



# Twitter Campaigns that Affect the Bottom Line

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## 6 Tips for Creating Impactful Twitter Campaigns

- Be Aware of Current Events
- Pick an easy-to-use hashtag
- Be Long Lasting
- Optimize Graphics
- Be Present
- Work with influencers

# Be Aware of Current Events

## Sports

- Super Bowl
- March Madness

## Broadcast Events

- MTV Movie Awards
- Academy Awards

## Cinema Releases

- Marvel Movies
- Godzilla



## Tech/Influence

- CES
- SXSW



## Cultural

- Fashion Week
- Coachella

## Commerce

## Holidays/Family/Seasonal

- Christmas
- Summer Travel Planning

# Pick an Easy-To-Use Hashtag

- Think about character count.
- Make it feel natural to use in a conversation.
- Read it as one word.
- Check existing conversations around the hashtag.
- Think about trolls.



# Optimize Your Graphics for Twitter

**DCist** @DCist 1m  
Nationals hire Matt Williams to become next manager, reverse the #satitude. dcist.com/2013/10/nation...  
Expand Reply Retweet Favorites More

**Scholastic** @Scholastic 49m  
Love what @WarbyParker has done with their #wpclasstrip bus for #Halloween! #magicschoolbus pic.twitter.com/0Lp4k8UxpZ  
Retweeted by Warby Parker




Expand Reply Retweet Favorites More

**BuzzFeed** @BuzzFeed 2m  
OMG RT @DaveSi: @BuzzFeed Sushil pic.twitter.com/4NMYyTZTiz



438px x 220px



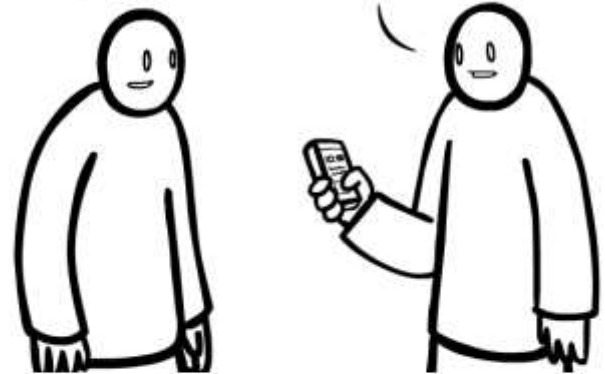
from the Ravens  
at TrackMaven

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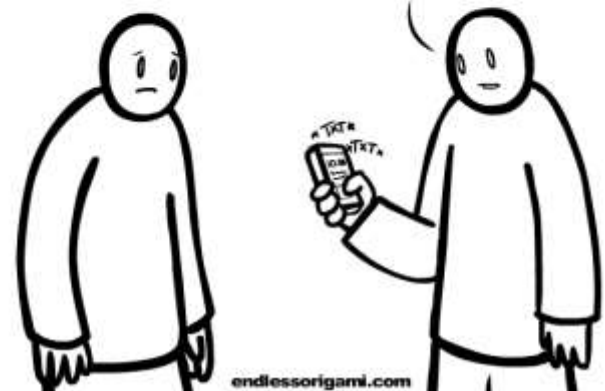
# Be Present

- Leverage tools like Tweetdeck to monitor the conversation.
- Respond to followers throughout the conversation. For more regulated brands, get multiple responses approved beforehand.
- Remember that “Favoriting” a tweet is a respectable form of engagement.

OH SORRY ABOUT NOT RESPONDING TO YOUR TEXT EARLIER...



