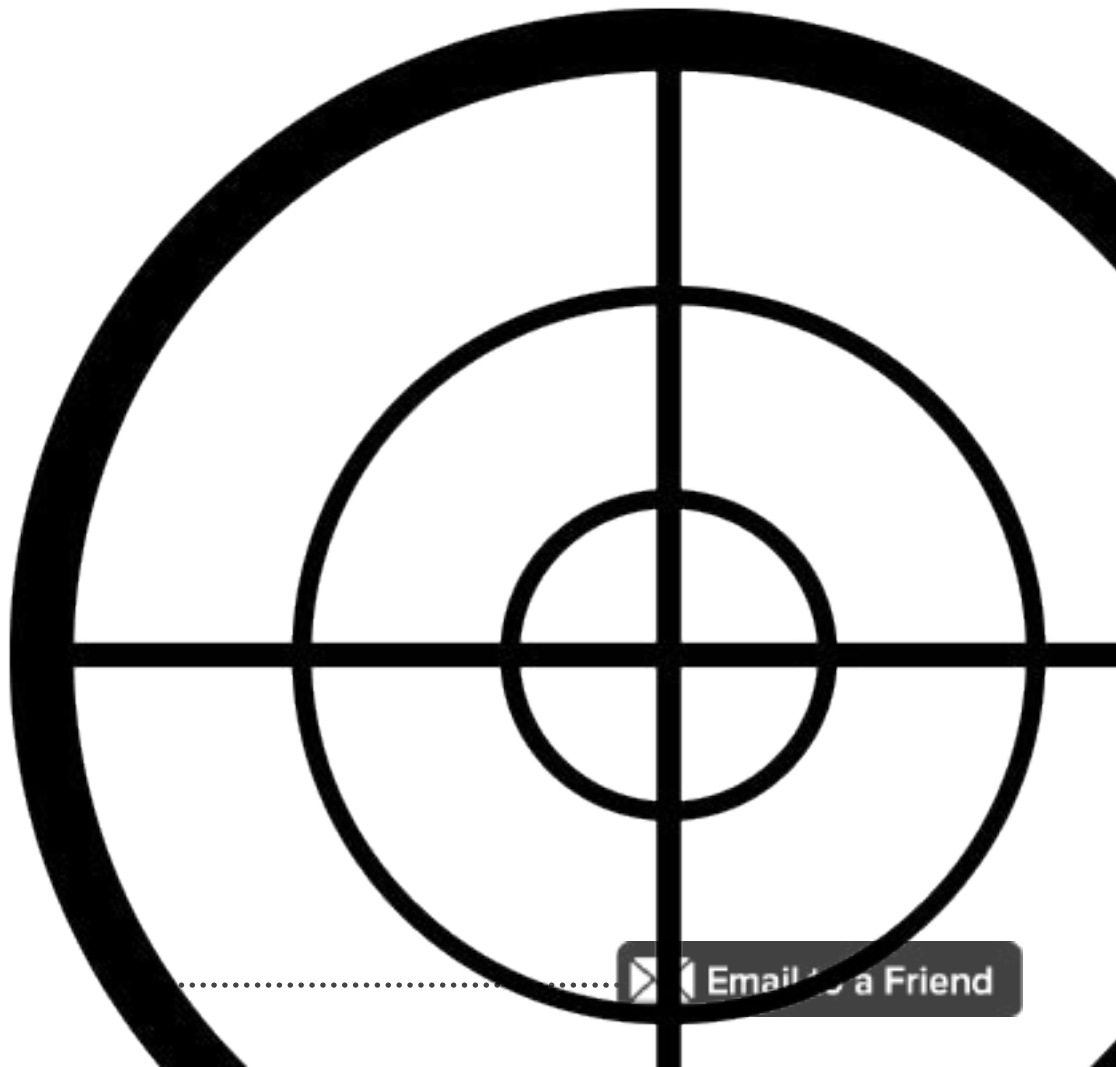
CHAPTER 3

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# USING TWITTER FOR LEAD GENERATION

## Use Twitter for Lead Generation

Social media marketing is often filled with useless metrics. As a marketer, the metrics that matter for any tactic are leads and customers. If social media marketing isn't driving revenue, then it isn't worth participating in. While it can be a valuable lead generation tool, it is sometimes difficult to start generating leads from Twitter. Use these five tactics for Twitter lead generation as a springboard to help launch a successful Twitter lead generation campaign.



