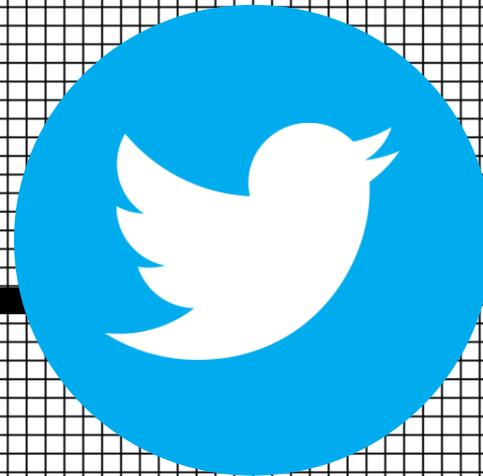


# Twitter: Beyond 140

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Presented by Mindy Finn |

@mindyfinn

BBN News April 18, 2012

# Toyota Spain



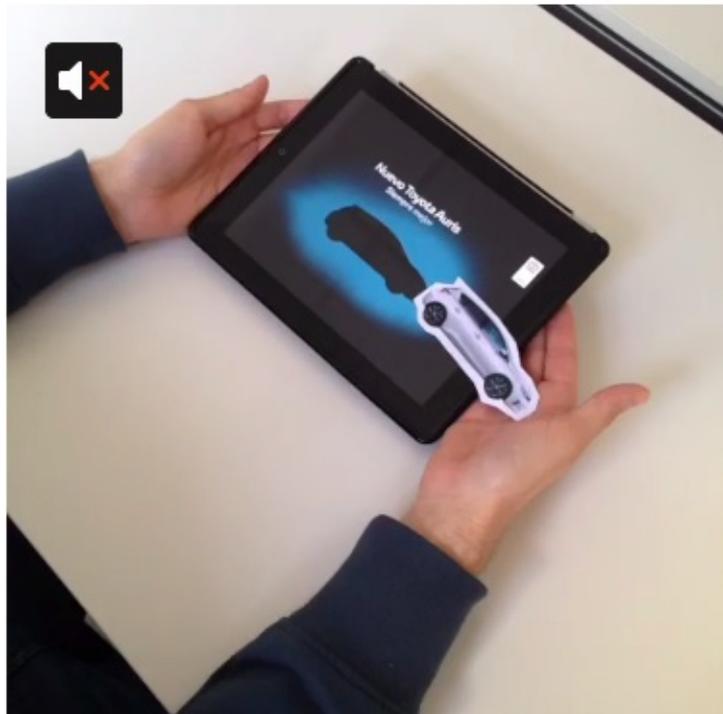
Toyota España

@Toyota\_Esp

Follow

Lanzamos el primer spot en #vine ¿Os gusta? #toyota  
[vine.co/v/bJJabDT9eZU](https://vine.co/v/bJJabDT9eZU)

10:34 AM - 28 Jan 13



Vine @vineapp

60 RETWEETS 20 FAVORITES



Toyota took its cars off-road with this entertaining Vine post from Toyota Spain.

# Wheat Thins



Wheat Thins   
@WheatThins

 Follow

Just 9 hrs left people. 'RT' this tweet until San Francisco is victorious. #SF  
#MUSTHAVEWHEATTHINS  
[vine.co/v/bJuMOpP6mKe](https://vine.co/v/bJuMOpP6mKe)