... I WAS BUSY IGNORING YOU



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# Work with Influencers

## Tools

- Topsy
- Klout
- Leverage paid tools like Traackr and Cision

The screenshot shows the Topsy search interface. At the top left is the 'TOPSY' logo. To its right is a search bar with the text 'Search' and a magnifying glass icon. Below the search bar, on the left, is a box containing the number '151' and the word 'Tweets' underneath. To the right of this box is the main search results area. At the top of this area is the title '6 Tips for Creating Impactful Twitter Campaigns - PR News' in blue text, followed by a URL: 'prnewsonline.com/water-cooler/2014/07/17/6-tips-for-creating-impactful-twitter-campaigns'. Below the title is a filter bar with 'All Tweets 148' and 'Influential Only 14'. To the right of the filter bar are two 'Filter' buttons. The main results area displays four tweets. Each tweet includes a profile picture, the user's name and handle, an 'Influential' badge, the tweet text, and interaction icons (reply, retweet, favorite). The tweets are from Jason Barrett (@jasondigital), O'Connell & Goldberg (@ogpr), David Pylyp (@davidpylyp), and Jason Barrett (@jasondigital) again. The bottom of the screenshot shows the start of a tweet from 'The Creative Group'.



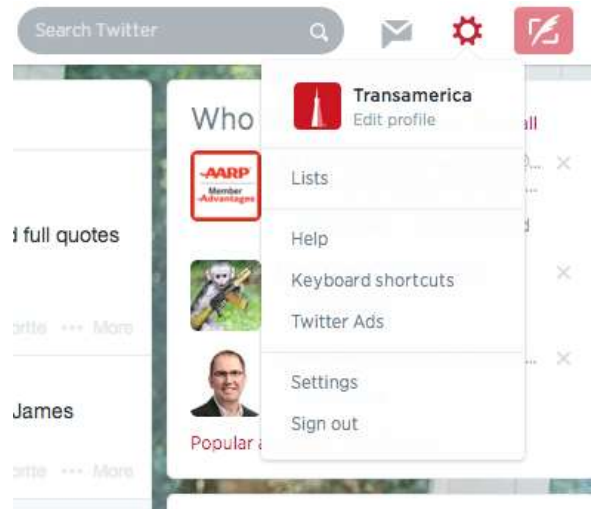
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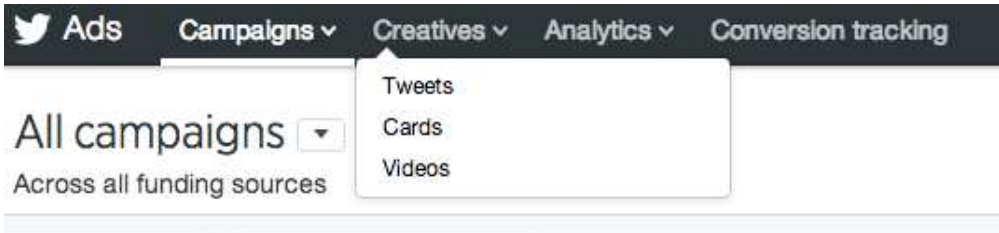
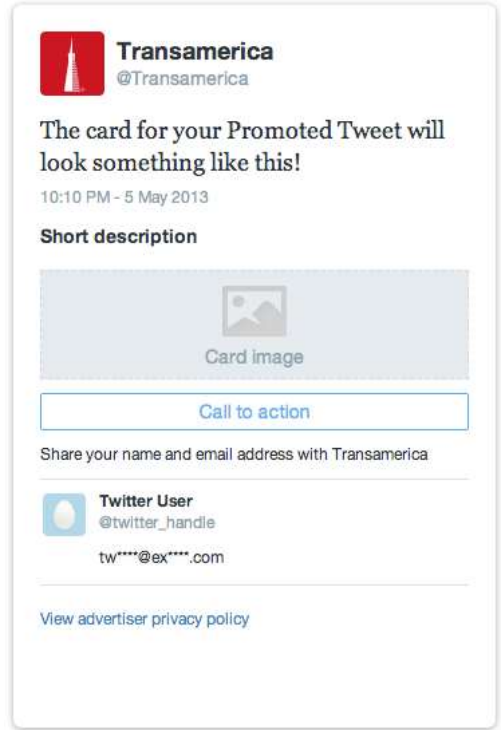
# Lead Generation Cards



# Lead Gen Cards| You Don't Have to Open Your Wallet



- 1. Log into Twitter Ads
- 1. Select 'Cards' from the Creatives drop Down
- 1. Follow Instructions on Creating a Card



# Lead Gen Cards | Whole Foods promotes giveaway

## @WholeFoods objective:

Encourage users to sign up for the weekly newsletter by giving away a trip for two to Switzerland

## Tips for Activation:

- Embed lead gen cards to capture user interest about your offer.
- Offer valuable or unique prizes to motivate your target audience.
- Include a clear call to action to maximize engagement.





