A Visual Guide to

THE SCIENCE OF SUCCESS ON

Twitter

Data-backed Best Practices
for Businesses on Twitter

SocialBro
enabling Twitter for business

HubSpot

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AUTHORS

Lisa Toner
Content Strategist
HubSpot
@lisatoner13

Linda Bolg
Head of Marketing
SocialBro
@LindaBolg

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The Data

Using SocialBro's Twitter marketing and analytics platform, we looked at 200,000 general Tweets from businesses in November 2014.
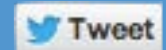These tweets were not specifically part of larger integrated campaigns with dedicated campaign hashtags.

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Tweet

Best Practices for Brand Building

1. Engage your followers on a 1:1 basis
2. Allow your brand personality to come across in your tweets – use a consistent, engaging, and human voice
3. Be interested in your communities – don't just focus on publishing content
4. Use catchy hashtags for all campaigns
5. Use striking images in your posts to increase shareability
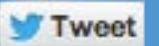6. Monitor for your keywords and respond to mentions and comments

Take Inspiration from @InnocentDrinks

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Twitter Priorities

Tweet

Best Practices for Lead Generation

Walgreens ✓
@Walgreens

Follow

The Walgreens Mobile App allows you to print photos directly from your phone to any Walgreens. Click here to download! ow.ly/dkyPq

12:00 AM - 30 Aug 2012

98 RETWEETS 48 FAVORITES

1. Keep your Tweet short and concise
2. Include a clear CTA
3. Only include one link
4. Use catchy copy
5. Don't use a hashtag for lead gen posts
6. Don't @mention anyone
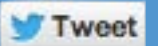7. Invest budget in Promoted Tweets and Twitter Cards

Take Inspiration from @Walgreens

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Images in Tweets

🐦 **Tweet**

Best Practices for Tweeting Images

PUMA ✓
@PUMA

Congrats @jcharles25 on becoming all-time leading rusher in Kansas City history. Hard work? Pays off. #ForeverFaster

RETWEETS 350   FAVORITES 450

1. Evoke emotion with striking images
2. Make sure the image is not pixelated and is of high quality
3. Do not use images you don't have authority to use – Find images on ThinkStock, Creative Commons, or iStockPhoto
4. Do not use misleading images that are irrelevant to the content
5. Do not use insensitive images
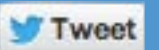
Take Inspiration from @PUMA

