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HOW TO

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**USE TWITTER  
FOR BUSINESS**

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# CONTENTS.

- 3. TWITTER FOR BUSINESS: AN OVERVIEW
- 7. STEP ONE: CREATE AND OPTIMIZE YOUR BRAND'S PROFILE
- 12. MAKE YOUR BRAND PROFILE EASY TO FOLLOW
- 15. DEVELOP A CONTENT STRATEGY TO SUPPORT YOUR TWITTER STRATEGY
- 25. TO ATTRACT CUSTOMERS, DON'T JUST POST SALESY CONTENT
- 40. GO BEYOND TEXT IN YOUR TWEETS
- 47. EXTEND REACH WITH TWITTER ADVERTISING
- 60. GIVE TWITTER LEAD GEN CARDS A TRY
- 66. TRACK YOUR PERFORMANCE USING ANALYTICS
- 72. TAKEAWAYS

Click the contents to  
jump to a section.

# 1 TWITTER FOR BUSINESS: AN OVERVIEW.

# HOW IS TWITTER USED FOR BUSINESS?

For businesses, Twitter can be an extremely powerful *relationship-building, relationship management*, and *customer service tool*. Sharing great content to Twitter can also drive an influx of traffic to your site, giving you the opportunity to convert those visitors into leads, and nurture those leads into customers. The latter is a primary way we use Twitter at HubSpot, and it's helped us generate tens of thousands of leads and nearly 500,000 followers.

# ASIDE FROM CUSTOMER SERVICE AND LEAD GENERATION, YOU CAN ALSO:

- Monitor and interact with people talking about your company, industry, and competitors.
- Create buzz around upcoming events.
- Allow individual employees act as liaisons to the public.
- Develop direct relationships with bloggers and journalists for potential PR placement.

This guide will teach you the Twitter tactics you need to know – especially the ones that have worked for HubSpot – so you can ***grow your own business.*** Ready? Let's go.



# 2 STEP ONE: CREATE AND OPTIMIZE YOUR BRAND'S PROFILE.

Determine your ***purpose*** for being on Twitter, and identify a ***target audience***.

What do you want your Twitter followers to do or think of you? Depending on what you want to accomplish, you can identify what you should tweet.







TWEETS  
18.2K

FOLLOWING  
5,129

FOLLOWERS  
121K

FAVORITES  
16.9K

LISTS  
10



Follow

Customize your Twitter profile to (a) make it look spiffy, (b) inform potential followers who you are, and (c) provide a reason why you're worth a follow. UPS does this well (see next page for an explanation).

Joined June 2010

Tweet to UPS

29 Followers you know

UPS



Custom background and cover image.

Branded avatar.

Descriptive bio.

Use of short tracking URLs to help measure campaign performance.

URL to website.

Audiovisual content to encourage interaction.



TWEETS 18.2K FOLLOWING 5,129 FOLLOWERS 121K FAVORITES 16.9K LISTS 10



UPS

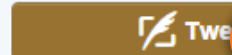
@UPS

Stay connected to global trade, sustainability and logistics. Tweets by the UPS® Social Media Team.

Atlanta, GA

ups.com

Joined June 20...



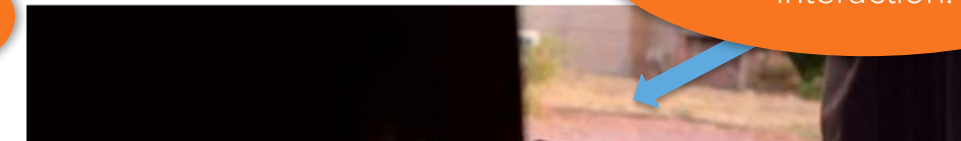
29 Followers you know

Tweets & replies

Pinned Tweet  
UPS @UPS · Dec 2

Carson, 4, wants to be like his UPS driver, Ernie. So we gave him his wish.  
[bit.ly/1xV85Y5](http://bit.ly/1xV85Y5) #WishesDeliv

UPS



*If your profile looks  
good, let's move on.*



*If it doesn't look so  
good, do some touch up.*



**3 MAKE YOUR BRAND  
PROFILE EASY TO FOLLOW.**

If your profile is all filled out, you'll want to create opportunities to gain new followers by ensuring your web properties – website, blog, and other social profiles – *link to your Twitter account.*



## Subscribe to Marketing Articles by Email

Email \*

Subscribe

## Subscribe by RSS



## Follow HubSpot



At the very least, place a Twitter follow button on your *website* homepage, your *'About Us' page*, and your *blog homepage* sidebar. For even more exposure, add a link to your account in your email signature and within the 'About' section of your other social profiles.