# Promoted Trends

# Promoted Trends | When should you run a promoted trend?



## Drive Mass Awareness

Let everyone know about a certain topic through the massive reach a promoted trend can offer.



## Seed Conversations

Get people talking about the topic you want them to be focused on.

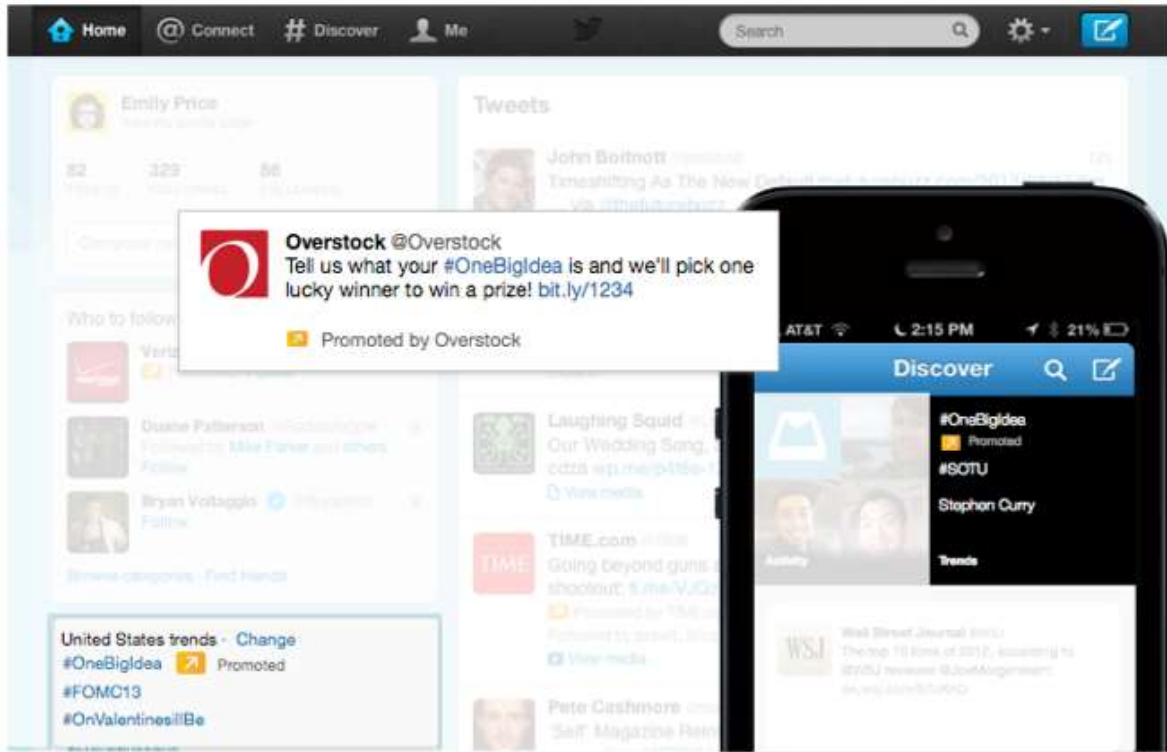


## Kick Off Events

Get the attention of a huge audience around the start of your event, or piggy back on the buzz around another event!

