Using Paid Twitter Promotions to Amplify Owned Media

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Global Communications

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).

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Defining Goals & How We'll Measure

Raytheon

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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

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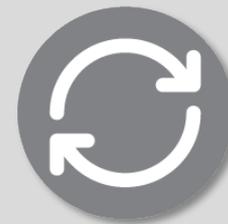
Computer App Roll Out Strategy

- 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 provides critical data for accurately National Polar-orbiting Partnership (N aboar

For more than 45 years, Raytheon decision support solutions have h global climate patterns and mai

Twitter Ads Are Just One Piece of the Campaign

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Tweets Must Drive to Compelling Content

Setting up Promoted Tweets in Timeline

× NASA @NASA	× NOAA @NOAA		
× NASA Climate @EarthVitalSigns	× NOAA Ocean Explorer @oceanexplorer		
× NOAA Ocean Today @NOAAOceanToday	× NOAA's Ocean Service @noaaocean		
× NASA HQ PHOTO @nasahqphoto	× Nat Geo Channel @NatGeoChannel		
× NASA Goddard @NASAGoddard	× National WeatherAssn @nwas		
× The Weather Channel @weatherchannel	× NASA Earth @NASA_EO		
× CNN Weather Center @CNNweather	× NOAA Communications @NOAAComms		
× NOAA Satellites @NOAASatellites	× Scott Bachmeier @CIMSS_Satellite		
× AMS @ametsoc	× NASA ICE @NASA_ICE		
× NASA Goddard Images @NASAGoddardPix	× TWC Breaking @TWCBreaking		
× BBC Weather @bbcweather	× Natl Hurricane Ctr @NHC_Atlantic		
× NWS @NWS	× 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

8.7M
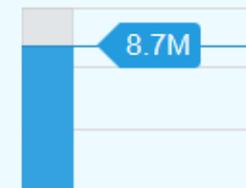
■ Estimated reach
□ Targeted audience

Target People Similar To @User's Followers

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

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Which Tweet Performed Better?

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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
R Raytheon @Raytheon 4 Feb 2014 Spin the globe: You can adjust, zoom + rotate to explore VIIRS' view of Earth raytheon.com/newsroom/featu... pic.twitter.com/hPN6QSYYhw	4 Feb	60,373	6,512	111	5	46	-	11.05%		$0.03
R Raytheon @Raytheon 4 Feb 2014 Spin the globe: You can adjust, zoom + rotate to explore VIIRS' view of Earth raytheon.com/newsroom/featu...	4 Feb	7,460	91	1	1	2	-	1.27%		$0.22

Tweets With Images Perform Better

Promoted Tweet Feb. 5

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

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

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

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RETWEETS 22 FAVORITES 16

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198 clicks, RT'd to 14,200

Promoted

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RETWEETS 822 FAVORITES 677

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39K clicks, 357K impressions

37x More Retweets from Promotion

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4/9/2014 | 10

Promoted Tweets Results
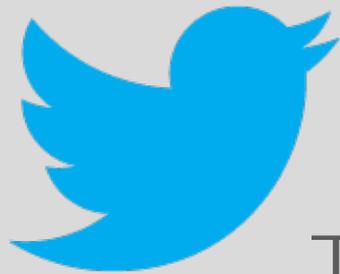
486,716
TOTAL IMPRESSIONS

50,873
CLICKS

1,040
RETWEETS

358
NEW FOLLOWERS

Average engagement rate of 10.75%

Average cost per engagement of $0.02

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Which @Handles Earned the Most RTs?

Handle	Impressions	Engagements					Eng. rate	eCPE
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
@noaaocean	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

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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

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raytheon.com/newsroom/featu…
pic.twitter.com/hPN6QSYYhw

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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

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Amplification Led to Earned Media

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

App Campaign Overall Results

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20,000+
VISITS
TO SITE

- 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**
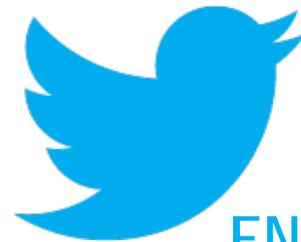
10.75%
SOCIAL MEDIA
ENGAGEMENT RATE

50,873
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$0.02
Average cost per engagement

90,000 DOWNLOADS

DIRECT CUSTOMER FEEDBACK

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Twitter Ads Key Takeaways

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

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