**4 DEVELOP A CONTENT  
STRATEGY TO SUPPORT  
YOUR TWITTER STRATEGY.**

# FIRST: A LITTLE ABOUT HUBSPOT AND OUR APPROACH TO TWITTER.

We mentioned earlier that HubSpot has used Twitter to successfully generate leads, grow our business, and grow our follower base. The primary reason why is because we *thrive* on creating content that makes the lives of marketers and salespeople easier. By creating and sharing content that helps our audience improve at their jobs, we've earned trust from our prospects.



That's why when it comes to Twitter, we *focus first* on creating useful content (blog posts, presentations, templates, and ebooks) our audience of marketers and salespeople will find valuable.



# WHAT TYPES OF CONTENT YOU SHOULD YOU CREATE?



Ebooks,  
Whitepapers &  
Guides



Templates



Checklists



Blog Posts



Webinars



Content Creation  
Assets



All this content creation arms our social media manager with a *library of resources* to promote in unique ways on Twitter.

For example, she creates Tweets that hone in on a *specific point* from a longer piece of content, or gives our audience an idea of *what they'll learn* from it.



Most times this means *creating custom images* in PowerPoint or Photoshop so we can catch a Twitter follower's eye when they're perusing their Twitter feed.



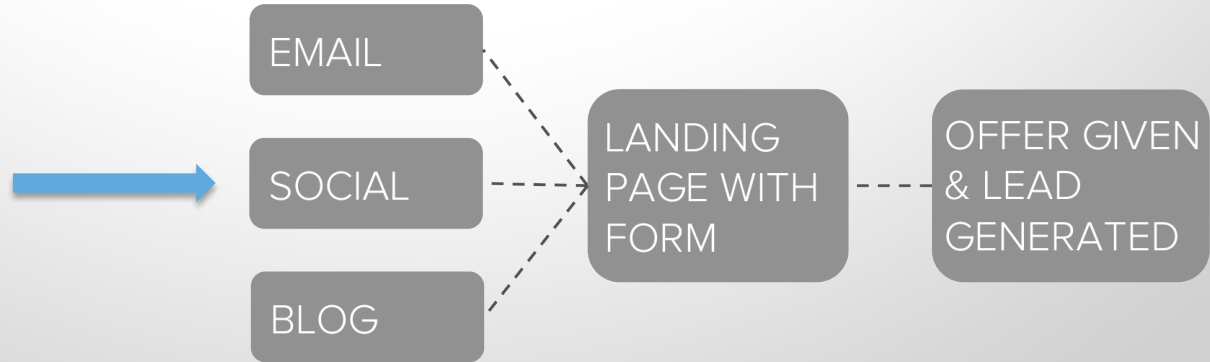
 **HubSpot** @HubSpot 4 Nov  
Taking a coffee break? You could write an entire blog post before you get back to your seat: [hub.am/HFKTGA](http://hub.am/HFKTGA)  
[pic.twitter.com/KRMMujYXFw](https://pic.twitter.com/KRMMujYXFw)