# Promoted Trends | What results should I expect?

- **60M** Average Daily US impressions
- **10x** increase in brand relevant conversations that day
- **2x** residual increase in brand relevant conversations the week following the trend



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# Promoted Trends | @VirginAmerica promotes flight sale

## Challenge:

Extend low fares to a broader digital audience in a way that delivered a positive brand association for customers.

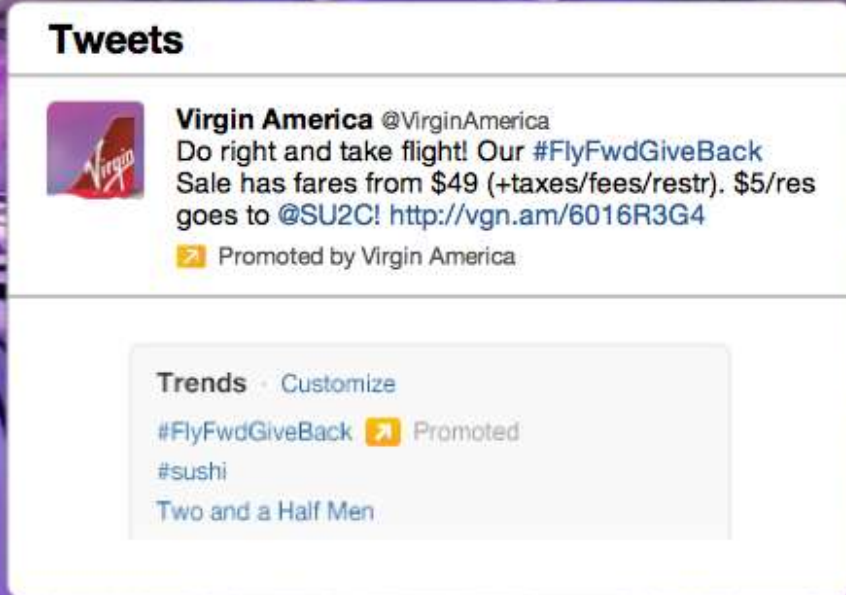
## Solution:

Launch a one-day flash sale exclusively on Twitter.

## Results:

- #1 of top five sales days in history
- 25% increase in loyalty program sign-ups
- \$50K for stand up to Cancer.

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# Conversion Tracking

# Choose the conversion type that fits your goals

Create conversion tags specific to the actions you want to measure on your website



