

Go Beyond 140 Characters with Twitter to Build Your Brand

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#Summit16

EVERYWHERE®

Everywhere your brand wants to be.

The Beast

- 320 million monthly users
- 80% users on mobile
- Global service



Ellen DeGeneres 

@TheEllenShow



Follow

If only Bradley's arm was longer. Best photo ever. [#oscars](#)

10:06 PM - 2 Mar 2014



3,340,164



2,160,804

How to Win Twitter

- One-on-one communication
- Use hashtags
- Know Twitter Analytics
- Be visual! Gifs and Videos

One-on-One...Kinda

- @ tweets are not completely private
- Direct Messages are “internet private”



christine golic
@NDmom

23 Mar

Hearing Aloe Blacc sing The Candyman song on the @mmschocolate commercial during @MikeAndMike broadcast starts my day with a smile. #loveit



M&M'S® Brand ✓
@mmschocolate

Follow

.@NDmom No better way to start your day! Can you DM us for a sweet treat? – The M&M'S Crew pic.twitter.com/ujSKaJfW67
2:27 PM - 23 Mar 2016



9 22

One-on-One Tips

- Be human
- Be quick
- Provide Value
- @ select people see the tweet
- .@ everyone sees the tweet
- DM directly to the customer

#Hashtag



Hashtags

- Help in discovery
- 16% boost in retweets
- Organize conversations



Atlanta Trends · [Change](#)

#PurposeTourAtlanta

25.3K Tweets

G-Day

9,089 Tweets

#DolanTwinsOnTour

232K Tweets

#Hamiltome

10.9K Tweets

Ronaldo

569K Tweets



Culinary Council @CulinaryCouncil · 5h

For #GrilledCheese Sandwich Day take a break & try @NancySilverton's remix on the classic. tinyurl.com/zpb6r9d



2



5



@KelleyMcLees

#Social16



DiGiorno Pizza 

@DiGiornoPizza

#WhyIStayed You had pizza.

9/8/14, 11:11 PM

Tips for Using Hashtags

- Participate in trends but research them first!
- Don't use too many hashtags (one or two for Twitter)
- #CapitalizeEachWord
- Create unique but SIMPLE hashtag for campaigns

Twitter Analytics



Search Twitter



 Tweet

Everywhere Agency

View profile

Lists

Help

Keyboard shortcuts

Twitter Ads

Analytics

Settings

Log out

 Follow

Tweets

Top Tweets

Tweets and replies

Promoted

Impressions

Engagements

Engagement rate

**Everywhere Agency** @beEverywhere · 13m

Who has a shorter **#attention** span - **#Millennials** or Goldfish? You'd be surprised... ow.ly/10svfk
pic.twitter.com/kR6HfWUAYW

[View Tweet activity](#)

237

6

2.5%

**Everywhere Agency** @beEverywhere · 3h

How are brands using **@WeChatApp** , **@YikYakApp** , **@WhatsApp** & more? **@kelleymclees** shares these **#MessagingApps** powers. bit.ly/1SECbG9

[View Tweet activity](#)

159

3

1.9%

**Everywhere Agency** @beEverywhere · 9h

"The tribe isn't always about the product itself." Brilliant **#marketing** words on finding your **#fantribe** via **@jrdorian** **@tcm** **#amaatl**

[View Tweet activity](#)

439

5

1.1%

Twitter Analytics

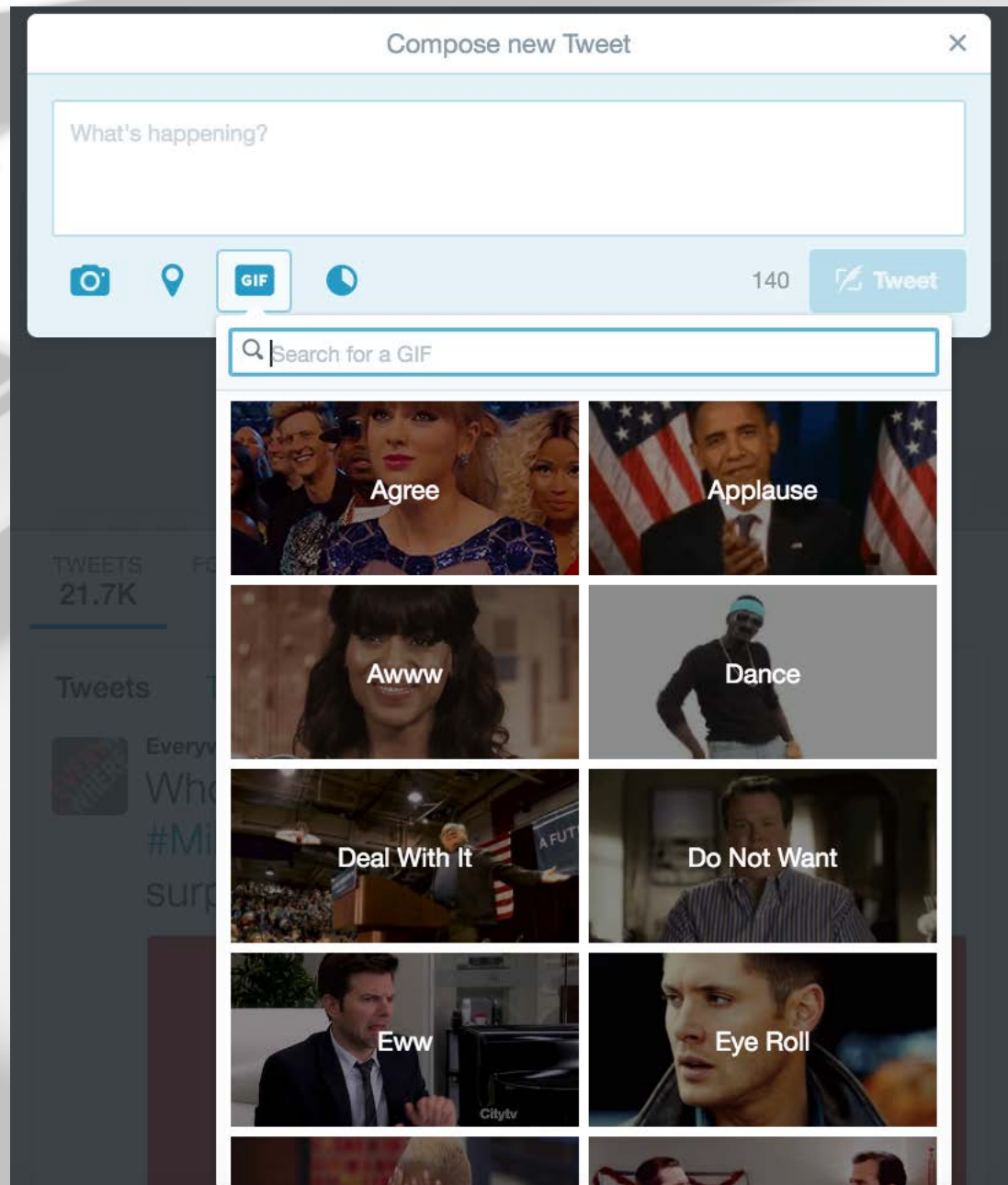
- Free and easy to use
- In real-time
- Tweet impressions
- Audience analysis
- Trends and audience info

Gif and Video



Gif and Video Facts

- Short – under 30 seconds
- 70% watch video they discover
- 41% users go to Twitter to look for video
- Native videos perform best



Major Keys

- Engage with community
- Hashtags are key
- Twitter insights
- Images & Video

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