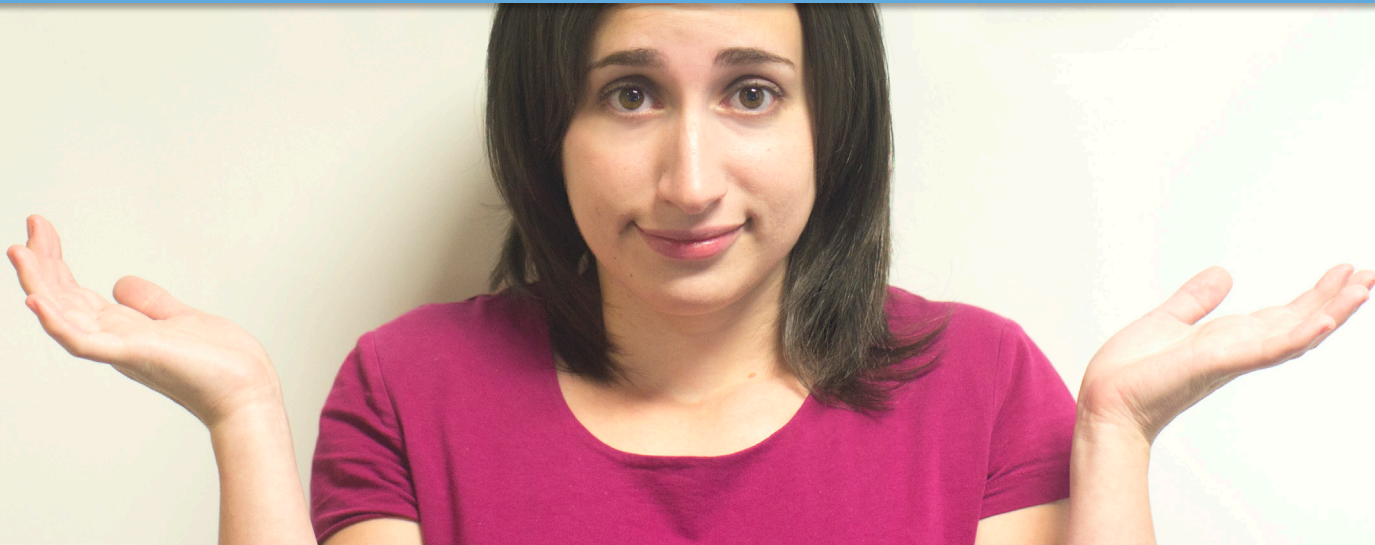
**"How I Wrote a 1K-Word Blog Post in 10 Minutes"**

You see, our Twitter posts are the *digital breadcrumbs* that draw our Twitter followers down a trail toward a much more substantial piece of content they can download after filling out a form.

We use Twitter to drive traffic to landing pages where we can convert visitors into leads.



Without creating content aimed at solving problems for our audience, we'd have nothing interesting to post or advertise on Twitter, and we sure as heck *wouldn't generate any leads!*



## Recap

Focus first on your overall content and lead gen strategies. Then, repackage what you've already created for Twitter.

## Learn More

Click the images to *check out* these additional resources!





**5 TO ATTRACT CUSTOMERS,  
DON'T JUST POST SALESY  
CONTENT.**

WHAT COMPANIES SOUND LIKE WHEN THEY ONLY TALK ABOUT WHAT THEY SELL.



HEY EVERYONE!  
COME AND SEE  
HOW GOOD I  
LOOK!

DON'T BE RON BURGUNDY. 😊



# INSTEAD, GENERATE LEADS IN TWO WAYS:



*Directly*

AND



*Indirectly*

Generate leads by sharing content that links directly back to a landing page with a contact form on your website.

Generate leads *eventually* after sharing friendly, easy-to-consume content not housed behind a form.

# WHAT TO SHARE FOR DIRECT VS. INDIRECT LEAD GEN:



*Direct*

Share the landing page for a downloadable offer, such as:

- An ebook
- A whitepaper
- A template
- A checklist



*Indirect*

Share:

- Photos
- Blog posts
- YouTube videos
- Third-party content
- Retweets
- @replies



The key to generating leads on Twitter is to post a *variety of content* that aligns with goals other than generating leads or driving sales.

WHADDAYA MEAN,  
'GOALS OTHER THAN  
SALES?!'



Aiming for “fluffier” goals like reach, awareness, buzz, customer satisfaction, and engagement (Retweets, @replies, favorites, clicks) are *just as important* as rigid lead gen goals. They’re the stepping stones to what you really want: more business.





In fact, it's vital to aim first to get your audience to see and interact with your Tweets. That's why a **balance** of direct and indirect lead gen content is so important. Without eyeballs, you can't get clicks, which means you can't get leads or customers!