**PURCHASE**



**SIGN UP**



**SITE VISIT**



**DOWNLOAD**

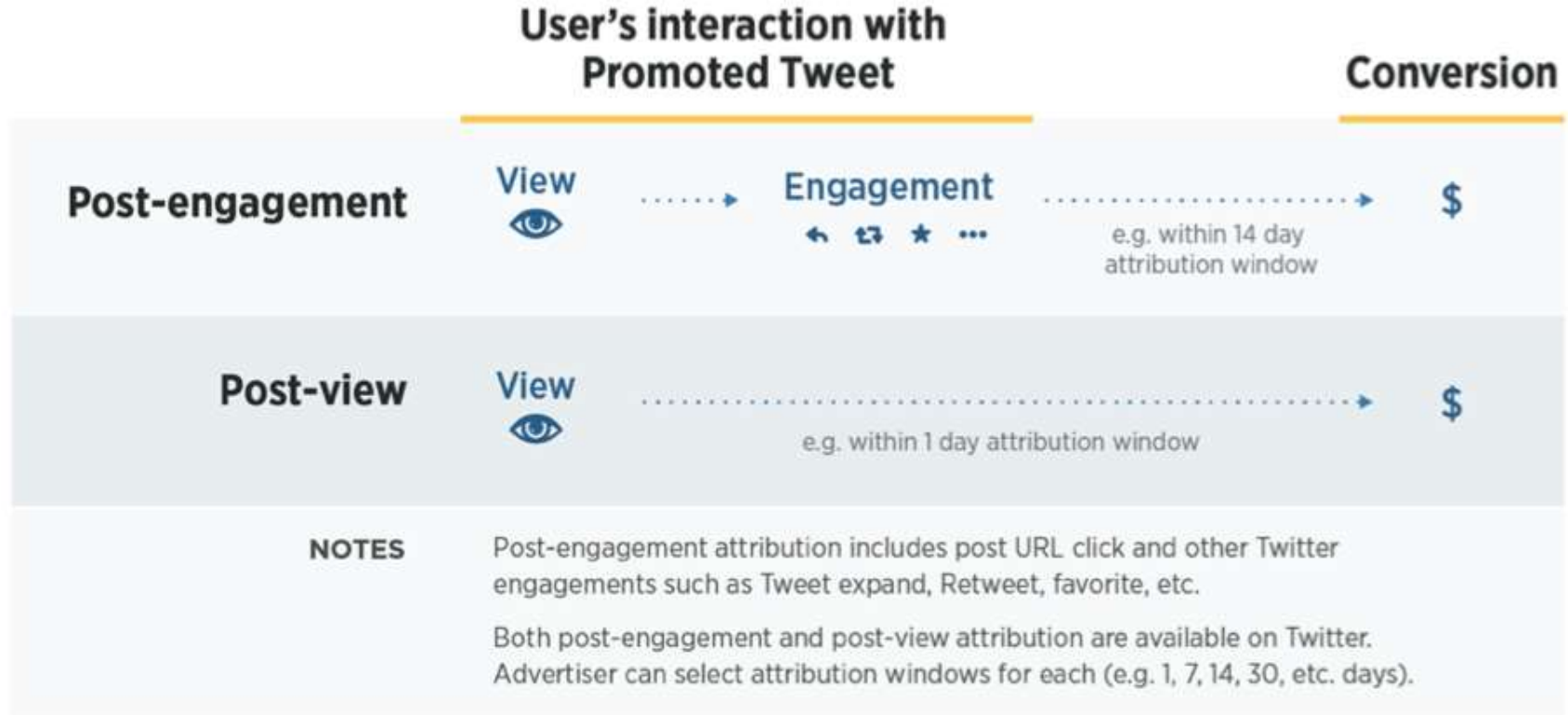


**CUSTOM**



# Get a full view into conversion attribution

See how all types of ad engagements – not just URL clicks – and impressions drive conversions



# Set up conversion tracking

Set up conversion tags on the new “Conversion Tracking” tab on ads.twitter.com

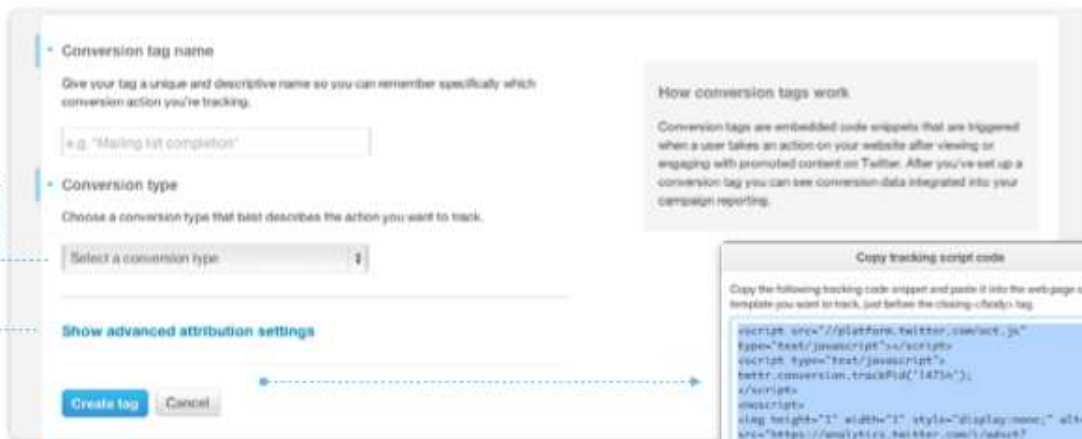
For setup click  
“Conversion tracking”



Create a new conversion tag



Edit your attribution settings



## How conversion tags work

Conversion tags are embedded code snippets that are triggered when a user takes an action on your website after viewing or engaging with promoted content on Twitter. After you've set up a conversion tag you can see conversion data integrated into your campaign reporting.

