Twitter - become a Top Tweeter & generate new sales

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Be Dynamic
087 8348279
A bit about me

- Digital Marketing since 2002
- Own business 2010
- Working with a range of training agencies public and private and private clients all over Ireland.
- Email: shennessy@bedynamic.ie
At the end of today you will:

- Have a Twitter account set up for your business
- Understand how to use Twitter successfully in your business
- Be aware of and understand the importance of Twitter etiquette
How it differs?

• Quicker, no longevity
• It has become a source of news
• Shorter (280 characters)
• It’s all about sharing and conversations
• No/little sales
• Great for (but not limited to) connecting to PR, Media, Influencers, Thought Leaders
The numbers

Facebook 2.5 billion
Instagram 1 billion
Twitter 330 million
Social media in Ireland

- Facebook: 72%
- Instagram: 40%
- Twitter: 30%
- Snapchat: 28%
- Pinterest: 22%
- LinkedIn: 43%

Data source: Octave Digital, Mintel Ireland & Napoleoncat.com
Twitter users by age - global

Data source: Statista
Why use Twitter?

- Build & nurture relationships
- Build trust and credibility
- Connect with influencers/thought leaders
- Brand awareness
- Crowdsourcing
- Generate feedback and user generated content
- Customer services
Be a leader

Pól Ó Conghaile @poloconghaile · Mar 18
Irish travel agents and tour operators, how can the Irish Independent’s travel coverage adapt to help you in the weeks ahead? As well as #coronavirus updates, we want to inspire our readers and support your industry. Let me know your ideas!
#WeAreInThisTogether
@ITAAITweets
Flying visit to Limerick... any tips for places to eat breakfast, lunch and dinner? Many thanks!
Some really smart and experienced people on Twitter cutting through the #COVID19 noise right now. Here's my list 📝 ⚽️ 🗣️ 🐶 🌙 📚 🏠
Nurture

Respond to people – build relationships.
Get Involved

#RTEVirtualParade
Customer services

Bank of Ireland
@talktoBOI

Welcome to BOI's official channel. We have temporarily reduced our hours to 8am-8pm Monday to Sunday in line with Government & HSE guidelines to curtail Covid-19.

Republic of Ireland  personalbanking.bankofireland.com/ways-to-bank/s...
Joined December 2011

718 Following  43.1K Followers

Followed by Miss Content Creative, Ireland-CT Business, and 128 others you follow
Share emotive content

Garda Info 🟢 @gardainfo · Jan 31
This Fitbit was handed into Bandon Garda Station today.

Judging by the steps the owner needs to walk to that station to collect it 😄

Contact Bandon Station on 023-8852200

😂😂
Changing tactics during Covid-19

Entertain, educate, advise, help & engage

Dr. Pete Meyers @dr_pete · 14h
Tip: If you've got supplies for now, order online for the next round. We put in a Target order today and are looking at roughly a week for things to arrive. Do it sooner rather than later. Fingers crossed it arrives before we run out. Stores, too, I suspect.

Dublin Zoo @DublinZoo · 15h
Starting today, each weekday we will post an activity sheet themed around one of the animals at Dublin Zoo that your kids can work to complete using the information on our website.

So let's kick things off with the red panda. Download here:
dublinzoo.ie/news/dublinzoo...
#dublinzooofun

Garda info @gardainfo · 20h
This Garda Dog is a bit ruff looking, give it some much-needed colour!

While schools are off perhaps children could colour in this picture, we would love to see the results. You can post them on the comments on Facebook - facebook.com/angardasilochan...
Etiquette

- Self-promotion - don’t over promote yourself
- Sharing opinions – do it with caution
- Be proactive not reactive
Designing for Twitter
Canva.com
https://designschool.canva.com/courses/social-media-mastery
ADD AWESOME TEXT TO YOUR PHOTOS IN SECONDS

FOR BOTH iOS & ANDROID!

Download on the App Store
Wordswag app
Ripl.com video

The simplest way to build your brand on social media

Create branded videos and images in minutes, then instantly post to all your social media accounts at once.

Try Ripl Now

Already signed up? Log in
Hashtags
“a word or phrase preceded by a hash sign (#), used on social media websites and applications, especially Twitter, to identify messages on a specific topic.”

Oxford Dictionary
Using hashtags

- 2-3 per tweet
- Unique #beyondeverything
- Existing #DearIreland
- Event specific
- Give more context to the tweet #digitalmarketingtip
Strategy & Planning
Why are you using Twitter and what are you trying to achieve?
Sample objectives & tactics

- **Brand awareness**: develop a content strategy
  - Share content that is useful to your customers
  - Stand out as a leader

- **Build relationships**: engage in conversations but be tactical with whom you engage with.

- **Media contacts**: connect to PR, local & national media journalists, marketing companies.