# EXAMPLE 1: A *Direct* LEAD GEN TWEET.



The screenshot shows a tweet from HubSpot (@HubSpot) with a verified account. The tweet text reads: "Writing an ebook? Here are 5 free templates you can use: [hub.am/HC9wVv](http://hub.am/HC9wVv) (for PowerPoint & InDesign) [pic.twitter.com/BbocBgKxD8](http://pic.twitter.com/BbocBgKxD8)". Below the text are interaction buttons for Reply, Retweet, Favorite, Pocket, More, and HootSuite. The main image is a collage of three ebook templates: a 'TABLE OF CONTENTS' page, a title page 'AN INTRO TO THIS TOPIC' with a subtitle 'An introductory guide to [this topic] and how to succeed at it', and a page labeled 'INSERT IMAGES'. An orange banner at the bottom of the image says '5 FREE EBOOK TEMPLATES CUSTOMIZABLE IN POWERPOINT AND INDESIGN'. The tweet shows 39 retweets and 55 favorites, with a row of profile pictures of users who interacted. The timestamp is '11:31 AM - 4 Nov 13' and the source is 'Flag media'.

- Provides members of our audience with a value proposition
- Contains a short URL linking to a landing page with a form
- A call-to-action is implied (click the short URL to get these templates)



The Tweet copy states a problem and offers a solution, and the image is designed to give viewers a glimpse of what they'll get when they download the offer.

## EXAMPLE 2: AN *Indirect* LEAD GEN TWEET.

- Does not have a lead-gen focused call-to-action (i.e. “download,” “get”)
- Does not contain a short URL linking to a landing page with a form

This post helps us spark community discussion around marketing tips and tricks, which creates opportunities for us to refer marketers to helpful content we have on our blog or behind a form.



# YOU NEED A LITTLE OF BOTH.



HubSpot  @HubSpot 

Writing an ebook? Here are 5 free templates you can use: [hub.am/HC9wVv](http://hub.am/HC9wVv) (for PowerPoint & InDesign)  
[pic.twitter.com/BbocBgKxD8](http://pic.twitter.com/BbocBgKxD8)



**5 FREE EBOOK TEMPLATES**  
CUSTOMIZABLE IN POWERPOINT AND INDESIGN

39 RETWEETS  55 FAVORITES 

11:31 AM - 4 Nov 13 Flag media



HubSpot  @HubSpot 

What do folks need help with this month?  
Tweet your questions/challenges to #HAMO  
(Help A Marketer Out)!

14 RETWEETS  9 FAVORITES 

1:34 AM - 4 Nov 13



If we only published Tweets about registering for a software demo, signing up for a trial, or getting an inbound marketing assessment (our 3 most desired conversion actions), we'd totally *bore our followers*.

A good *rule of thumb*: let 80-90% of your Tweets offer up great content your audience will love, and the other 10-20% push a more direct sale.



## Recap

All business is P2P (people to people!), so don't shill.

Post a variety of content types dedicated to providing value – education, entertainment, etc.

Click the images to *check out* these additional resources!

## Learn More



An Introduction to Lead Generation



How to Get 1,000+ Followers on Twitter

# 6 GO BEYOND TEXT IN YOUR TWEETS.



Even though you can only fit 140 characters into a single Tweet, there's a lot you can do to make a Tweet *stand out* among all the other Tweets in user's feed.





75 Free Stock Photos ... No Royalties, No Fees, No Worries.



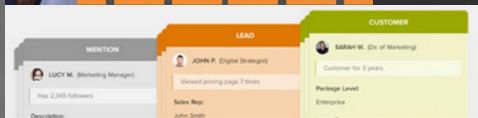
“Well, if you *don't have time* to do it right, what makes you think you'll have time to *do it over*?”