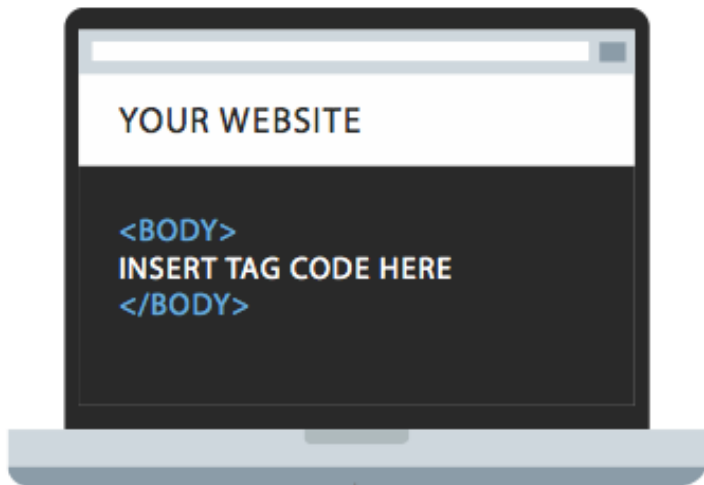


Copy tag code and place on your site or a 3rd-party container tag

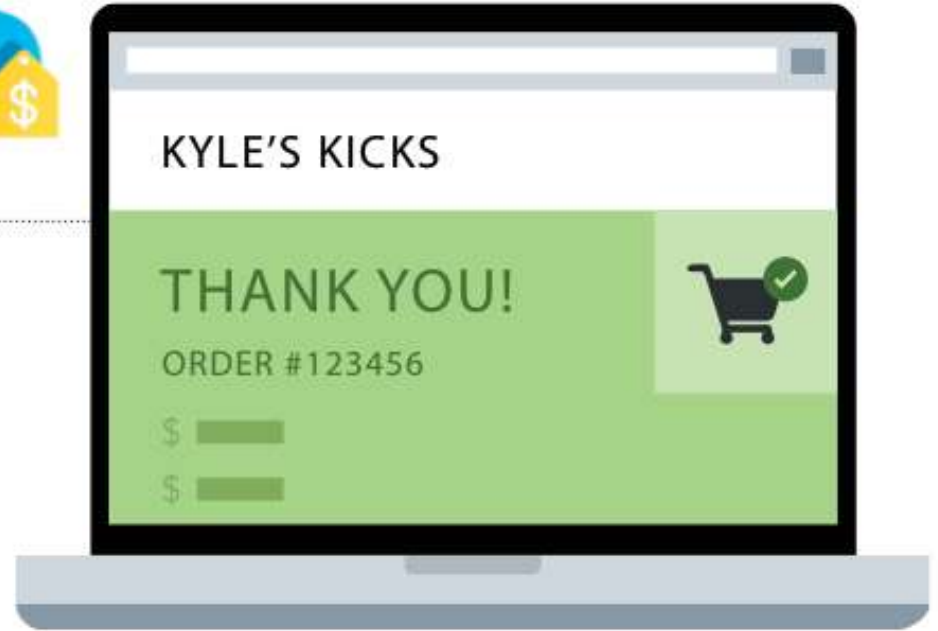
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# Tag Implementation

Conversion tags can be placed directly on your website or into a third-party analytics “container”



# Conversion Type| Purchase



 **Kyle's Kicks** @shoes  
Get free shipping for a limited time when you purchase a new pair of kicks. Buy now: [bit.ly/freeshipo](https://bit.ly/freeshipo)  
 Promoted by Kyle's Kicks



Targeting Ideas:  
Tailored audiences web; e.g advertisers previous website visitors to “active lifestyle shoe” section