- **Gain influence**: surround yourself with influencers (be specific to your industry and people that influence your industry)
KPIs

What will you measure and what tools will you use?
## Twitter KPI template

<table>
<thead>
<tr>
<th>Objective</th>
<th>KPI</th>
<th>Targets</th>
<th>Baseline</th>
<th>Competitor</th>
<th>Competitor</th>
<th>Competitor</th>
<th>Month:</th>
<th>Month:</th>
<th>Month:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Social Authority</td>
<td>Followerwonk.com</td>
<td>50+/100</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Brand Awareness</td>
<td>Followers</td>
<td>1% m/m growth</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Brand Awareness</td>
<td>Impressions</td>
<td>50k p/m</td>
<td></td>
<td>N/A</td>
<td>N/A</td>
<td>N/A</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Brand Awareness</td>
<td>% engagement</td>
<td>1% - 1.5%</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Consideration</td>
<td>Time on Site</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Pages Visited</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Conversions</td>
<td>Leads/Sales</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Conversions</td>
<td>PM/DM</td>
<td></td>
<td></td>
<td></td>
<td></td>
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</tr>
</tbody>
</table>
Followerwonk Social Authority

@poloconghaile
Dublin City, Ireland

Social Authority: 78
Followers: 22,541
Time on: 10.23 years
Retweets: 0.0%
@Contacts 79.0%
URL tweets: 40.5%

#WhenWeTravelAgain | Travel Editor, Irish Independent & https://t.co/E5Ythvvsge |
Travel Writer w/ @NatGeoTraveller, @PatKennyNT et al. | Author, Secret Dublin

facebook.com/polococonghailetravel
Social Authority scores of ibec_irl's followers

Social Authority is our rating of a user's influence and engagement on Twitter. It ranges from 1 to 100, where higher scores indicate a person with greater influential activity.

Breakdown

<table>
<thead>
<tr>
<th>Score Range</th>
<th>Count</th>
<th>Percentage</th>
<th>Range</th>
</tr>
</thead>
<tbody>
<tr>
<td>6,482</td>
<td>39.4%</td>
<td>1 to 10</td>
<td></td>
</tr>
<tr>
<td>1,552</td>
<td>9.4%</td>
<td>11 to 20</td>
<td></td>
</tr>
<tr>
<td>1,808</td>
<td>11%</td>
<td>21 to 30</td>
<td></td>
</tr>
<tr>
<td>2,090</td>
<td>12.7%</td>
<td>31 to 40</td>
<td></td>
</tr>
<tr>
<td>2,341</td>
<td>14.2%</td>
<td>41 to 50</td>
<td></td>
</tr>
<tr>
<td>1,703</td>
<td>10.3%</td>
<td>51 to 60</td>
<td></td>
</tr>
<tr>
<td>398</td>
<td>2.4%</td>
<td>61 to 70</td>
<td></td>
</tr>
<tr>
<td>81</td>
<td>0.5%</td>
<td>71 to 80</td>
<td></td>
</tr>
<tr>
<td>4</td>
<td>0%</td>
<td>81 to 90</td>
<td></td>
</tr>
</tbody>
</table>
Most active hours of ibec_irl's followers

This chart breaks down the hourly Twitter activity of ibec_irl's followers.
Comparison of followers of ibec_irl & isme_ie & SFA_Irl

- 16,469 followers of ibec_irl
- 8,998 followers of isme_ie
- 9,734 followers of SFA_Irl

- followers only of ibec_irl: 9,915 (42.1%)
- followers only of isme_ie: 2,837 (12.0%)
- followers only of SFA_Irl: 3,039 (12.9%)
- followers only of ibec_irl & isme_ie: 1,069 (4.5%)
- followers only of ibec_irl & SFA_Irl: 1,603 (6.8%)
- followers only of isme_ie & SFA_Irl: 1,210 (5.1%)
- followers of all three: 3,882 (16.5%)

Combined total followers: 23,555
Your Tweets earned **24.4K impressions** over this **29 day** period.
+ Twitter Insights

Engagement rate
1.0%
Mar 19
0.0% engagement rate

Link clicks
41
Mar 19
0 link clicks

On average, you earned 1 link clicks per day

Likes
133
Mar 19
0 likes

On average, you earned 5 likes per day

Replies
14
Mar 19
0 replies

On average, you earned 1 replies per day
Phlanx Engagement Calculator

Calculates based on public data e.g. likes, replies and retweets as a percent of your followers
### Performance

<table>
<thead>
<tr>
<th>Metric</th>
<th>Count</th>
<th>Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tweets</td>
<td>51</td>
<td>155%</td>
</tr>
<tr>
<td>Retweets</td>
<td>7</td>
<td>56%</td>
</tr>
<tr>
<td>Impressions</td>
<td>11.3k</td>
<td>16%</td>
</tr>
<tr>
<td>Engagements</td>
<td>372</td>
<td>23%</td>
</tr>
<tr>
<td>Replies</td>
<td>10</td>
<td>100%</td>
</tr>
<tr>
<td>Clicks</td>
<td>18</td>
<td>500%</td>
</tr>
<tr>
<td>Likes</td>
<td>71</td>
<td>19%</td>
</tr>
<tr>
<td>New Followers</td>
<td>48</td>
<td>337%</td>
</tr>
</tbody>
</table>