Conversion Centered Design  
Essential Elements of High Converting Landing Pages



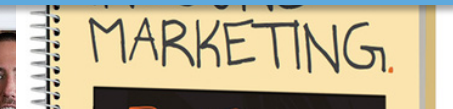
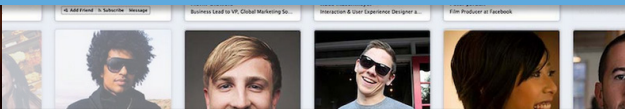
4  
... days until  
#INBOUND13



[Free demonstration]  
HUBSPOT'S NEW  
SOCIAL INBOX.



For example, use *photos* (or *videos* or *Vines*) to draw more attention to your lead gen content. If our social media manager doesn't have a pre-made image to work with, she'll spend the time creating one.



“Since we started using photos in Tweets along with a short URL linking to a landing page, we’ve seen the average conversion rate on those pages *nearly double*. The average retweets and clickthroughs we get for Tweets on photos has also increased. For the best appearance in the feed, I recommend using landscape-oriented rectangular images that are approximately 2:1 in dimension.”

– **Brittany Leaning** (@bleaning)  
Content Strategist & Former Social Media Manager, HubSpot



Try incorporating an image into *every 3 to 4 Tweets* so they appear more prominently in a user's feed and on your company's profile page.



The image shows a vertical scroll of four tweets from the account @HubSpot, dated 4 Nov. Each tweet includes a profile picture of HubSpot, the text of the tweet, and a link. The first tweet features a graphic for a PowerPoint template. The second, third, and fourth tweets do not have visible images in this view.

**HubSpot @HubSpot** 4 Nov  
[Free Download]: The Essential PowerPoint Template for Killer SlideShare Presentations [hub.am/16ALF18](http://hub.am/16ALF18)  
[pic.twitter.com/Y1clKNz8LJ](http://pic.twitter.com/Y1clKNz8LJ)

The Essential PowerPoint Template for **KILLER SLIDESHARE PRESENTATIONS**

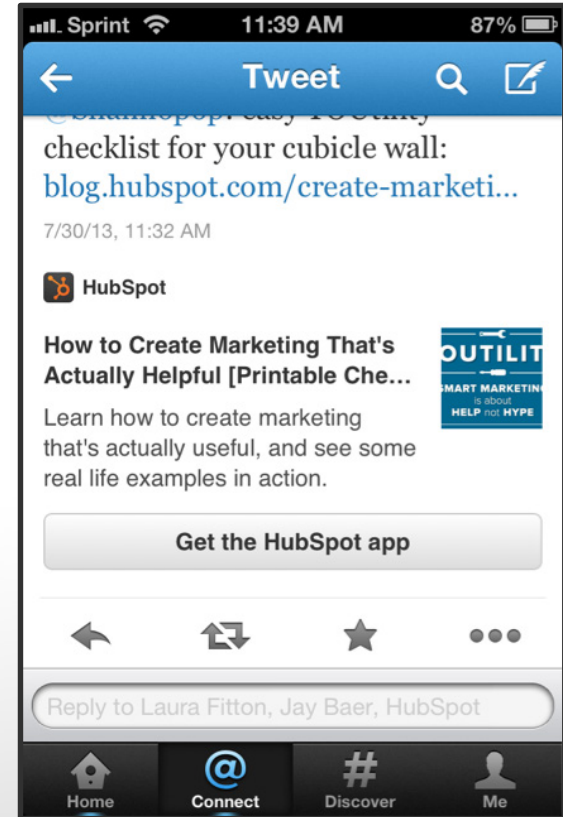
**HubSpot @HubSpot** 4 Nov  
The Advanced Tactics for Mastering Attract, Convert, Close & Delight [hub.am/16AKtec](http://hub.am/16AKtec) via @impactbnd

**HubSpot @HubSpot** 4 Nov  
10 Examples of Brilliant Email Marketing (and Why They're So Great) [hub.am/16AIXbW](http://hub.am/16AIXbW)

**HubSpot @HubSpot** 4 Nov  
Taking a coffee break? You could write an entire blog post before you get back to your seat: [hub.am/HFKTGA](http://hub.am/HFKTGA)  
[pic.twitter.com/KRMMujYXFw](http://pic.twitter.com/KRMMujYXFw)



Another awesome way you can add pizzazz to your Tweets and increase lead generation is through Twitter's *Lead Gen Cards*. We'll talk more about those a little later ...