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# Conversion Type| Signup



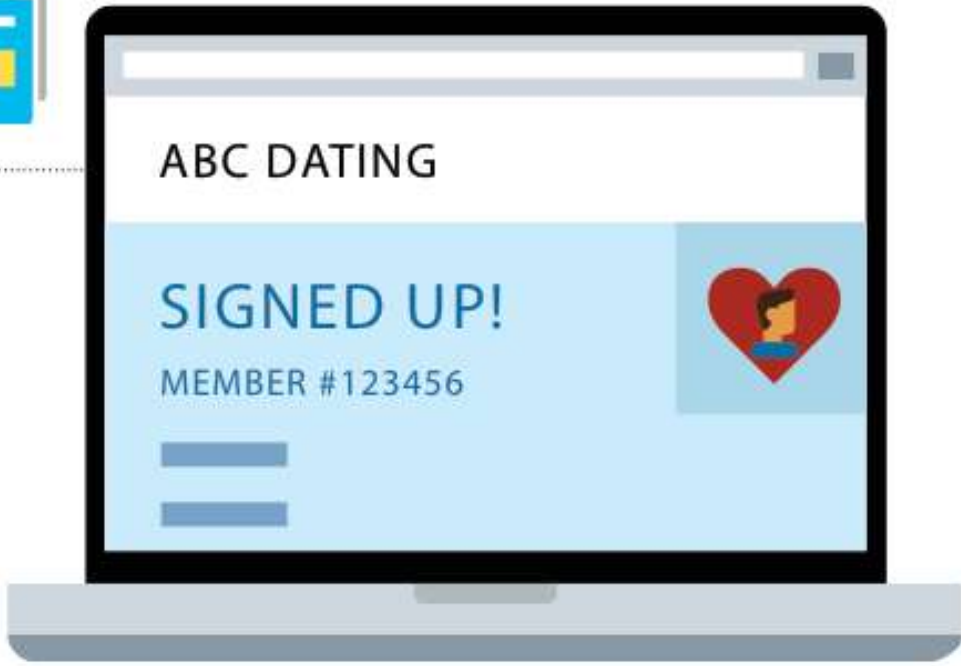
 **ABC Dating** @abc\_brands  
Seattle singles: Sign up now for ABC Dating and receive your first month free: [bit.ly/123...](https://bit.ly/123...)

 Promoted by ABC Dating



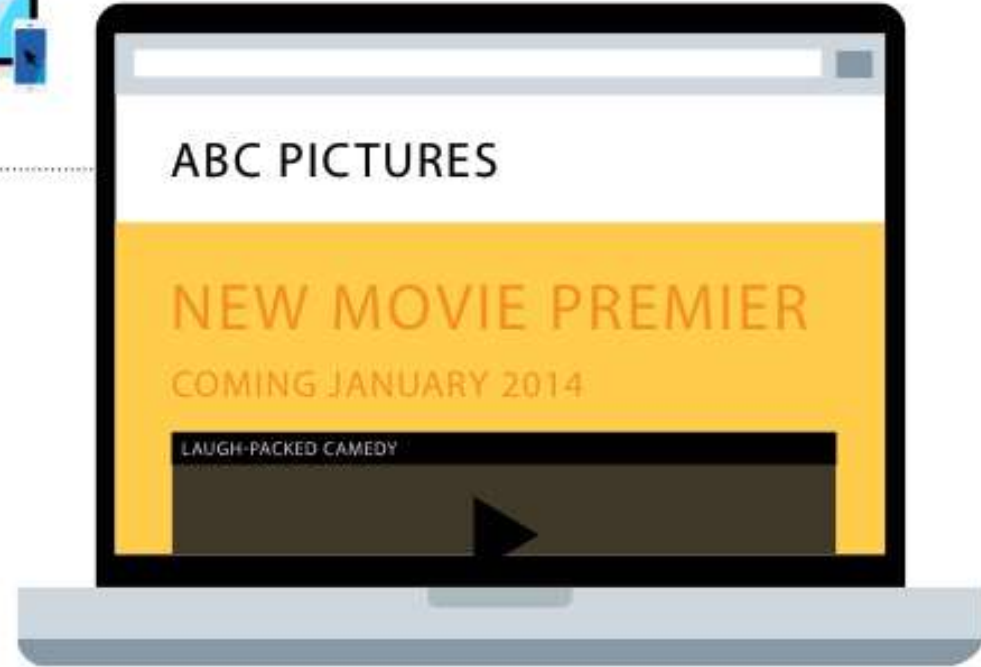
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Targeting Ideas:  
Geotargeting for Seattle,  
dating related keywords

