

# Twitter for business

# The big stats...

- 10m UK active users
- 75% ABC1 demographic
- 400m tweets per day
- 80% accessing from mobiles

So why is twitter a marketers dream...

**It links by 'interest' through  
the power of the #hashtag**

# What people use Twitter for...

- 57% say they get updates on future products
- 55% want to stay informed on companies
- 44% want to learn more about a company
- 42% want to interact
- 41% use it resolve customer service issues

# And the outcome...

- 48% are more likely to visit website
- 36% are more likely to recommend
- 40% are more likely to purchase

# How to engage on twitter...

- Keep a steady flow of conversation but don't over tweet
- Make the most of hashtags to reach out beyond your followers
- Plan and run engagement pieces:
  - Q&A's / Takeovers / Special twitter hours
  - Hide and tweet / Follow, # & RT Competitions
- Consider bought media opportunities:
  - Very powerful targeting (by peoples interests)
- Use free tools to make the most of your community

# What businesses use social for?

- Push out marketing messages
- Respond to customer service issues
- Engage with existing customers
- Engage with key influencers
- Reach out to and engage with future customers
- Amplify positive customer feedback
- Maintain brand reputation

# What businesses get from social

- Visibility / Brand awareness / Top of mind
- A 'free' marketing channel
- Acquisition / lead generation / new business
- Improved customer loyalty
- Improved purchaser conversion
- Brand advocacy
- Customer insight
- Reputation Management



# Your twitter strategy...

- Agree your objectives
  - Acquisition / engagement / Customer service
- Choose the conversation / interest
- Set your tone
  - Informative / helpful / fun
- Agree parameters / rules
  - Listen / Respond / Engage / friends & foes
- Establish resource
- Build a strong / relevant community / including key influencers