

Measure Your Success on Twitter and Tie it to Organizational Goals

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Road to Twitter Measurement Success

- **Define & Analyze** Key Performance Indicators (KPIs)
- **Measure** Your Twitter Efforts
- **Examine** the Reach of Your Tweets
- **Tie** Twitter Initiatives to Your Organizational Goals
- Tools to **Keep** Your Twitter Strategy on Track

Define & Analyze KPIs

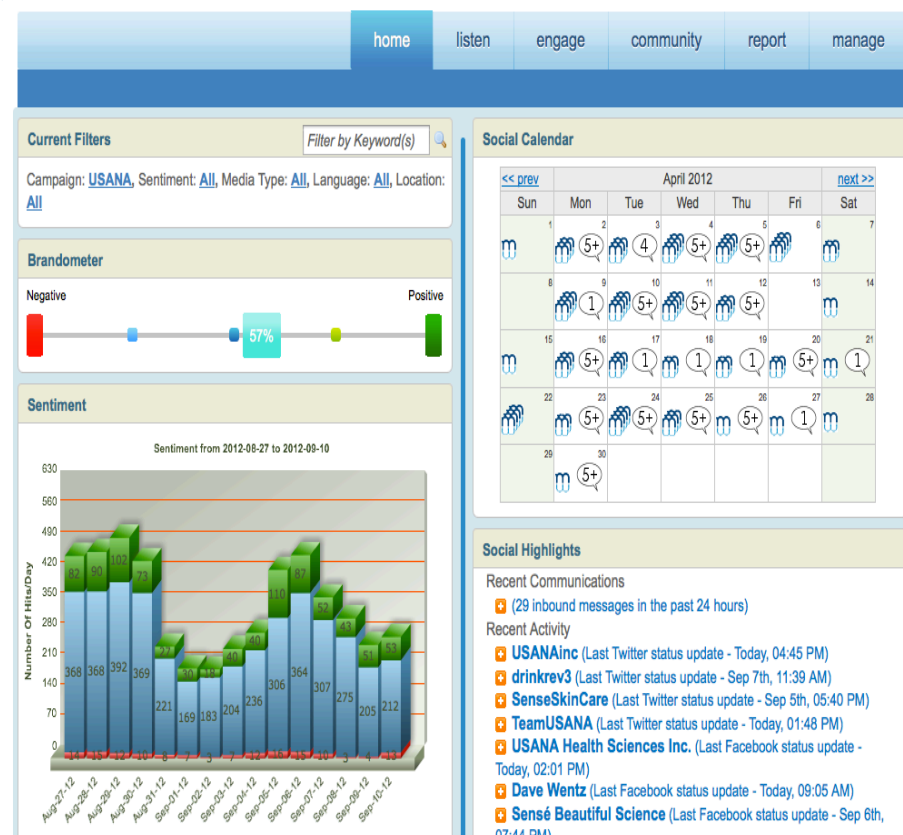
- Convince & Educate
- Brand Awareness
- Customer Service