## Recap

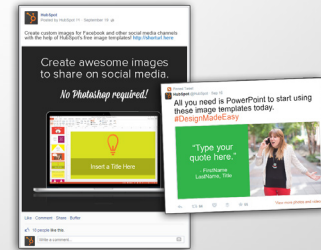
Photos work wonders for engagement and conversion and clickthrough rates, so it's wise to incorporate images, GIFs, videos, or Vines into Tweets.

## Learn More

Click the images to *check out* these additional resources!



The Marketer's Crash Course in Visual Content Creation



Free PowerPoint Templates: 60+ Social Media Images

# 7 EXTEND REACH WITH TWITTER ADVERTISING.

“Advertising on Twitter is a great way to get your content in front of new and broader audiences. You've got to pair it with a really strong organic content strategy, though. You can't rely on a pay-per-click solution to scale your lead generation. But, once you have a steady stream of valuable content in place, promoted Tweets can ***get you in front of the right prospects*** when they're scrolling through their Twitter feed.”

– **Sarah Goliger** (@sarahbethgo)  
Former Paid Media Manager, HubSpot





# YOUR PERFECT PROSPECTS ARE ON TWITTER. THEY JUST MIGHT NOT BE FOLLOWING YOU.

The people who follow HubSpot on Twitter already know about us, but that doesn't mean they're ideal future customers. Even though we're approaching 500,000 followers, only a fraction of those people actually have the *need and authority to buy* our all-in-one software. That's why we pay to reach marketers who fit our target buyer persona using Twitter's Promoted Tweets.

# GET IN FRONT OF THOSE PROSPECTS WITH PROMOTED TWEETS.

You can, too. Let's say you want to get *more exposure* for a Tweet about a specific marketing campaign or offer you're currently promoting. Or perhaps you'd like to put some additional Twitter muscle behind an upcoming event you're hosting. You can use targeted Promoted Tweets to have your message appear in several places on the social network that you wouldn't appear otherwise.

- Results
- People
- Photos

Results for **small business**  
Top / All / People you follow

20 new results

Who to follow · Refresh · View all

- Transamerica** @Transamer...  
Followed by Mark Richardson and ...  
Follow Promoted
- Brian Dunphy** @BrianDunphy  
Followed by Jessica Newman and ...

**OPEN** **OPEN Forum** @OPENForum 23 Sep  
5 ways Twitter can help your business find and keep customers:  
[bit.ly/1fWNGpl](http://bit.ly/1fWNGpl) #SmallBizSmarts  
Promoted by OPEN Forum  
Expand

**U.S. Chamber** @USChamber 39m  
50 small business owners travel to Washington, DC to discuss

Where exactly? Promoted Tweets are visible (1) at the top of relevant search results pages, (2) within search results for a Promoted Trend, (3) in users' Twitter feeds, when relevant, (4) in pinned Tweets for 'Enhanced' profile pages, (4) in Twitter's official desktop and mobile clients, and (5) in some third-party twitter clients, such as HootSuite.

And you can *target your audience* by ...