### Average performance

<table>
<thead>
<tr>
<th>Metric</th>
<th>Count</th>
<th>Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Average impressions per tweet</td>
<td>223</td>
<td>54%</td>
</tr>
<tr>
<td>Average engagements per tweet</td>
<td>7</td>
<td>53%</td>
</tr>
<tr>
<td>Average clicks per tweet</td>
<td>0</td>
<td></td>
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</tbody>
</table>
Buffer Analyze – by date

Metrics breakdown

- Engagement Rate
- Total Followers
- Tweets
- Impressions
- Engagements
- Retweets
- Likes
- Clicks
- Replies
- New Followers
- Engagement Rate

Engagement Rate: 3.68% (↓3%)
Previous Period: 3.80%
Buffer Anayze – Tweet Analysis

February 14, 07:50 pm
Happy Valentine’s Day 💑❤️️🎉🎈voie https://t.co/IHGLKV6CGY

<p>| | | | | | |</p>
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</tr>
</thead>
<tbody>
<tr>
<td>Clicks</td>
<td>Retweets</td>
<td>Likes</td>
<td>Impressions</td>
<td>Eng. Rate</td>
<td></td>
</tr>
<tr>
<td>0</td>
<td>1</td>
<td>6</td>
<td>391</td>
<td>6.60%</td>
<td></td>
</tr>
</tbody>
</table>
Buffer Analyze – Tips

Which is the best type of post?

**Photo**
posts earn the highest engagement

Which is the best frequency to post?

**Three times daily**
is your most effective posting frequency
Using Twitter
Your profile

Pól Ó Conghaile
@poloconghaile Follows you
Travel Editor, Irish Independent & Independent.ie | Travel Writer contrib. @NatGeoTraveller, @PatKennyNT et al. | Author, Secret Dublin.
Dublin City, Ireland facebook.com/poloconghaile...
Joined January 2010

Irish Ferries
@Irish_Ferries
Fáilte. We're here Mon-Fri: 9am-5pm. For help / to formally contact us, use: bit.ly/1nJZe0w. Or just checking your sailing? bit.ly/1Qu20go
Ireland, Britain & France irishferries.com Joined June 2009
Profile tips

- 160 characters, keep it brief
- Personal vs. business or personal & business
- Introduce yourself – why should people follow
- Only give essential information
- Use hashtags 1 or 2 max
- Show personality
- Include keywords
- Link to other relevant accounts e.g. company
Your username

- Memorable
- Short
- Avoid numbers, dots, dashes and underscores if possible
Change home page from top to most recent
Tweeting

- 280 characters so be concise with up to 4 images.
- Run a poll - Add Gif - Use emojis
- Upload video (max 2mins 20 seconds)

Twitter training today with @LEOCorkCity. A new era for digital marketing with all training moving online
#digitalmarketingtraining #makingithappen
Tweet thread

- Connect tweets to tell a story

Twitter training today with @ibec_irl. It is a new era for digital marketers with all training moving to #onlinetraining. #ibectraining.

Type the rest of your tweet here.
Tagging

- Type @ and their username
- Choose from the list
Running a poll

- Use to crowdssource, get opinions, build interaction, create awareness
- 4 options
- If you need a 5th option ask them to reply
- Run for 1 day max.
- No images
Tips for engagement

✓ Tweet frequently - 1-5 tweets per day (Neil Patel)
✓ Tweet at the optimum times (Followerwonk)
✓ Post visual content e.g. images and video
✓ Use hashtags (2-3)
✓ Engage with replies, retweets and tags
✓ Create an inviting profile
✓ Tag when relevant (image and tweet)
Explore section

Coronavirus: Italy to extend national lockdown
Private Messages

- Change message settings
- Go to settings and privacy
- Privacy and safety
- Direct messages & tick the box
Lists

- Create: private and/or public
- Subscribe to others
- Share as a tweet
- Use to categories topics and/or Twitter accounts
Using Lists

IDA Offices on Twitter
List of IDA’s International Offices on Twitter

IDA Ireland @IDAIRELAND
15 Members  14 Subscribers

Subscribe

IDA Ireland Retweeted

Department of Finance @IRLDeptFinance · 23h
Minister @PaschalD outlines measures to support individuals and businesses
Muting

When you mute words, you won’t get any new notifications for Tweets that include them or see Tweets with those words in your timeline. Learn more

#coronavirus
24h

#covid19
24h

world cup
Forever
Management and scheduling
Twitter scheduling

- Visit https://ads.twitter.com/
- Creatives / tweets
- New Tweet
- Untick Promoted Only
- Create tweet and schedule
Key takeaways

- Define why you are using Twitter and set some targets
- Be creative
- Nurture and build relationships
- Monitor and refine content as needed
Thank You

shennessy@bedynamic.ie