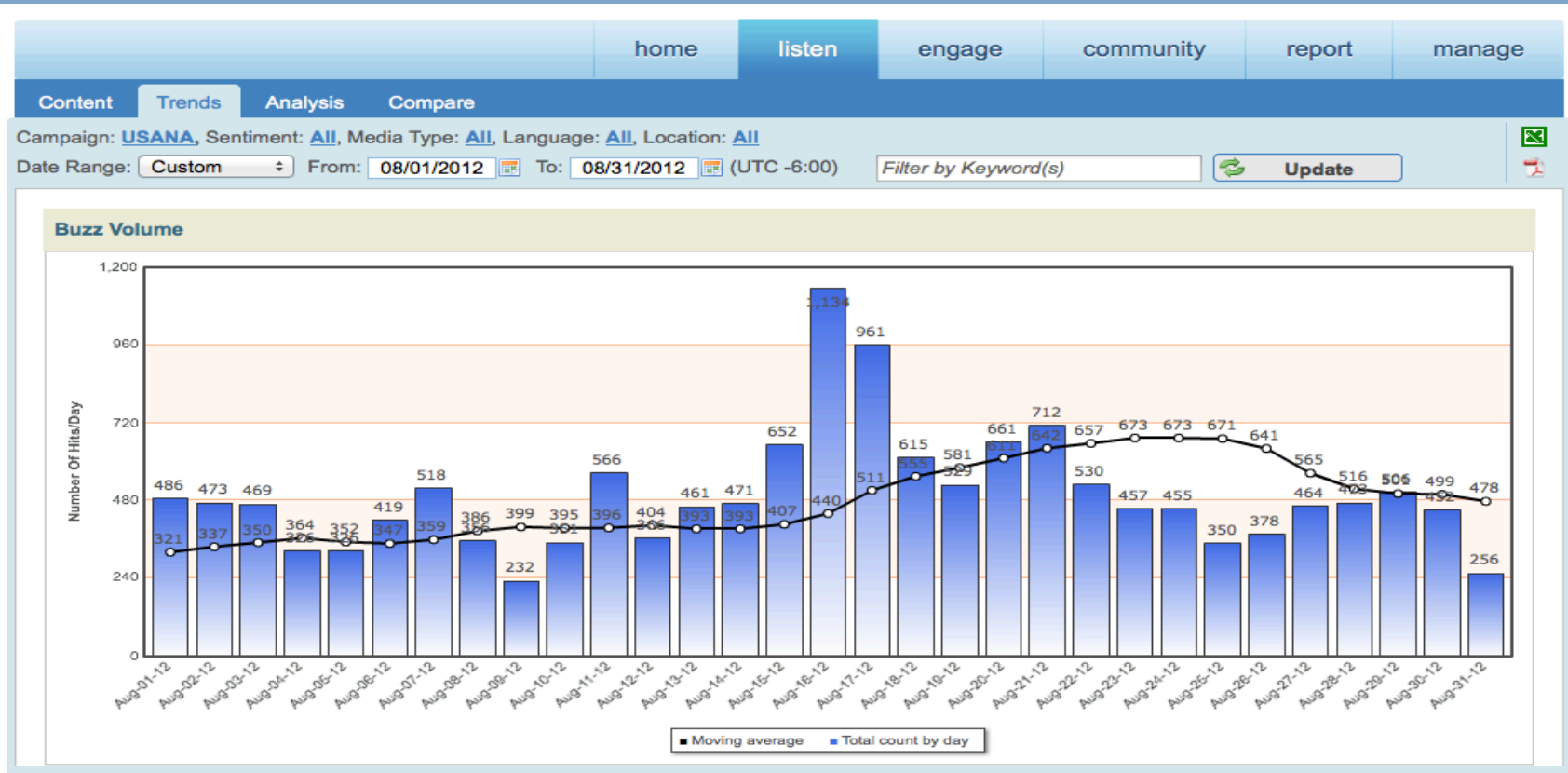
- 3.1 Million Followers

Determining What Matters Most

- What We Do at USANA
- Be Present & Responsive
- What Matters Most?



Measure Your Twitter Efforts




➤ Social CRM

Examine the Reach of Your Tweets


Lists Subscribed to / Member of

Convention Tweeters by USANA, Inc.
Corporate & Associates who actively tweet.
92 members

Health & Happiness Summit by USANA, Inc.
Speakers who participated in the Health & Happiness Summit on Feb. 25, 2012
7 members

USANA Influencers by USANA, Inc. 
Non-Athlete USANA Influencers
39 members

Corporate Employees by USANA, Inc.
USANA Health Sciences, Inc., Twitter accounts who tweet on behalf of USANA.
44 members

USANA - Key by USANA, Inc. 
84 members

Health News by USANA, Inc. 
18 members


Health and Fitness by USANA, Inc. 
34 members


➤ Manage Lists

➤ Spot Key Influencers

➤ Explore Other Channels

How to Spot Key Influencers

C Crowdbuster [Dashboard](#) [Invites](#) [Upgrade](#) [Settings](#) [New Tweet](#)  timharan ▼


 **Tim Haran**
@timharan











[Impressions](#)
[Follower Growth](#)
Influential Followers
[Top Retweeters](#)


953 Followers
1,779 Tweets
807 Mentions
269 Retweets















Daily changes (on the right) since 12:00AM PDT.