7:31 PM - 27 Jan 13



 Vine @vineapp

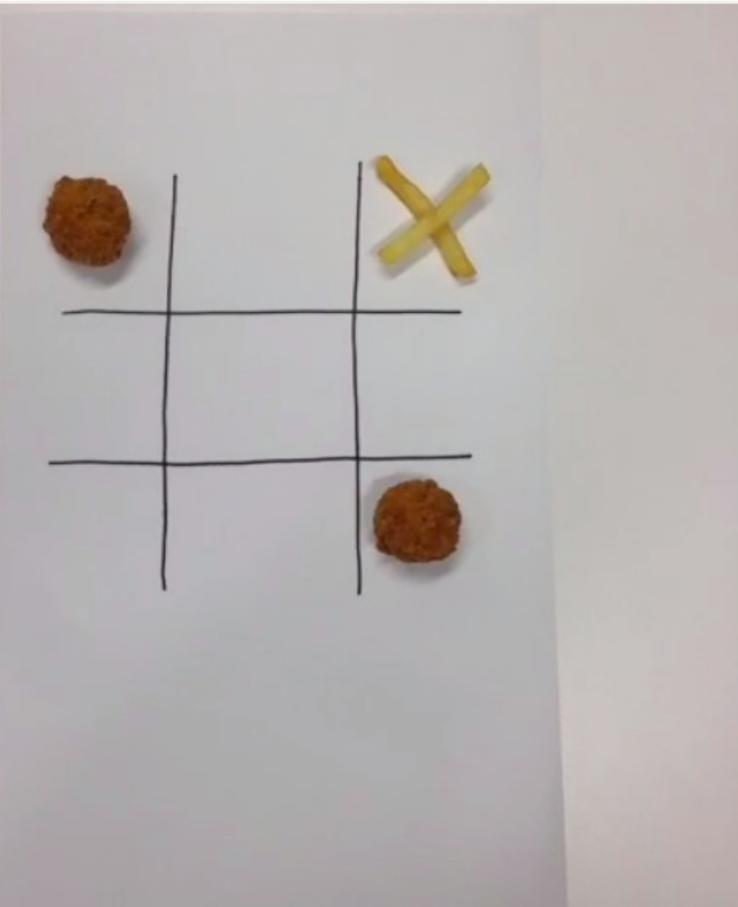
46 RETWEETS 8 FAVORITES



Wheat Thins ran a contest to win boxes of the product and spelled out the hashtags you must tweet in crackers

@TwitterAds

# McDonald's



🔊



**McDonalds**

---

French Fries vs.  
#FishMcBites: The Epic  
Tic-Tac-Toe battle.  
Watch our first #Vine

---

MADE WITH *Vine*

**Download App**

# Vine for Democracy



🔊



**Mark Takano**

---

Submitting my first bill!

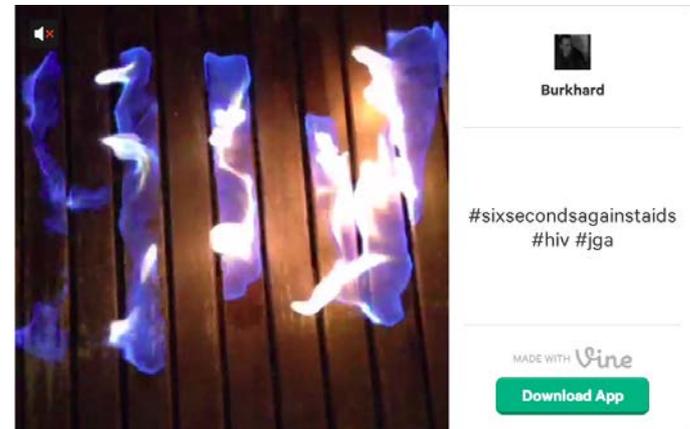
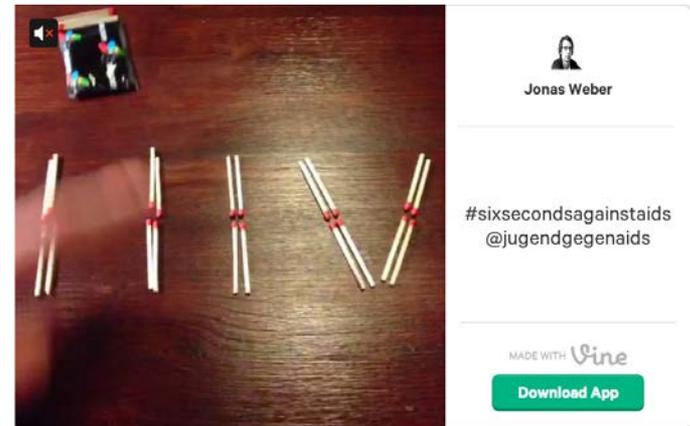
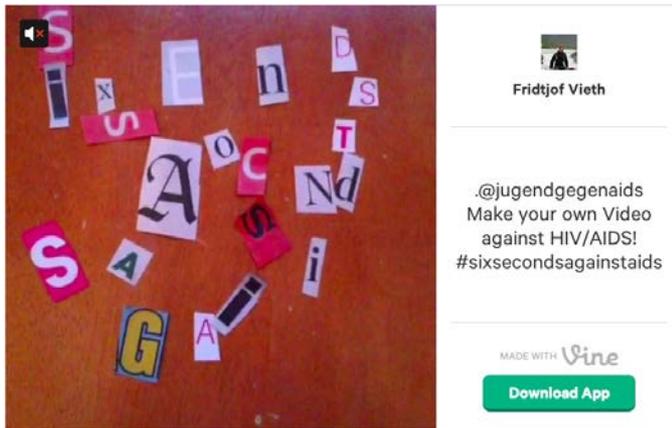
---

