



Using Paid Twitter Promotions to Amplify Owned Media

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Setting the Stage



- Corporate Strategy identifies 25-40 key capabilities or products for focus.
- Corporate Communications designs campaigns to amplify the visibility.
- Visible Infrared Imaging Radiometer Suite (VIIRS) provides critical data for accurately monitoring global weather and climate patterns aboard the Suomi NPP spacecraft.
- Suomi NPP is a bridge mission between the current polar weather satellite system and The National Oceanic and Atmospheric Administration's Joint Polar Satellite System (JPSS).

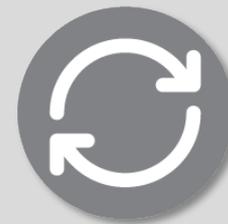
Defining Goals & How We'll Measure

Goals

- Broaden awareness for value of the VIIRS data set
- Expand visibility of high-fidelity VIIRS imagery to the international community via mobile application
- Enhance Raytheon Space branding with the app's interactive experience
- Reach Target Audiences:
 - NOAA, NASA and their international counterparts
 - Weather-focused government and military leaders
 - Global meteorology community
 - Weather enthusiasts and the public
 - Employees

Measurements

- Page visits to the feature story
- Engagement rate with promoted tweets (as well as geographic and anecdotal data)
- Downloads of the app
- Earned media
- Customer feedback



Computer App Roll Out Strategy

- Launch tied to American Meteorological Society Conference
- Conference booth signs promoted the app for download
- Post Feature Article on Raytheon.com
- Promote on social media channels, including targeted Twitter Ad campaign
- Promote on employee intranet and facility digital signs



VIIRS VIEW
SPINNING MARBLE



**GET YOUR OWN VIIRS VIEW
SPINNING MARBLE**
AT RAYTHEON.COM
KEYWORD: VIIRSVIEW

VIIRS View illustrates three types of data sets – visible imagery, chlorophyll concentration and low-light imagery – a subset of the information provided by the satellite. The satellite provides critical data for accurately monitoring the Earth's environment. The National Polar-orbiting Partnership (NPP) is a joint project between the United States and Japan, and is aboard the International Space Station.

For more than 45 years, Raytheon's decision support solutions have helped global climate patterns and management.



Twitter Ads Are Just One Piece of the Campaign

Tweets Must Drive to Compelling Content

Contact Us | Connect With Us | RTN 98.08 (+0.75)

Raytheon

Our Company Capabilities Corporate Responsibility Diversity News Investor Relations Careers

Home > News > Raytheon Feature Stories

Media Contacts
Trade Show Calendar
Social Media
News Releases
Raytheon Feature Stories
Technology Today Magazine

Spinning Around the Globe: Free Computer App Delivers Satellite Imagery

Last Updated: 02/04/2014*

A new computer application gives users a satellite view of the Earth in countless combinations of visible light imagery, low-light nighttime imagery and concentrations of ocean chlorophyll.

With Raytheon's [VIIRS View](#), users can swoosh over storm patterns emerging above Antarctica or zoom in on fishing fleets lined up off the coast of Japan at night. They can compare the relationship between chlorophyll in the ocean and continental shorelines.



VIIRS View provides a glimpse into the type of data meteorologists and climatologists use every day to track the weather and monitor the Earth's environment. All of the data was generated by the Raytheon-built [Visible Infrared Imaging Radiometer Suite](#) currently flying aboard the NOAA/NASA [Suomi National Polar-orbiting Partnership \(NPP\)](#) spacecraft. [Suomi NPP](#) serves as the precursor to the next generation weather and environmental forecasting [Joint Polar Satellite System](#).

VIIRS View is available for free on Raytheon's [VIIRS download page](#).

Users can change the levels of each dataset by adjusting the bars under tiny globes at the bottom of the screen. They can zoom in by clicking, or get more information by selecting the "i" icon.