[Invite your friends \(5\)](#)

 **WHO ARE MY FOLLOWERS?**

 Zappos.com CEO -Tony
 Daniel Brusilovsky
 SundanceFilmFestival
 kurosaki's sale 1
 Pete Zdanis
 PepsiCo
 WTA
 Idol News
 Jason Falls
 Christopher Penn

 **WHO ARE MY FOLLOWERS?**

 Zappos.com CEO -Tony	2,616,450	 Guy Kawasaki	1,160,759
 Daniel Brusilovsky	409,876	 Mari Smith	163,628
 SundanceFilmFestival	152,986	 Rick Myers	124,950
 kurosaki's sale 1	120,169	 Social Media Club	118,768
 Pete Zdanis	87,093	 Sarah Evans	81,989
 PepsiCo	75,936	 Jeff Herring	74,979
 WTA	72,909	 Jay Baer	63,971

[More](#)



Examples of Influencer Success



The players have had fun guessing how many vitamins are in this jar. Make your guess now! @USANAinc #tennis
yfrog.com/nxzzyp



YFrog

1 hour ago via TweetDeck ☆ Favorite ⇄ Retweet ↩ Reply



Mariel Hemingway ✓

@MarielHemingway

Following



It's Official: USANA a 'Best Place' to Work. Again. | What's Up, USANA?

whatsupusana.com/2012/08/usana-...