MADE WITH *Vine*

**Download App**

# #SixSecondsAgainstAIDS

## German Youth Against AIDS launches Vine storytelling contest



# Distribute rich messages with expandable Tweets

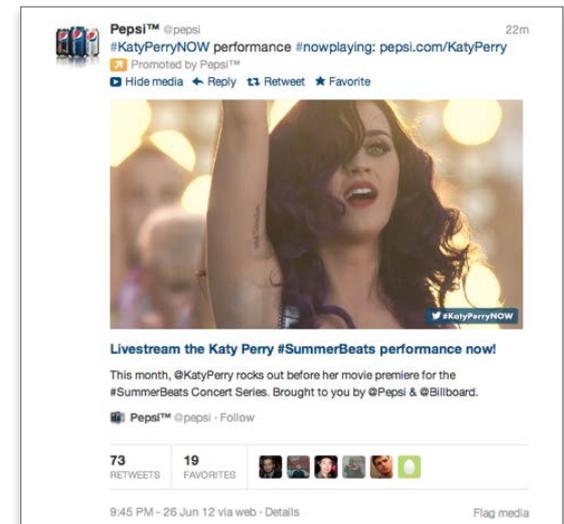
## Media summary



## In-Tweet photo



## In-Tweet audio / video



Tweets that contain links receive **86%** higher Retweet rates than Tweets with no links

Tweets with image links have **2X** the engagement rate than Tweets without image links

\*Some Promoted Tweets on this page are for representation only and are not reflective of an actual campaign

Source: Buddy Media "Strategies for Effective Tweeting: A Statistical Review" June, 2012



# Real-Time All the Time

Timing is everything

February 3rd, 2013

**Bloomberg Businessweek**  
**Technology**

Global Economics Companies & Industries Politics & Policy Technology Markets & Finance Innovation & Design Lifestyle

ShoreTel See how a brilliantly simple phone system with integrated UC can benefit your business

Source: Bloomberg

**Social Media**  
**Poland Spring's Missed State of the Union Opportunity**  
By Jared Keller on February 13, 2013 9 Comments

**Related** On a night of 1.4 million tweets, it was a little water bottle

“Poland Spring’s Missed State of the Union Opportunity”  
Water Bottle Ad on Twitter



@TwitterAds

# The Future of PR: Paid, Owned & Earned

## **Edelman Moves Into Paid Space With Media Agency Hire**

**Cassel Kroll to Focus on Integrating Paid Media With Social Programs**

*By: Alexandra Bruell Published: February 12, 2013*

## **Savvy PR Firms Could Soon Rule Native Ads and Social Campaigns**

**Who's Going to Eat Your Lunch?**

*By: Phil Johnson Published: April 04, 2013*

## **Weber Shandwick Sets Up New Unit To Capitalize on Content Marketing Craze**

**Called MediaCo, The Group Will Handle Native Advertising and Digital Media-Buying**

*By: Alexandra Bruell Published: March 27, 2013*

# Promoted Product Solutions

Promoted Accounts | Promoted Tweets | Promoted Trends



**Grow your follower base with Promoted Accounts**



**Increase engagement and buzz with Promoted Tweets**



**Ramp awareness quickly with Promoted Trends**



# Promoted Product Solutions

## Targeting Capabilities

### Interest

Target users based on their interests



**Resonate with users**

### Followers

Target your Followers



**Leverage your advocates**

### Look-a-likes

Target users who are similar to your followers



**Increase potential reach**

### Search

Target users who are searching on relevant keywords



**Ensure relevancy**

### Mobile

Target users by mobile device



**Reach users on the go**

### Geo

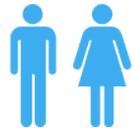
Target users based on geographic location



**Narrow in on key markets**

### Gender

Target users based on gender



**Focus on key user segments**



#ThankYou

