

# WHY USE TWITTER FOR COMMERCE



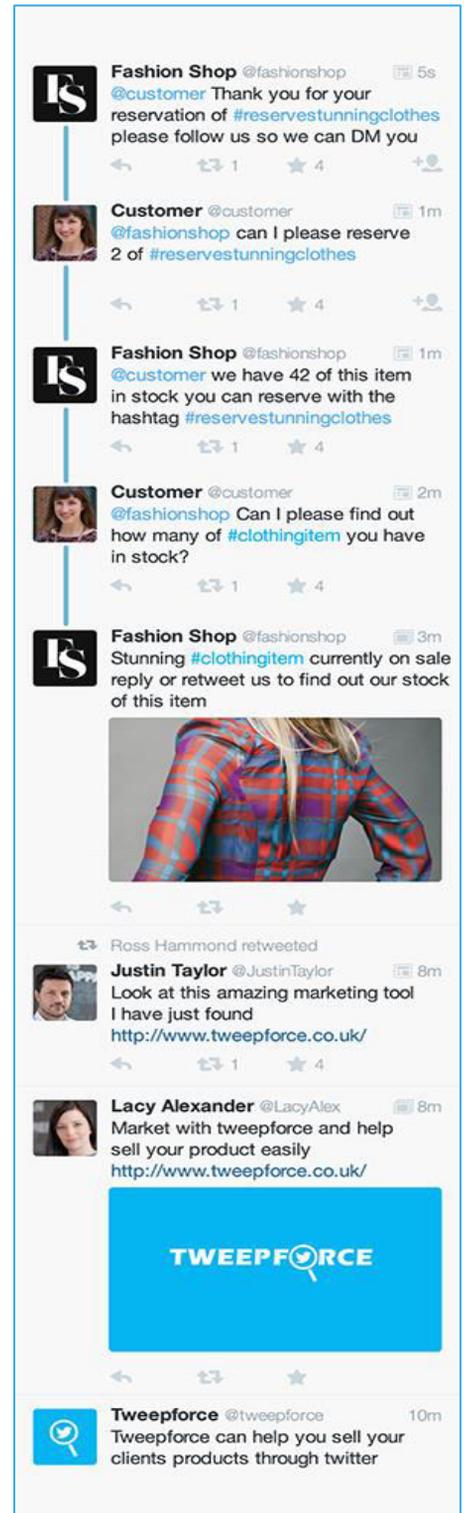
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TweepForce is changing the way e-commerce is done, Opening up the Twitter market to digital agencies, businesses, and digital in-house teams who are looking to increase traffic, improve sales conversions, and save big money on advertising. So what all do digital agencies have to gain by using TweepForce?

## Attract Larger Budget Clients

Established brands with the larger budgets are always searching for new, industry-leading, ground-breaking channels with which they can drive sales. With TweepForce as part of the offering, your digital agency will be able to offer exactly that to the biggest spending brands out there, across the globe. These big-budget agencies are looking for the agencies that can provide an alternative to the same old offerings.



## Make Your Agency Stand Out

When digital agencies are able to offer a unique, powerful delivery channel for sales, they themselves differentiate themselves from the competition - a key force in expanding that agency's bottom line. Every agency out there offers the same channels, the same marketing tactics, and the same advertising strategies - these include SEO, PPC, content writing, SERP ad placement, social media management, and the like. With TweepForce, digital agencies and in-house digital teams are able to offer a product that businesses can't get at the typical agencies yet.



When digital agencies offer TweepForce to their customers, they're able to sell more than just a unique product. They're able to offer a way for their clients to leverage the expansive world of Twitter and the 250 million users it attracts.

Digital agencies can, through TweepForce, offer a unique way to have clients' customers initiate the conversation, rather than those clients paying for and pushing ads - which can often be viewed as spam. The results? Increased business leads, higher conversions, and a higher rate of customer Satisfaction.

## Save Money on Display Ads and More



Speaking of offering clients a way to maximize key points of any successful business, digital agencies should also use TweepForce to save their clients money on advertising.

TweepForce campaigns will save money on everything from display ads to social media management. Rather than paying thousands of dollars and stretching budgets to push non-focused ads across the Internet,

brands will be able to spend less with TweepForce on a more effective, customer-initiated, marketing channel that increases sales conversions and ultimately, their ROIs for marketing can grow exponentially.

## Tapping into the Mobile Market

While e-commerce is not, by itself, a new offering, what is new is that TweepForce offers a way to leverage the power of one of the largest mobile-heavy markets in existence. Twitter plays host to a massive mobile audience - in fact,



***80% of its 250 million users access the application from their mobile phones!***

This is an enormous market that, until TweepForce, was largely untapped by way of e-commerce.

Digital agencies will be able to offer to their clients the ability to cater to those mobile audiences, drive more traffic to their site or app, increase their social media following, influence and presence, find more leads increase conversions between leads and transactions, gamify product discover, increase their mobile presence and tap into that colossal mobile market.

## Why Use TweepForce when Clients Have a Mobile App?

Digital agencies will find that even when their clients already have a mobile app, there are many benefits to be gained from offering TweepForce to those clients. Apps rely heavily on Internet connection, smart device functionality, and GPS connection; this means that those apps may not be readily accessible all the time. TweepForce, in contrast, leverages the Twitter platform, which means that brands can provide services and products at any time, from any location, on any device - even SMS-enabled ones.



## White Labeling the Ultimate Twitter Marketing Tool

One of the biggest reasons for digital agencies and in-house digital teams to use TweepForce is for white-labeling purposes. Digital agencies are able to buy a TweepForce package that is designed specifically for this very purpose - and the entire TweepForce technology can bear the name of the digital agency. These agencies will be able to offer lead generation, product development, discovery and delivery to all of their clients with their own branding.



# Social Media e-commerce with TweepForce

Take a different approach to social media e-commerce with TweepForce: the self-service Twitter marketing tool equipped with the ability to create targeted, analytics-driven campaigns based on hashtags, geotags, and keywords. **Get started** for **FREE** today!



Request for a Demo

<http://www.tweepforce.co>