↩ Reply ⇄ Retweet ★ Favorite

➤ WTA = 73K

➤ Mariel Hemingway = 451K

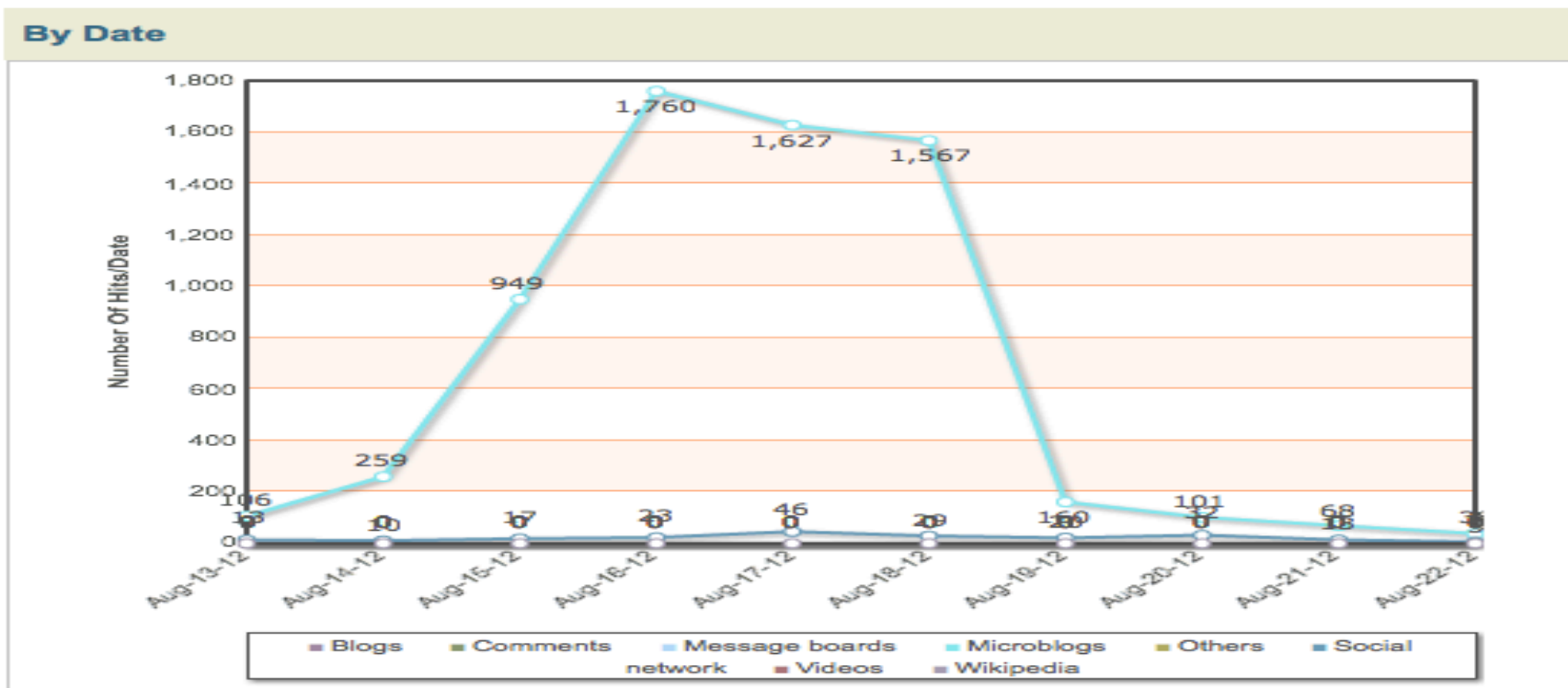
Twitter → Organizational Goals

- What *ARE* Your Goals?
- Understand Your Audience
- Give People Reason to Care



USANA12 Case Study: Twitter Success

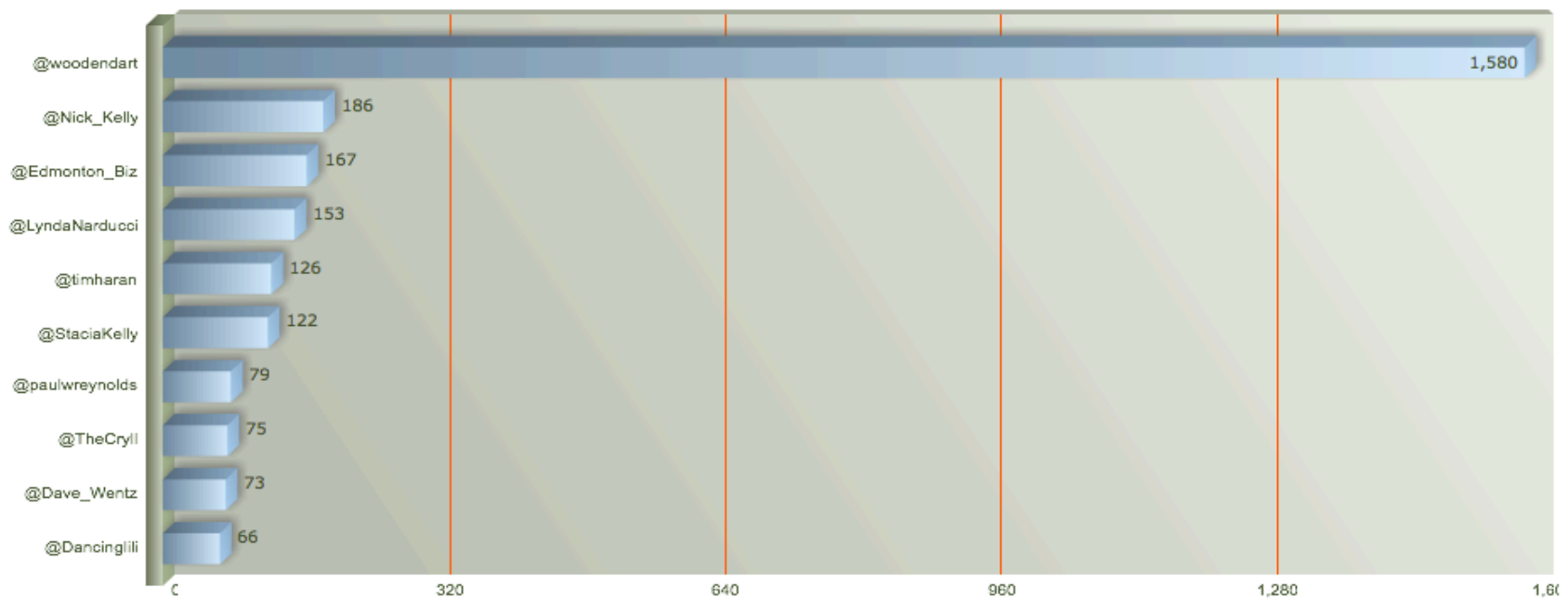
➤ Recognizing Engagement/Interaction