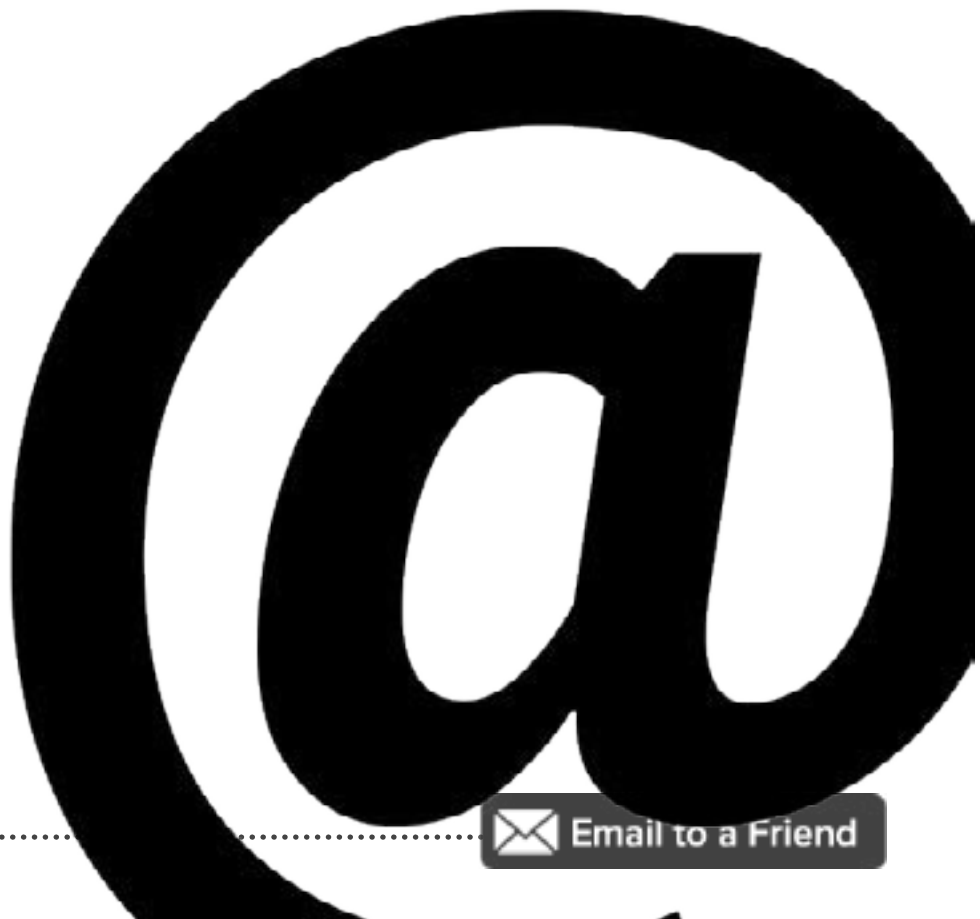
## 5 Ways to Generate Leads From Twitter:

1. Create a dedicated Twitter landing page. One of the most valuable parts of your Twitter profile is the link in your company's profile. Instead of simply pasting in the URL of your homepage, take the time to create a new page on your website specifically targeted toward visitors from Twitter. This Twitter landing page could be a variety of things. It could be an introduction to your company, an offer for a piece of lead generation content, or other relevant content. The important thing to remember is that some aspect of this Twitter landing page should support lead generation.

2. Tweet links to landing pages. While most of your Twitter followers probably aren't ready yet for a demonstration of your product, they are likely ready for some of your thought leadership lead generation content. Send out links to landing pages on Twitter for offers that support general education for your followers. Something like "Free Ebook: 10 [Insert Industry] Mistakes to Avoid" will work beautifully!

3. Monitor industry terms with Twitter Search. As we mentioned before, Twitter Search is a free and powerful tool for understanding what's happening on Twitter. However, you don't want to use it just to search for mentions of your company name. Instead, search for common industry phrases and questions to help identify prospects. Once you find people who could be solid prospects for your business, start a dialogue with them, and share content from your blog to help answer their questions.