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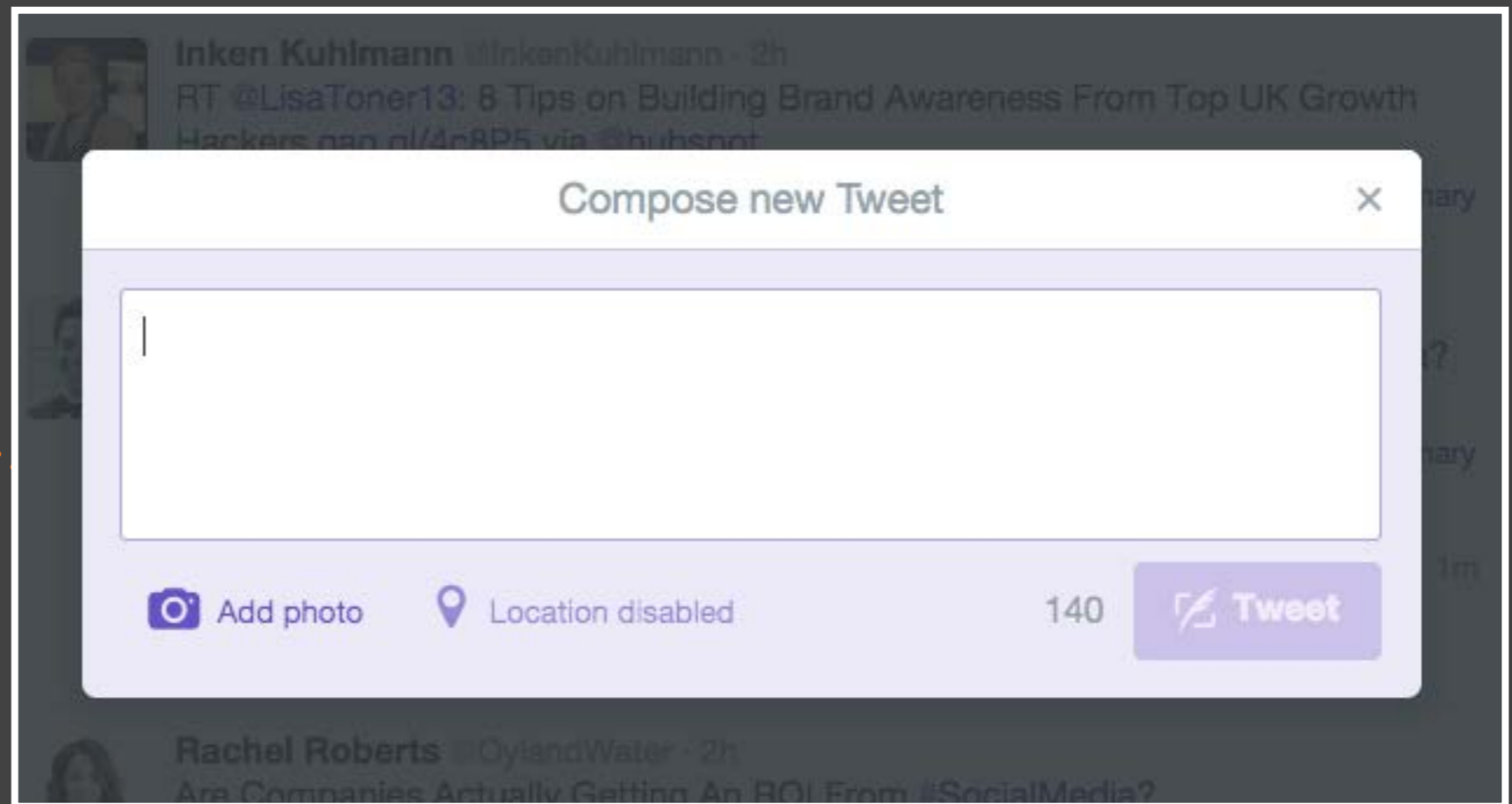
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Images in Tweets

The Science...

"Tweets from businesses with images directly uploaded to Twitter (i.e. using Twitter's native image uploading system pic.twitter) are 173% more likely to get Retweeted than Tweets with images from other sources."

– SocialBro 2014 Data

🐦 Tweet

Upload Images Directly From Twitter

Adding photos from Twitter's platform is more effective for getting Retweeted than using external publishing systems.

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3 Strategic URL's

Best Practices for Tweeting Links

Virgin America ✔
@VirginAmerica

Jet Set For Turkey Day with fares from $77/way (+restr): vgn.am/6011sMOS. Book by Friday to fly Nov 21 - 28.

RETWEETS 24   FAVORITES 27

1. Place the URL in the middle of the Tweet
2. Say something intriguing before the link
3. Explain why you have found it interesting or valuable enough to share
4. Shorten the link to make room for more characters using link shortening tools like Bit.ly or Social Inbox from HubSpot

Take Inspiration from @VirginAmerica

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4 The Perfect Hashtag

🐦 Tweet

Best Practices for Hashtags

Charmin ✓
@Charmin

So, we had a lot of coffee and oatmeal for breakfast today. Any guesses as to what time we'll #tweetfromtheseat?

