

Engagement Tactics: Building Your Brand On Twitter

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Hashtags Decoded



- What is a Hashtag?

“A way to denote a topic of conversation or participate in a larger linked discussion, such as #AmericanIdol.”
- Why use them?
 - Discovery tool that organizes/categorizes tweets
 - Target your audience
 - Increase Retweets
 - Build follower count

Hashtags: Best Practices

- Leverage existing hashtags
 - Industry-related
 - Trending Topics
 - Events, holidays, etc.
- Create your own hashtag for... campaigns, contests, live chats & event promotion
 - Best-practices:
 - Make sure you can own it
 - Pick industry/brand keywords
 - Keep it short
 - Promote it!



Utilizing Direct Messages

- What is a DM?

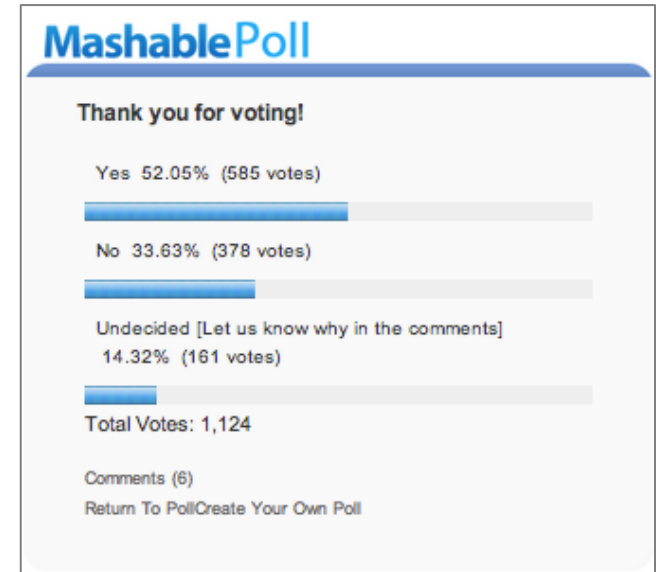
“A direct message (DM) is a private message sent via Twitter to one of your followers.”

*Note: You can only send a direct message to a user who follows you; you can only receive direct messages from users you follow.

- Welcome message to new followers:
 - Auto DM: brief thank you with a quick link to the most relevant business material you have to offer
 - Customized message
- Customer Service tool:
 - Exchange contact information
 - Answer more detailed questions & resolve issues “offline”
- PR Outreach:
 - Media & influencer outreach

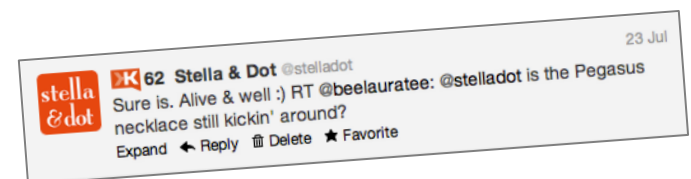
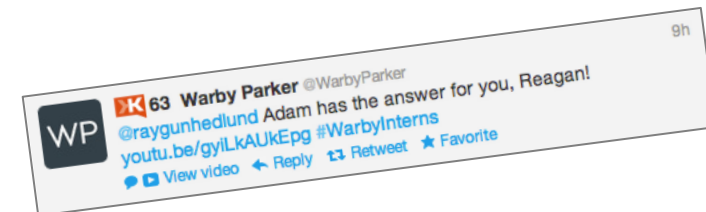
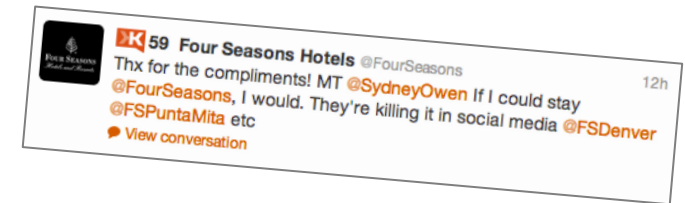
@StellaDot

“Do You Dislike Auto DMs?”



Building Brand Advocates

- The best way to build brand advocates is to...
 - Promptly respond to messages
 - Reach out & thank individuals for sharing your content
 - Be human
 - Don't take your audience for granted
- Examples:
 - Customized thank you messages
 - Group “shout outs” with purpose
 - Retweeting positive feedback
 - Twitter “lists”



Key Takeaways

- Expand your reach with **hashtags**
 - Utilize existing hashtags & create your own
- **Direct messages:**
 - Be cautious of spam
 - Customer service tool
- **Building loyal fans on Twitter:**
 - Community size means nothing without engaged fans
 - Be authentic
 - Reward fans through recognition