# KEYWORDS.

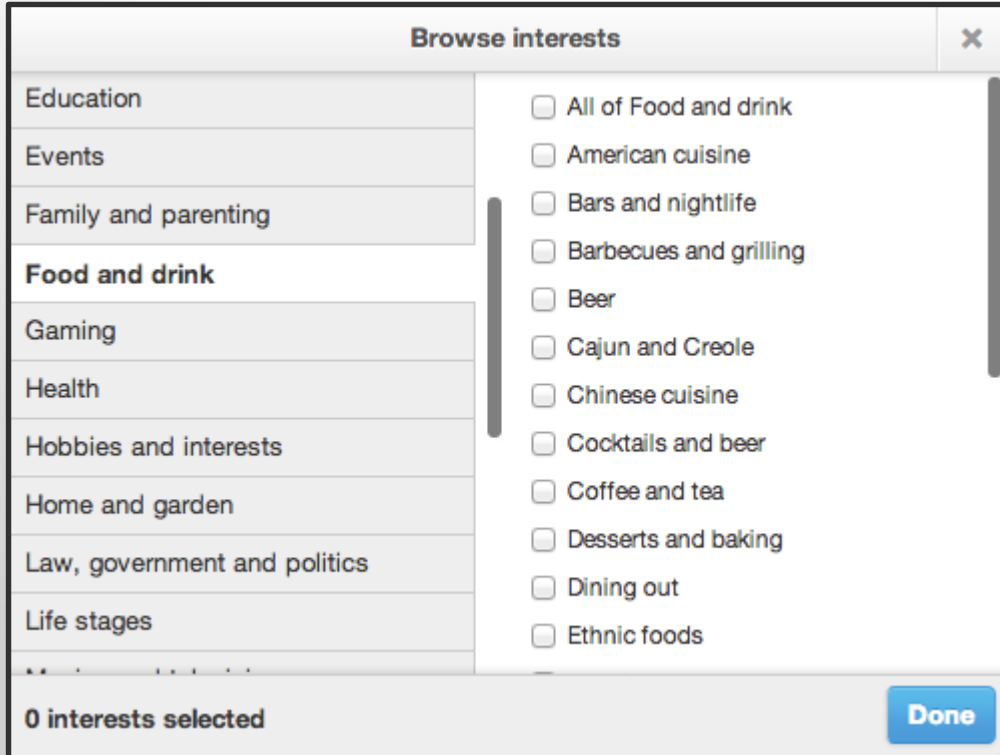
Enter the keywords or phrases you want to target.

inbound marketing or

|                          |                           |                       |
|--------------------------|---------------------------|-----------------------|
| <b>inbound marketing</b> | <b>MATCH IN ANY ORDER</b> |                       |
| "inbound marketing "     | PHRASE MATCH              |                       |
| -inbound marketing       | NEGATIVE MATCH            | ocial media, and more |
| -"inbound marketing "    | NEGATIVE PHRASE           |                       |

Keyword targeting allows marketers to reach Twitter users based on the *keywords in their recent Tweets* and the Tweets they recently interacted with.

# INTERESTS.




Interest targeting allows you to narrow your audience by more than **350 interest categories**, ranging from sports to food to education.

# USERNAME.

Add @usernames to target people similar to that user's followers.

or

 **Mike Volpe**  
@mvolpe

[Expand your reach](#) by adding recommended @usernames like @mashable, @HubSpot, and more

Also target your followers     Also target users like your followers

You can even *target specific @usernames* relevant to the product, service, event, or offer you want to promote so you can reach users with similar interests to that @username's followers (you can't specifically target the followers of that @username).

# PLATFORM / DEVICE.

? Select which devices and platforms you wish to target.

- Desktop and laptop computers
- iOS — apps and web on iPhone, iPad, iPod touch
- Android — apps and web on Android phones and tablets
- Blackberry — apps and web on BlackBerry phones and tablets
- Other mobile devices — web on smartphones and tablets

And, if you have a preference for which devices you'd like your Promoted Tweet to appear on, you can control that, too. (But if you target mobile devices, make sure your landing pages are *mobile-optimized!*)



The pricing model for Twitter Advertising is cost-per-engagement, so you *only pay when people interact* with your Tweets.



# HOW WE ADVERTISE: THE ANATOMY OF HUBSPOT'S PROMOTED TWEETS.

→  
We start by choosing to advertise an offer our audience will find valuable.

→  
Tweet copy is clear and concise, and avoids the use of hashtags or @mentions to prevent distracting the viewer from clicking the link.



The image shows a screenshot of a promoted tweet from HubSpot (@HubSpot). The tweet text is: "160 free images to use in your marketing campaigns! [bit.ly/18q4eBA](https://bit.ly/18q4eBA)". Below the text are interaction buttons for Reply, Retweet, Favorite, Pocket, More, and HootSuite. A quote card is visible, showing the HubSpot logo and the text: "160 Free Stock Photos with a Business Theme Ready for Use Anywhere". The quote card description reads: "Download 160 free business-themed stock photos. Use these anywhere in your marketing campaigns and blog posts -- no royalties, no fees, no worries." Below the quote card is a "View on web" link. At the bottom of the tweet, there are statistics for 216 Retweets and 190 Favorites, along with a row of profile pictures of users who interacted with the tweet. The timestamp is "2:28 PM - 2 Oct 13" and there is a "Flag media" button.