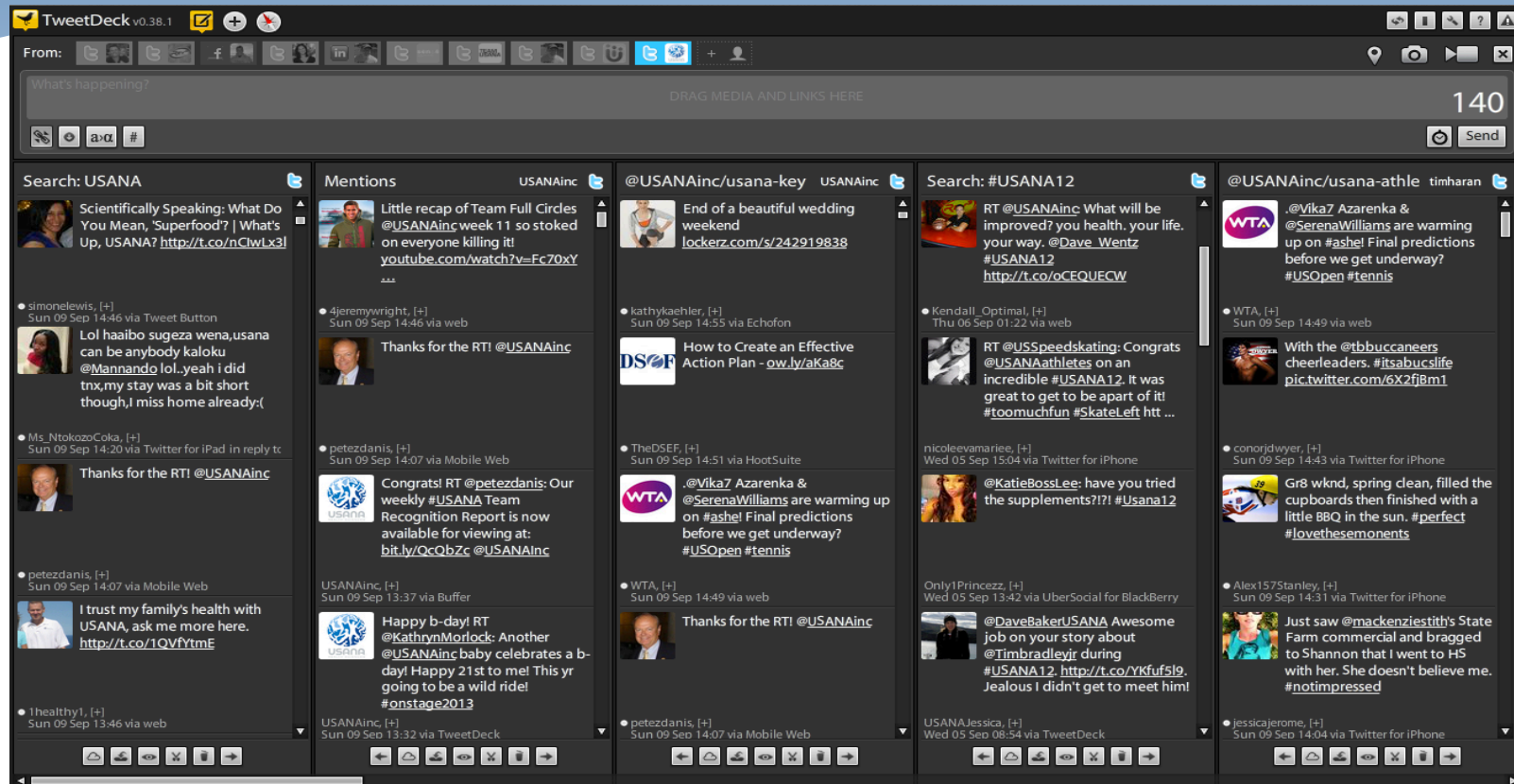
USANA12 Case Study: Twitter Success

➤ Top Influencers

Top Influencers from 2012-08-13 to 2012-08-22



Our Must-Have Twitter Tools



➤ Tweetdeck www.tweetdeck.com

Our Must-Have Twitter Tools

Saturday 8th September

7:49 PM

One week from today @MikeLeeBoxer steps into the ring. We'll be cheering on the @TeamUSANA athlete, will you?