# Conversion Type| Site Visit



**ABC Pictures** @abc\_brands

Check out the trailer for our new movie.  
Hitting theaters in January 2014.  
[bit.ly/123ABC...](http://bit.ly/123ABC...)



Promoted by ABC Pictures



Targeting Ideas:  
Interest targeting related to the  
subject matter of the movie

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# Conversion Type | Download



 **ABC Software Co.** @abc\_brands  
Become an expert in growing your customer base quarter over quarter. Download our white paper now: [bit.ly/123...](https://bit.ly/123...)  
 Promoted by ABC Software Co.



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Targeting Ideas:  
@usernames of industry luminaries  
and segment specific keywords



# B2B and Twitter



85% of B2B marketers use Twitter as  
part of their strategic marketing efforts.

-Content Marketing Institute

# B2B| What can my business get out of Twitter?



## **Drive Traffic**

Leverage Twitter advertising to drive traffic to your website/landing page/article.



## **Drive Consideration**

You don't want people to just be aware of your brand, you want them to start considering your company and what you offer.

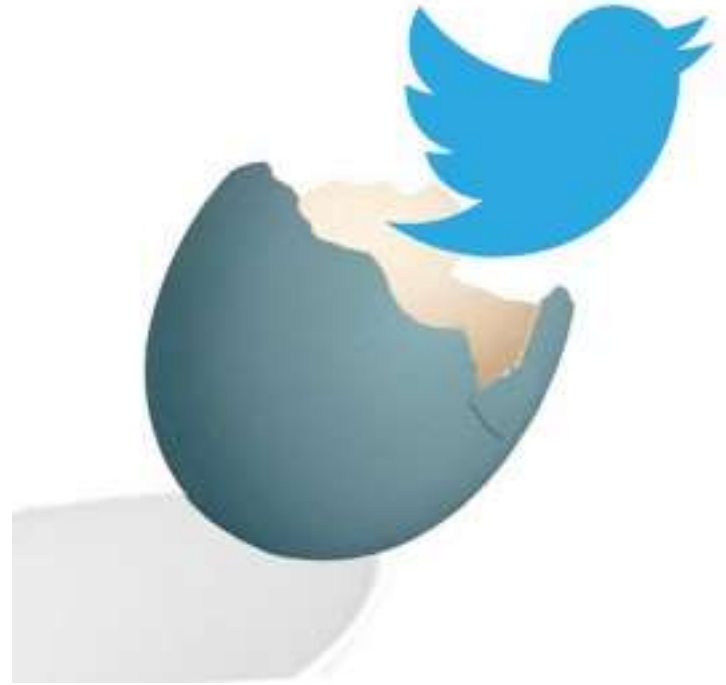


## **Collect Leads**

Acquire user information through lead generation cards or driving people to landing pages with lead gen features.

# Don't Hatch Your B2B Campaign Until You Consider:

- Content Best Practices
- Landing Page Best Practices
- Mobile Experience (opt-in or opt-out of serving mobile ads)
- Social Content



# Promoted Tweets | A Great Option to Drive Traffic

- Put your most important tweets in front of the right people
- Targeting
- Reach users at the right moment
- Efficient Pricing Model



# Key Takeaways

Plan ahead

Do the little things right

Leave budget for experimentation

Don't force it

Remember Mobile