



## How-To Guide: Twitter Marketing

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# Twitter Marketing

## About Twitter

- Tumblr is a free microblogging service. It is made up of 140 character bursts of information called tweets.
- Over 555 million users with 50% logging in daily.
- Twitter is a great platform for projecting what your company is doing and accessing a large audience.
- You can use Twitter with other social media channels to publish company news to all platforms.
- Great way to hear and respond to customer feedback.



## Twitter Features

Twitter is similar to other social media sites, where you have a dashboard that contains a timeline of recent twitters from your followers.

- Your followers will receive your messages in their timeline- a feed of all the accounts they have subscribed to on Twitter by “following” accounts.
- You can choose to make your tweets public or protected/private.
- **Direct Messages:** You can privately message a Twitter user, that will go to an inbox that the user will see the next time they login to Twitter.
- **Follow:** Search of people or other businesses on Twitter and in order to see their tweets in your timeline, you must follow them.
- **Mentions:** A tweet containing another user’s twitter handle using the @ symbol before the user’s handle. This is a great way to interact with customers.
- **Replies:** A tweet that begins with another person’s handle and is in reply to one of their tweets. There is a reply button under tweets you can use.
- **Retweets(RT):** A re-posting of someone else’s tweet. The feature allows you to quickly share information with all of your followers.
- **Hashtags(#):** A way to create conversations based on topics. It is a great way to search for other tweets and a good way to categorize your tweets for users.

## Basic Tips for beginners

- To get the most engagement on Twitter, it is important to create, curate and interact with messages that are geared toward your followers.
- Your Tweets can promote products, events, offer contests or giveaways, talk about your business and give inside scoops, and engage with customers.
- Tweet with announcements such as a sale, special, new product, new location, etc.
- It is a great idea to respond to tweets from customers that might be questions about your business or even compliments on your service that you'd like to broadcast out to potential customers.
- Retweeting something that might be relevant for your followers can also help increase your followers.

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## Step 1: Getting Started

- Sign up at [www.twitter.com](http://www.twitter.com) where it says "new to Twitter".
- You will need to choose a twitter handle, also known as your username.
- When choosing a twitter handle, make sure it is short and descriptive enough that people will be able to identify it with your business.
- Include your business' logo as the profile picture and write a short description of your business in the bio section. Add a link to your business' website and the location of your company.
- You can opt to get tweets on your mobile phone and send out tweets through text messages.
- You can set your email notifications to receive an email when your tweets are retweeted, favorited, replied to or your account is mentioned by another user.
- In addition, you can customize your background image, by uploading an image of your business to display behind your tweets on your profile page.

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## Step 2: Tweeting

- To start tweeting, login to your account and you will see a box under your stats that says “Compose a new tweet” This is where you will type your tweet. Tweets should be 140 characters(including spaces) or less. You can see how many characters you have left when looking at the bottom next to the tweet button.
- To Retweet a message you can:
  - Copy and paste the message with prefacing it with RT and the @username that you took the content from. For example, RT @jerryscafe Check out our new menu for the weekend.
  - You can also retweet a message by clicking the retweet button below the original tweet.
- The difference between the 2 retweet options is the first will show your profile picture next to the tweet and look like a tweet from your account while the second option will show the original account that tweeted the content and will say retweeted by youraccountname under the tweet.
- You can include photos in your tweets, by clicking on the camera icon under the tweet box and select a picture you’d like to include. You can also include your location.
- To include links in tweets, simply type the hyperlink in the text box and twitter will automatically recognize it as a link.
- Since you can only have 140 characters or less in a tweet, when including a link it is important to use link shorteners to optimize your space. Bit.ly, ow.ly, t.co are sites that allow users to shorten, share and analyze links you post to Twitter.