4. Participate in Twitter chats. Twitter has helped form an abundance of micro-communities that have self-organised around certain topics. They normally discuss industry issues in the form of a Twitter chat. These chats are organised discussions that happen at a set day and time each week. They use a specific hashtag to tag and aggregate the conversation.



5. Connect your blog to Twitter. HubSpot loves to conduct research. We have found that businesses who blog actively have more Twitter followers than businesses that don't. This is likely due to the fact that blogging provides businesses with more interesting content to share on Twitter. Since every business should have lead generation calls-to-action on their blog, connecting your blog to your corporate Twitter account using a tool like HubSpot or Twitterfeed can be a great way to drive more leads from Twitter.



CHAPTER 4

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# USING TWITTER FOR PUBLIC RELATIONS

## Use Twitter for Public Relations

Are you aware that many journalists, reporters, and bloggers make themselves available on Twitter? Using Twitter is a great way to introduce yourself and your company to the media.

But how do you find the influencers in your industry on Twitter? One way is to look for influential blogs in your industry (use blog search engines like Technorati), subscribe to them, and start following their authors on Twitter.

Another way is to start following journalists who target your industry. Then start tweeting with them, but don't oversell your business or product. Develop relationships by tweeting about an article of theirs you enjoyed or ask how they feel about a particular topic on which they write. Sometimes reporters will also use Twitter to broadcast that they're seeking subjects or sources for a particular story they're writing. If it's a fit for you, reply!

So in what specific ways can you take advantage of Twitter for public relations?

1. Develop relationships with reporters, bloggers and other media people through Twitter. Reporters and big-time bloggers are incredibly active in social networks, especially when gathering information for stories. Use the resources mentioned above to find media people on Twitter.

2. Watch for tweets about editorial opportunities. Because of the real-time nature of Twitter, it's a great place for media professionals to look for last-minute, additional resources for their stories. When following bloggers and reporters on Twitter, keep close track of their tweets and scan for any opportunities.

It's also a great idea to send reporters tips to other links and resources simply to be helpful and improve your relationship with them, even if the tip isn't regarding your company specifically. They will be thankful for your help and will be more likely use you as a reference when the subject is applicable to you!

3. Direct Message reporters instead of sending them an email. By sending a direct message, you are forced to create a short, concise pitch that a reporter is more likely to read. Also, direct messages are very casual, and some media folks prefer DMs to email pitches. Also, it saves you the time it would normally take to write a lengthy pitch. Remember, you can only DM people if they follow you back. However, don't pitch too much; they could easily unfollow, you making it much more difficult to connect.

4. Use Twitter to check in before pitching. Check to see what the person you're about to pitch is up to before contacting them. In the event that the person is sick, having a bad day, or away traveling, it may be best to contact him or her at another time.

CHAPTER 5

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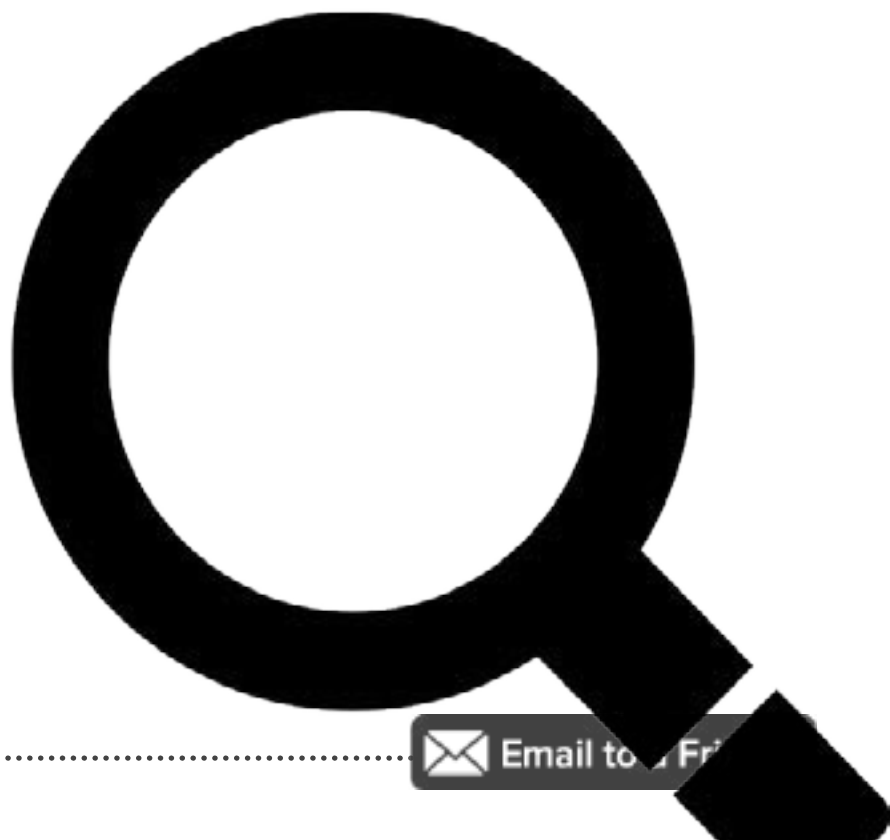
# USING TWITTER FOR SOCIAL SEARCH