VIIRS collects data in 22 bands of the electromagnetic spectrum, providing critical information that can help improve planning, and reduce costs, associated with major weather events. VIIRS View illustrates three of these data sets:

Raytheon

Home > News > Raytheon Feature Stories

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Setting up Promoted Tweets in Timeline

<ul style="list-style-type: none"> NASA @NASA 	<ul style="list-style-type: none"> NOAA @NOAA
<ul style="list-style-type: none"> NASA Climate @EarthVitalSigns 	<ul style="list-style-type: none"> NOAA Ocean Explorer @oceanexplorer
<ul style="list-style-type: none"> NOAA Ocean Today @NOAAOceanToday 	<ul style="list-style-type: none"> NOAA's Ocean Service @noaaocan
<ul style="list-style-type: none"> NASA HQ PHOTO @nasahqphoto 	<ul style="list-style-type: none"> Nat Geo Channel @NatGeoChannel
<ul style="list-style-type: none"> NASA Goddard @NASAGoddard 	<ul style="list-style-type: none"> National Weather Assn @nwas
<ul style="list-style-type: none"> The Weather Channel @weatherchannel 	<ul style="list-style-type: none"> NASA Earth @NASA_EO
<ul style="list-style-type: none"> CNN Weather Center @CNNweather 	<ul style="list-style-type: none"> NOAA Communications @NOAAComms
<ul style="list-style-type: none"> NOAA Satellites @NOAASatellites 	<ul style="list-style-type: none"> Scott Bachmeier @CIMSS_Satellite
<ul style="list-style-type: none"> AMS @ametsoc 	<ul style="list-style-type: none"> NASA ICE @NASA_ICE
<ul style="list-style-type: none"> NASA Goddard Images @NASAGoddardPix 	<ul style="list-style-type: none"> TWC Breaking @TWCBreaking
<ul style="list-style-type: none"> BBC Weather @bbcweather 	<ul style="list-style-type: none"> Natl Hurricane Ctr @NHC_Atlantic
<ul style="list-style-type: none"> NWS @NWS 	<ul style="list-style-type: none"> NASA_NPP @NASA_NPP

10.9M
ESTIMATED AUDIENCE SIZE

TARGETING SUMMARY

- Your followers and users like them
- Like followers of any of 24 users
 - Enter interests

AND From anywhere
AND On all platforms
AND Any gender

WITH ADS SHOWN IN
Users' timelines



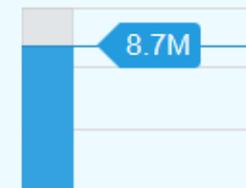
CAMPAIGN WILL

- Start on Feb 4, 2014
- AND Stop after \$1,000 total spent
- OR Stop on Feb 7, 2014

BUDGETING

- Pay at most \$250 per day
- AND Pay \$0.01—\$1.85 per engagement

ESTIMATED REACH



Estimated reach
Targeted audience



Target People Similar To @User's Followers

Promoted Tweets Feb. 4



Spin the globe: You can adjust, zoom + rotate to explore VIIRS' view of Earth
raytheon.com/newsroom/featu...
pic.twitter.com/hPN6QSYYhw

Reply Delete Favorite More



2:13 PM - 4 Feb 2014

Flag media



Spin the globe: You can adjust, zoom + rotate to explore VIIRS' view of Earth
raytheon.com/newsroom/featu...

Reply Delete Favorite More

2:14 PM - 4 Feb 2014



Which Tweet Performed Better?

Check In On Tweets Promoted Feb. 4

- Compare tweet performance:
 - The tweet with the image performed better all around: an 8x higher engagement rate, more retweets, followers, and significantly lower CPE
- Compare to benchmarks:
 - Industry average CPE in Timeline: \$1.50-1.85
 - Industry average engagement rate is 0.6-1.0%

Tweet	Start	Impressions		Engagements ?				Eng. rate	eCPE ?
Campaign totals	-	67,833	6,603	112	6	48	-	9.98%	\$0.04
Raytheon @Raytheon Spin the globe: You can adjust, zoom + rotate to explore VIIRS' view of Earth raytheon.com/newsroom/featu... pic.twitter.com/hPN6QSYyh	4 Feb 2014	60,373	6,512	111	5	46	-	11.05%	\$0.03
Raytheon @Raytheon Spin the globe: You can adjust, zoom + rotate to explore VIIRS' view of Earth raytheon.com/newsroom/featu...	4 Feb 2014	7,460	91	1	1	2	-	1.27%	\$0.22