↩ Reply   ⇄ Retweet   ★ Favorite   ••• More

GOOD

RETWEETS   FAVORITES
113   33

4:37 PM - 3 Mar 2013

1. Keep the hashtag short but if you can't, make sure it's catchy
2. Pick industry or brand keywords
3. Try to use the hashtag as a natural part of the sentence
4. Use it to group your tweet into a particular topic
5. Go to search.twitter.com and check if someone else is already usng it -- it's better to use something unique to your campaign
6. Don't hijack sensitive topics like in the #Cairo example below -- this will only cause negative backlash and offend your audience

Take Inspiration from @Charmin

KC @KennethCole
Kenneth Cole

BAD

Millions are in uproar in #Cairo. Rumor is they heard our new spring collection is now available online at http://bit.ly/KCairo -KC
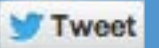
4 hours ago via Twitter for BlackBerry®   ☆ Favorite   ⇄ Retweet   ↩ Reply

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4 # The Perfect Hashtag

🐦 Tweet

Only Use One Hashtag to Get the Most Retweets

F▮▮▮▮▮▮ @M▮▮▮▮▮▮   9 mins

#LATEST #NEWS: 'West attitude determines N-talks result': As Iran and the six major world po... bit.ly/UXjuou #uknews #news #rt

Expand

1. Don't over-populate your Tweets with too many hashtags
2. Use 1-2 hashtags – 1 is optimum

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4 The Perfect Hashtag
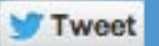
Tweet

11 Characters is Optimal for a Hashtag

Cadbury UK ✓
@CadburyUK

Follow

Retweet this for bonus entry into our #Cadbury2012 draw and a chance to win @ParalympicsGB Opening Ceremony tickets!
competitions.cadbury.co.uk/en/enter/terms...

1:44 PM - 12 Aug 2012

663 RETWEETS **7** FAVORITES

1. Tweets with hashtags containing 11 or more characters get 48% more retweets than those within 1 and 5.

2. Tweets with hashtags containing 11 or more characters get 117% more retweets than those within 6 and 10.

3. Tweets hashtags containing 1 and 5 more characters long get 47% more retweets than those within 6 and 10.
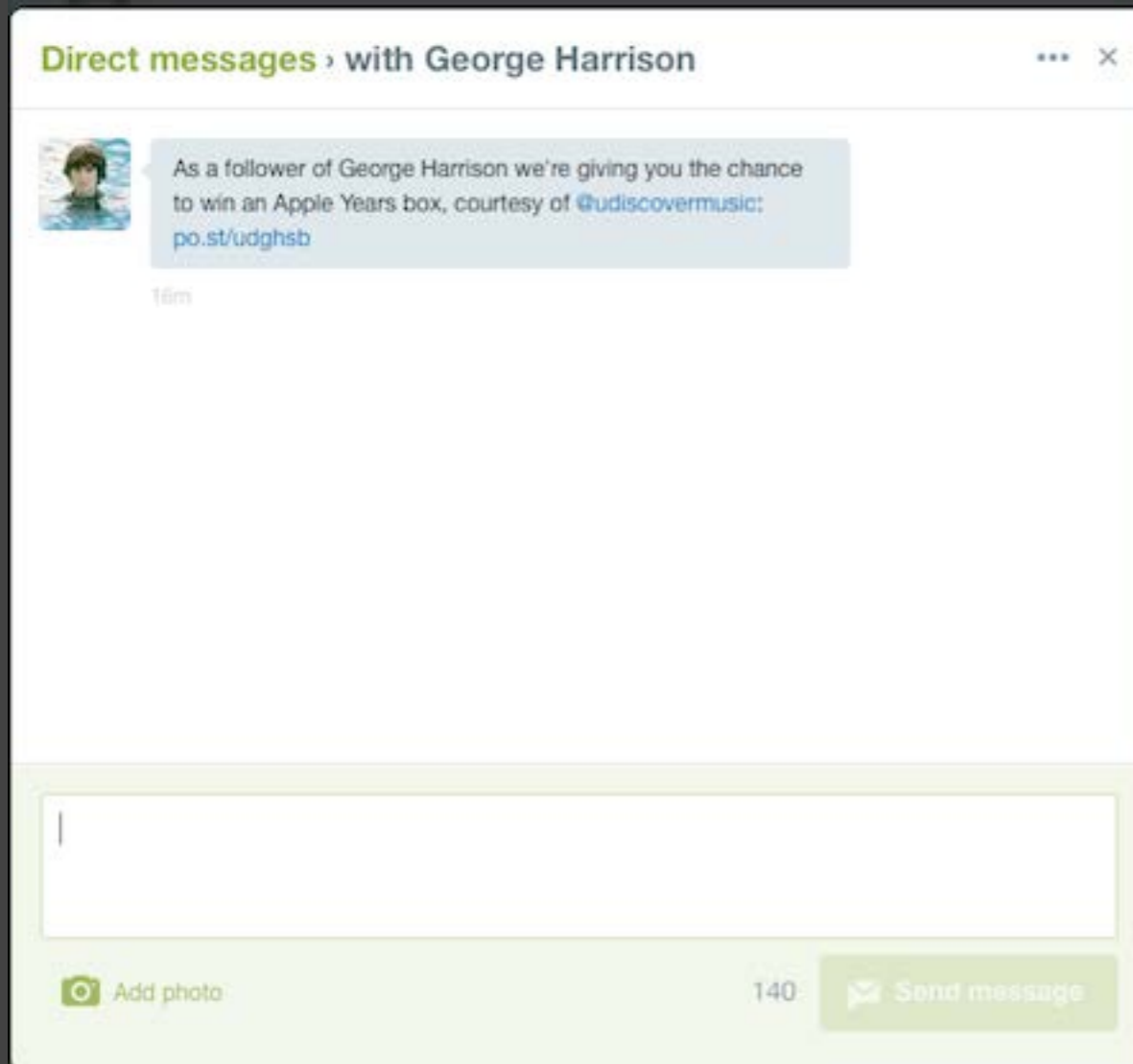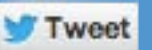
Take Inspiration from @CadburyUK

