

TWITTER MARKETING

Introduction

- ✓ With the advent of social media, businesses large and small can now enjoy a truly global reach
- ✓ Simply by engaging with the Twitter universe, and without spending anything more than some time, you can get the word out about your business
- ✓ Consider the following Twitter statistics from 2017
 - o More than 320 million users are active on Twitter each month.
 - o Over 500 million tweets are sent every day.
 - o A staggering 100 million Twitter users are active every day.
 - o 80% of Twitter users access the social media site from a mobile device.
 - o There are 70 million users in the United States, and a full 79% of Twitter users are based outside the US.

Creating a Twitter Account the Lead Generation Way

- ✓ The following best practices are essential to make your profile attractive to Twitter users, and for getting your profile to generate leads for your business
 - o Your profile pic should be professional, and you should be smiling

- o You only have 160 characters to create your biography, so be short and to the point
- o Twitter recommends cover photo/header dimensions of 1,500 pixels wide by 500 pixels tall

When to Tweet To Capture the Most Leads

- ✓ Buffer took the data from millions of tweets across multiple businesses and graphics and found the following information regarding when you should be on twitter to get the most out of your time:
 - o Based on 4.8 tweets from 10,000 Twitter accounts, statistics show clearly that the early morning hours appear to be the best time-frame to generate clicks. It may seem odd, but when you tweet between 2 AM and 4 AM, you earn the most clicks on average.
 - o If you are looking to get retweeted or end up on someone's favorite list, evenings and late at night are the best times. Between 11 PM and 5 AM is when the most engagement (defined as clicks, retweets, favorites, and replies) occurs.
 - o For the best possible retweet experience, send status updates at 9 PM (in the 4 US time zones).
 - o The most popular times to tweet are often not the best times to be on Twitter for engagement. The most popular time for tweets is between 9 AM and 1 PM, and because there is so much data being tweeted at this time, your tweets will generate the fewest clicks. This means most of your competition is attempting to connect with their audience at the wrong time, and as long as you post content during the times that drive engagement, you have a good chance to outperform your competitors.

- ✓ Here are a few best times to Tweet for clicks, in major cities around the world
 - o Tokyo - Japan time - 8 AM
 - o Hong Kong - Hong Kong time - 5 AM
 - o Cairo and Istanbul - Eastern European - 5 AM
 - o Rome and Paris - Central European - 5 PM
 - o Miami, Atlanta, and New York - Eastern Time - 2 PM
 - o Chicago - Central Time - 2 AM
 - o Los Angeles or San Francisco - Pacific Time - 10 PM

8 Best Practices for Becoming a Lead-Generating Pro on Twitter

- ✓ Images and Video Boost Lead Generation
- ✓ Use Hashtags
- ✓ Use Twitter Chats
- ✓ Twitter Polls Are Perfect for Creating Leads
- ✓ Cash in With a Little Known Tool - Twitter Lists
- ✓ Use Direct Messages
- ✓ Use Twitter Analytics To Monitor Your Stats
- ✓ Drive Your Lead-Creation Efforts Using Twitter Ads

Resources

- ✓ Snappa - This software makes creating your cover photo a snap.

- ✓ Hashtagify.me - This site is free to use, and can help with your hashtag research.
- ✓ TwitListManager - This browser-based software helps you quickly add and remove users from your lists, and also makes creating new lists quick and easy.
- ✓ TweetDeck and HootSuite - These applications are great for analyzing your Twitter data, engaging with the Twitter universe, managing Twitter Lists, and performing other useful lead-generating tasks.
- ✓ WordSwag, InstaQuote, Canva, PicMonkey - These top image-creation services offer a wide variety of features and templates and can help you make stunning images quickly.
- ✓ Biteable, iMovie, PowerDirector Mobile, FxGuru, DubSmash, Mobcrush, PocketVideo - These are a few of the top video-creation applications and software suites.
- ✓ Jing, SnagIt, BandiCam, ScreenFlow, Screen Recorder - These are some of the more well-known and user-friendly screen capture options.