Tweets With Images Perform Better

Promoted Tweet Feb. 5

 Raytheon 
@Raytheon

Swoosh over storm patterns and zoom in on colorful shorelines. Explore Earth:
raytheon.com/newsroom/featu...
pic.twitter.com/RoJiraxWQo

 Reply  Delete  Favorite  More



RETWEETS 171 FAVORITES 129 

9:01 AM - 5 Feb 2014 Flag media

**107,545 impressions,
10,486 clicks, 67 followers,
9.99% engagement rate**

 Raytheon 
@Raytheon

Spin the globe: You can adjust, zoom + rotate to explore VIIRS' view of Earth
raytheon.com/newsroom/featu...
pic.twitter.com/hPN6QSYHw

 Reply  Delete  Favorite  More



RETWEETS 822 FAVORITES 677 

2:13 PM - 4 Feb 2014 Flag media

**356,964 impressions,
39,972 clicks, 279 followers,
11.52% engagement rate**



Our Original Tweet with Image Still Performed Better

Compare Promoted and Organic Tweets

Organic

 **Raytheon** 
@Raytheon

Spin the globe: adjust, zoom + rotate to explore VIIRS' view of Earth rtn.co/LNgBo1
[#AMS2014 pic.twitter.com/jJoCYDRMyr](https://pic.twitter.com/jJoCYDRMyr)

 Reply  Delete  Favorite  More



RETWEETS 22 FAVORITES 16

6:15 PM - 4 Feb 2014 Flag media

198 clicks, RT'd to 14,200

Promoted

 **Raytheon** 
@Raytheon

Spin the globe: You can adjust, zoom + rotate to explore VIIRS' view of Earth
raytheon.com/newsroom/featu...
pic.twitter.com/hPN6QSYYhw

 Reply  Delete  Favorite  More



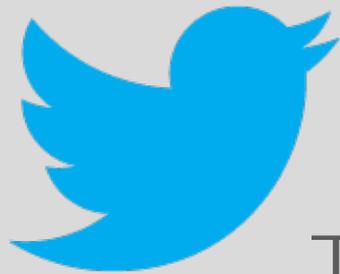
RETWEETS 822 FAVORITES 677

2:13 PM - 4 Feb 2014 Flag media

39K clicks, 357K impressions

37x More Retweets from Promotion

Promoted Tweets Results



486,716

TOTAL IMPRESSIONS



50,873

CLICKS



1,040

RETWEETS



358

NEW FOLLOWERS

Average engagement rate of 10.75%

Average cost per engagement of \$0.02



Which @Handles Earned the Most RTs?

Handle	Impressions	Engagements [?]					Eng. rate	eCPE [?]
		Retweets	Replies	Retweets	Replies	Retweets		
Campaign totals	371,913	37,229	773	42	251	-	10.30%	\$0.02
@NASA	270,841	25,289	557	33	157	-	9.61%	\$0.02
@NASA_EO	38,582	5,566	201	9	75	-	15.17%	\$0.02
@NASAGoddardPix	36,950	5,270	189	9	73	-	15.00%	\$0.02
@NOAAComms	15,806	2,184	91	4	21	-	14.55%	\$0.03
@NASAGoddard	14,189	2,022	88	6	30	-	15.12%	\$0.02
@NOAASatellites	13,742	1,926	87	4	27	-	14.87%	\$0.02
@EarthVitalSigns	11,554	1,672	85	6	31	-	15.53%	\$0.01
@nasahqphoto	15,704	2,188	82	6	28	-	14.67%	\$0.01
@NatGeoChannel	24,425	2,580	79	6	23	-	11.01%	\$0.01
@NOAA	8,098	1,057	62	2	10	-	13.97%	\$0.01
@noaaocan	6,221	781	44	3	8	-	13.44%	\$0.02
@Raytheon	4,036	496	32	1	8	-	13.31%	\$0.02
@oceanexplorer	2,830	331	16	-	1	-	12.30%	\$0.02
@NOAAOceanToday	3,008	350	15	-	0	-	12.13%	\$0.02
@NHC_Atlantic	2,223	296	13	1	3	-	14.08%	\$0.02
@nwas	2,783	385	12	1	5	-	14.48%	\$0.02
@CIMSS_Satellite	1,801	268	10	1	5	-	15.77%	\$0.02
@weatherchannel	2,754	370	9	-	3	-	13.87%	\$0.02
@NWS	1,841	281	8	-	2	-	15.81%	\$0.02
@ametsoc	1,419	221	6	1	6	-	16.49%	\$0.02
@TWCBreaking	895	125	6	-	0	-	14.64%	\$0.01
@bbcweather	1,714	238	2	-	0	-	14.00%	\$0.06
@CNNweather	857	103	2	-	0	-	12.25%	\$0.01
@NASA_ICE	171	23	1	-	0	-	14.04%	\$0.01