12

↻ retweets

0

↻ mentions

12.9k

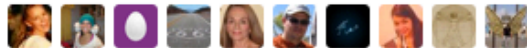
👤 potential

0

★ favorites

5:20 PM

Currently No. 4 on What's Up, USANA's most-read list. Learn more about BiOmega <http://buff.ly/PStg4L>



7

↻ retweets

0

↻ mentions

33

👤 clicks

11.8k

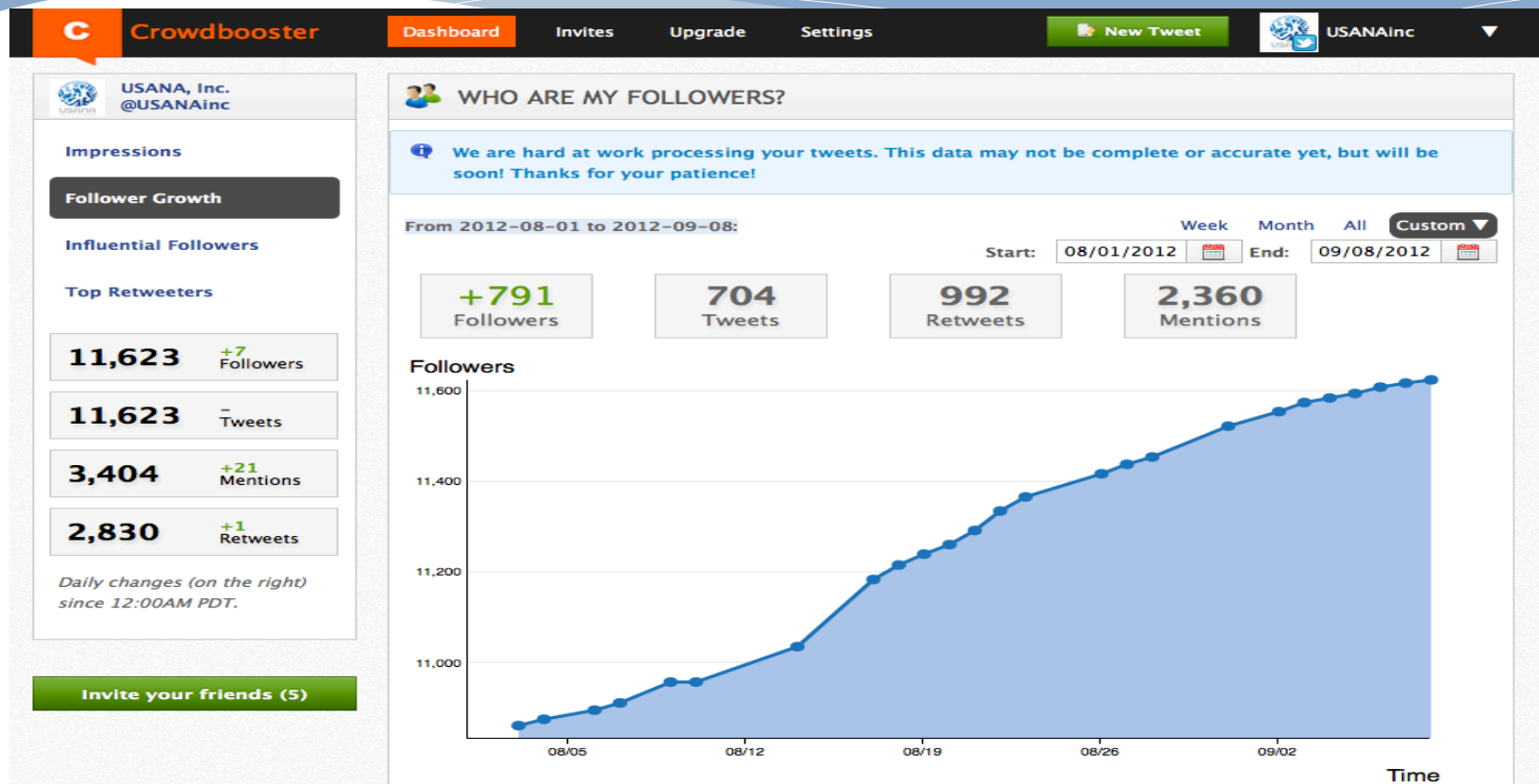
👤 potential

2

★ favorites

➤ Buffer www.bufferapp.com

Our Must-Have Twitter Tools



➤ Crowdboster www.crowdboster.com

Twitter Measurement Takeaways

1. **Monitor.** Be responsive and consistent.
2. **Look for opportunities.** Offer value to your followers & capitalize on exponential nature.
3. **What do you want to achieve?** Define your goals & see how Twitter can help you get there.

Thank You!

bit.ly/tim-prnews

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follow the leader
@USANAinc