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5 Direct Messages

🐦 **Tweet**

Direct messages › with George Harrison ··· ✕

As a follower of George Harrison we're giving you the chance to win an Apple Years box, courtesy of @udiscovermusic: po.st/udghsb

16m

Add photo   140   Send message

1. Tools like SocialBro's Twitter DM Campaigns allow you to target specific segments of your follower base and send them personalised messages
2. Make messages personal – don't be a spammer
3. Make your messages valuable and provide the recipient something they will benefit from
4. Create a custom URL for your Twitter DM campaigns so that they are not perceived as spam
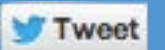
Take Inspiration from @udiscovermusic

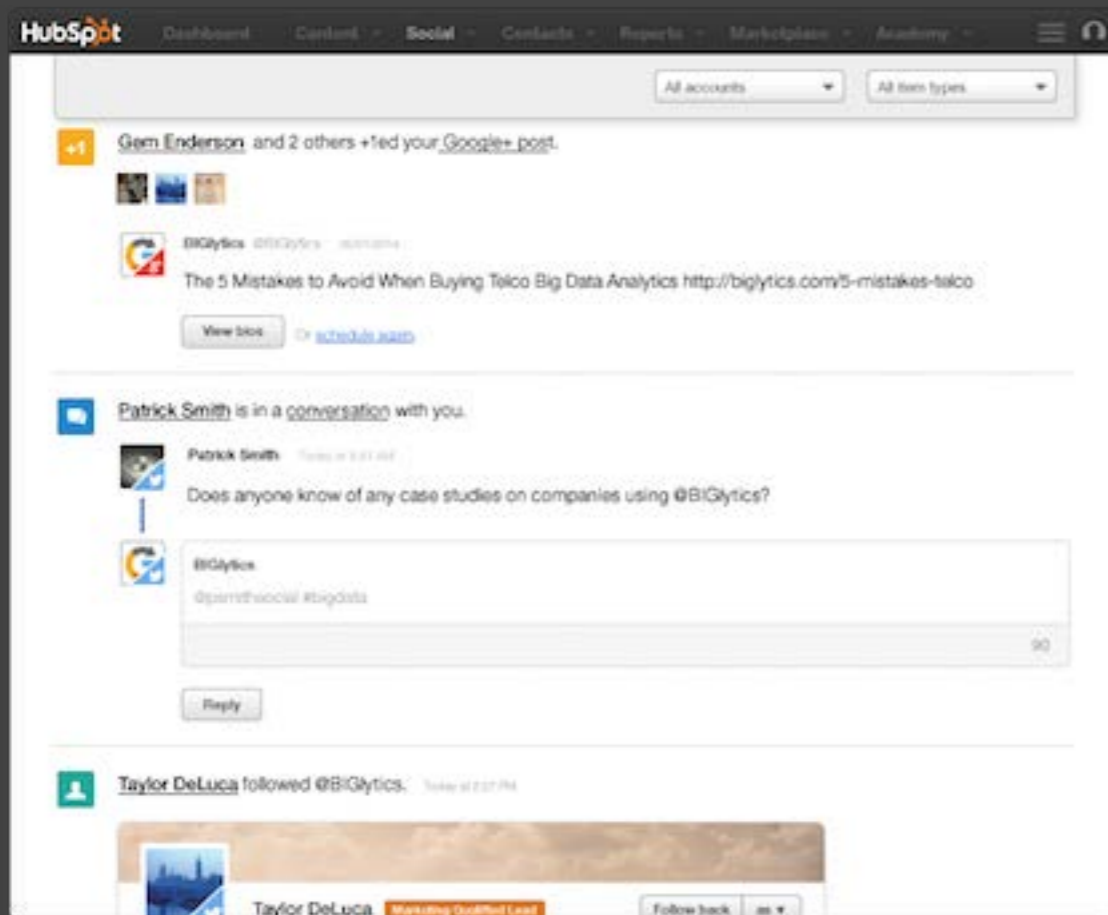- Their George Harrison DM campaign saw a 71% click through rate

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6 Follower Engagement

🐦 Tweet

Monitor Your Non-Followers Post-Campaign

1. Use a Twitter analytics/monitoring tool to define all the Twitter users who engaged with your campaign. Then use the search filters in your analytics tool to remove all the users that are already following your brand on Twitter.

2. Actively listen and engage with these Twitter users. This will establish an organic relationship.

3. Alternatively, use the same list, import it straight into the Twitter Ads platform and and take advantage of the Tailored Audiences feature to create Twitter Ads uniquely tailored to these people.

Try out HubSpot's Social Inbox here

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Follower Engagement

🐦 Tweet

Segment and Engage Your New Followers

1. Segmentation is key here. Your follow up campaign has to be relevant to the user who engaged with your original campaign.
2. Create a segmented list of these people and engage with them organically by providing helpful advice and links to valuable content that is relevant.
3. If you're using a Twitter Analytics platform, look at your follower retention report. This will give you an indication of any particular weeks where you might have received a higher level of unfollows. Then link this back to the Tweets you posted and the Twitter marketing campaigns you executed that particular week.
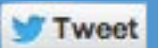
Take Inspiration from @LinkHumans

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7 Investment

Tweet

Target New Audiences with Paid Twitter Ads

1. Experiment with eye-catching images and video in your ads.
2. Don't try to sell your product or service in the ad. Keep the tone conversational and provide a compelling CTA with a link to download some valuable content.
3. Keep the Tweet simple, concise, and compelling.
4. You can use a Promoted Tweet to just ask for a follow, a Retweet, or even a Reply, not just to drive traffic to your website.
5. Twitter Cards give you even more options than a Promoted Tweet. Read more about them here.

Take Inspiration from @SocialBro

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Thank-you for Reading.

Want to see how Hubspot's

Social Inbox can help you master

social media?

Get My Free Demo ▶

Want to try **SocialBro** for free?

It's ideal for individuals and

companies starting to build their

Twitter followers.

Get SocialBro for Free ▶