Where Were Our Tweets Promoted?

Worldwide

Location (Impressions | Engagement Rate)

1. United States (10,301 | 9.18%)
2. United Kingdom (6,043 | 10.52%)
3. Turkey (17,945 | 12.5%)
4. Indonesia (27,855 | 8.26%)
5. Spain (16,363 | 14.28%)
6. India (27,853 | 9.21%)
7. Philippines (26,490 | 6.77%)
8. Mexico (17,310 | 10.61%)
9. Malaysia (15,606 | 7.84%)
10. Canada (2,480 | 10.08%)

Promoted tweets reached U.S., Canada, India, and UK all Target Audiences



Twitter Dashboard by Geography

Location	Impressions	Engagements [?]					Eng. rate	eCPE [?]
Campaign totals	371,913	37,229	773	42	251	-	10.30%	\$0.02
United States	10,301	923	8	3	12	-	9.18%	\$0.09
United Kingdom	6,043	628	7	-	1	-	10.52%	\$0.12
Turkey	17,945	2,198	30	2	13	-	12.50%	\$0.02
Indonesia	27,855	2,218	60	2	21	-	8.26%	\$0.02
Spain	16,363	2,279	49	1	8	-	14.28%	\$0.01
India	27,853	2,508	49	2	7	-	9.21%	\$0.01
Philippines	26,490	1,748	29	1	15	-	6.77%	\$0.01
Mexico	17,310	1,776	42	2	17	-	10.61%	\$0.01
Malaysia	15,606	1,189	28	1	6	-	7.84%	\$0.01
Canada	2,480	243	3	-	4	-	10.08%	\$0.07

U.S., Canada, India, and UK all Target Audiences

Amplification Led to Earned Media

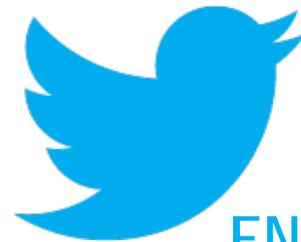


After the Daily Mail story, we saw **18,000** downloads in one day.

App Campaign Overall Results



20,000+
VISITS
TO SITE



10.75%
SOCIAL MEDIA
ENGAGEMENT RATE

- Accounted for **nearly 50% of all Web feature traffic** in February
- **Three times as many views as next leading story**
- **10,000 hits in first day**, 5,000 visits to VIIRS landing page (linked from the app)
- In the 1st quarter of 2014, **we've tripled web visits year-over-year**



50,873
CLICKS



1,040
RETWEETS



358
NEW FOLLOWERS

\$0.02

Average cost per engagement

90,000 DOWNLOADS

DIRECT CUSTOMER FEEDBACK

Twitter Ads Key Takeaways

<p>The content to which you drive traffic needs to be engaging</p>	<p>Increase engagement rates: target based on keywords or @usernames to target people similar to that user's followers</p>	<p>Promoted posts with an image earn significantly higher engagement rates.</p>
<p>Be hands-on: monitor and tweak</p>	<p>Let the Twitter algorithm A/B test for you by loading more than one tweet (but remember to change only one item)</p>	<p>Lesson learned: use an image that fits the preview pane 2:1 ratio so it does not need to be expanded (triggering a click)</p>
<p>Get to know your Twitter Ads rep(s)</p>	<p>Use Twitter Cards and Conversion Tracking</p>	<p>Keep clickable items to a minimum (avoid # and @)</p>