## Twitter & Social Search

As an online marketer, you are likely acutely aware of the power of organic and paid search marketing. If someone in your organisation is solidly educated about search but not about Twitter as a marketing tactic, then this section is for you. Search – as we know it – is changing. Major search engines like Google and Bing are quickly updating the signals they use to rank websites for specific keywords.

For the vast majority of search engine optimisation's short history, getting more “free” search traffic has been about two things:

1. Accurately describing the content of your website in a search engine-friendly way.
2. Increasing the number of inbound links from other websites back to your own.



## Twitter's Role in Social Search:

Social networks like Twitter and Facebook change the game for search engines because they introduce additional signals that can be used for ranking content.

Google and Bing both have deals with Twitter to include Twitter messages in their search results. Because they have access to Twitter's data, this also means that they can use information from Twitter to help better rank websites. This is the first round of what is known as social search. Social search refers to search engines using signals such as the number of social media shares of a link to determine how that link ranks for a given keyword.

Social media reach matters now more than ever, and the kicker is that it is only going to get more important. Yes, Twitter is a powerful social media platform, but it is also a key to the future success of organic search marketing. Building reach on Twitter through sharing great content, contests, and leveraging offline promotional efforts will not only increase traffic back to your website but will also send valuable signals to search engines.



## 3 Simple Ways to Optimise Tweets for Social Search

1. Use SEO keywords. This may seem like a simple step, but few companies take the time to think about the keyword focus of their tweets. Not only is focus important, but so is integration. You should have a keyword strategy as part of your search engine optimisation strategy. It is important to integrate these keywords not just in your website and blog content, but also into your tweets.

2. Ask for retweets. Search engines are looking to see what content spreads through social media, because that can often be a strong measure of credibility of the web page linked to within the tweet. HubSpot's Social Media Scientist Dan Zarrella has conducted some research that shows that one way to get your tweets to spread is to, within the tweet, simply ask your followers to retweet the message. These types of tweets generate 4x more retweets.

3. Write awesome blog post titles. Connecting your blog to your Twitter account helps to provide a boost of timely and interesting content shares on Twitter. Your business blog is an important tool for attracting new visitors to your blog. Spreading blog posts through Twitter will help boost traffic from Twitter and search engines.



## Track & Analyse Your Campaigns

Now that you've integrated Twitter into different elements of your business, it's important to analyse its effectiveness. We recommend tracking the following metrics to measure the success of your participation on Twitter:

1. **Reach:** Total number of followers. This number is your raw distribution power.
2. **Response Rate:** Average number of @replies per tweet. When you sent out a link or a question, how many people responded?

3. Branding and Awareness: How often people reference your company or products. Use Twitter Search to track this.

4. Sales Funnel: Number of visitors from Twitter who visit your company website/blog and convert into leads and customers.

By using the data you gather from tracking these metrics over time, you should be able to make smarter decisions about how to further utilise Twitter in your campaigns.



After reading this ebook, you should have the baseline knowledge to get your Twitter account started and begin growing your network. Remember that the Twitter community is a dynamic and rapidly developing space. Be creative, and think of other methods to apply Twitter to your campaigns!

# MEASURE LEADS & CUSTOMERS COMING FROM TWITTER

Find out how many leads and customers your Twitter marketing efforts are bringing you.

Get a free demo of the HubSpot software and get access to some powerful analytics.



<http://bit.ly/Get-A-Demo-of-HS>