## Step 3: Monitor what other people are saying

- In order to see what other people are saying about your business or a topic on Twitter, you should monitor a few sections of Twitter.
- First you should check the “**Connect**” tab of your home page. Under Connect, you will see new interactions with your account including new followers. You will also see mentions of your twitter handle.
- You should try to respond to mentions that ask questions or even reply with thank yous to compliments received.
- There is also a search box on the top right of the Twitter home page where you can type in your business name or keywords affiliated with your business to see tweets that mention these terms.

## Hashtags

- Hashtags are a way to categorize popular keywords or topics.
- On your homefeed of tweets, you will see a list of popular trends for your selected location.
- Hashtags should be used to engage with a set audience interested in the same topic.
- To use a hashtag add a # mark in front of a word and that will automatically make that word(s) into a hashtag and will become searchable and hyperlinked.
- Users can click on the hashtag that is hyperlinked and will see a feed of all tweets using that hashtag.
- Hashtags can be used for specific topics as well as events or contests/giveaways.
- Before starting to use a hashtag, search for the keyword you plan on using to make sure that no one else is using it in a different context already.

## Twitter Marketing tools

There are many tools to help manage your social media accounts.

- CoTweet: a web-based social media management platform and analytics tool that offers a free version.
- HootSuite: web-based platform that has a free version including social media reports, as well as an editorial calendar where you can schedule tweets ahead of time from your account.
- Social media management tools are helpful for small businesses to divide social media duties among team members and have a customer service approach to engagement.
- In addition, social media management tools allow for you to add Facebook and Twitter into the tool so you can post of either account directly from the dashboard.
- There are also mobile apps for the social media management tools as well as a Twitter mobile app to tweet on-the-go.

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## Twitter Advertising

- Twitter offers a variety of advertising options including Promoted Tweets, Promoted Trends, Promoted Accounts.
- **Promoted Trends:** to publicize an event could be useful when users go to Twitter's homepage to see what is trending, they will see promoted trends giving your business a premium position on the page to advertise.
- **Promoted Accounts:** for brand-building, to gather as many followers as possible. Promoted Accounts are placed on the top of "Who to follow" section.
- **Promoted Tweets:** Your tweet will show up in a user's timeline of tweets at the top of their dashboard.

New York Trends · [Change](#)

[#milliondollarphoto](#)  Promoted

[#10BandsIWillLoveForever](#)

[#JayQandA](#)

[#FriendsMemories](#)

[Mariah Triumphant](#)

[Akin](#)

[Missouri](#)

[Trey Songz](#)

[Senate](#)

[Tampa](#)

## Making the Most of Twitter

The best way to gain followers on Twitter:

- When referring to other businesses or customers that have a presence on Twitter, be sure to always use their twitter handle- when you mention another user, they will see this tweet and will be more likely to retweet it to their followers, reaching a larger audience and gaining more potential customers.
- Respond frequently to tweets- to show that you are engaged with your customers.
- When you begin a tweet with a twitter handle, only that twitter handle will see the response. This can be helpful if a specific question is asked that will not be relevant to others.
- If you start your tweet with a phrase or a "." before the twitter handle, all of your followers will see the response in their feeds and it can be helpful if other followers would be interested in the content.

## Making the Most of Twitter

The best way to gain followers on Twitter:

- Respond to tweets that don't include your twitter handle. Sometimes you are so new to Twitter that users will not be aware of your account, but still talk about your business. Search for keywords or your business name to see tweets associated with your business and respond to those that may be relevant.
- Add value and stay topical: Tell your followers something useful in tweets or direct them to compelling content. A generic tweets is not valuable and will not lead a user to follow you. Stay topical by tweeting about issues or news surrounding your company.
- Using calls-to-action and contests/giveaways will entice potential customers to follow your twitter account to stay aware of specials and engage with your business.
- Insert a photo where possible: Pictures will make users more inclined to retweet you and is helpful with a short character limit.
- Always use links to content that your are directing users to. Be sure to include <http://> in the beginning of your link (this will not count toward your character limit).

## About NYC Business Solutions

**NYC Business Solutions** is a set of services offered by the Department of Small Business Services to help businesses start, operate, and expand in New York City.

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