←  
URL links to a landing page containing a form to download free stock photos.

←  
The landing page has an optimized title and meta description to give the viewer more context into the value of the downloadable offer.

## Recap

The people connected to your company on Twitter may not be your most qualified leads. The best way to reach them is with targeted ads.

## Learn More

Click the images to *check out* these additional resources!



Blog Post: How to Launch Your Twitter Advertising Campaign



Blog Post: How Twitter Advertising Works

**8 GIVE TWITTER LEAD GEN  
CARDS A TRY.**

You know when you expand a Tweet and you sometimes see some multimedia content sitting below it? That's a *Twitter Card*.



The image shows a Twitter post from the account 'Insightpool' (@insightpool). The tweet text reads: 'Be proactive and find influencers, prospects, and customers on social...before they even find you.' Below the text is a link: 'cards.twitter.com/cards/59p6hy/1...'. The tweet has interaction icons for Reply, Retweet, Favorite, Pocket, More, and HootSuite. Below the tweet is a 'Twitter Card' with the title 'Find ideal influencers, prospects, and customers.' The card features three rows of icons and text: 'INFLUENCERS' (with a person and megaphone icon), 'PROSPECTS' (with a person and target icon), and 'CUSTOMERS' (with a person and document icon). Below the card is a blue button labeled 'Dive in.' Underneath the button is a form to 'Share your name and email address with Insightpool'. The form contains the name 'Shannon Johnson', the handle '@shannopop', and the email 'sh\*\*\*\*@as\*\*\*\*.edu'.



**Insightpool**

@insightpool



Follow

Learn how some of the world's biggest brands are using social drip marketing to deliver sincerity at scale.

[cards.twitter.com/cards/59p6hy/1...](https://cards.twitter.com/cards/59p6hy/1...)

Reply Retweet Favorite Pocket More HootSuite

Right message. Right person. Right time.



**Request a Demo Today**

Share your name and email address with Insightpool



**Shannon Johnson**

@shannopop

sh\*\*\*\*@as\*\*\*\*.edu

The *Lead Gen Card* is a Twitter card that lets you generate leads directly within a Tweet in exchange for some sort of offer, like the demo in this Insightpool example.



The really cool part about Lead Gen Cards is that the user's information – name, email address, and Twitter username – are all *automatically* pulled into the Card. All users have to do is click a single button ('Submit') to hand over their contact info, and that info gets plugged right into one of the many CRM platforms Twitter integrates with (including HubSpot).

You need 4 pieces of content to create a Lead Gen Card. #1 is an offer.

2. An image.  
Make it a good one!



3. A short description.



4. A call-to-action.



### Card content

**Card image** [?](#)  
Your card image communicates the value of your business and your offer. Avoid using stock images.

Max image size is 1 MB  
At least 4:1 aspect ratio required  
Minimum required width is 600px


**Short description** [?](#)  
Provide a short description of the benefit users get by sharing their information with you.

80 characters

**Call to action** [?](#)  
Choose a short call to action message.


20 characters

Web Mobile


 **HubSpot**  
@HubSpot

The card for your Promoted Tweet will look something like this!

10:10 PM - 5 May 2013

  
Card image

**Short description**  
Accept this offer by sharing your email address with HubSpot

 **HubSpot**  
@HubSpot  
@ .com

[View advertiser privacy policy](#)



## Recap

With Lead Gen Cards, you can not only get your Promoted Tweets in front of your prospects, but also seamlessly capture their contact information.

Click the images to *check out* these additional resources!

## Learn More



Blog Post: How to Collect Leads From Tweets



Blog Post: How to Use Twitter Cards to Drive More Traffic

# 9 TRACK YOUR PERFORMANCE USING ANALYTICS.

# FIGURE OUT WHAT METRICS MATTER AND PICK A MEASUREMENT PLATFORM.

Your business goals will determine what you want to measure, and what you want to measure will help you determine which analytics platform you use.

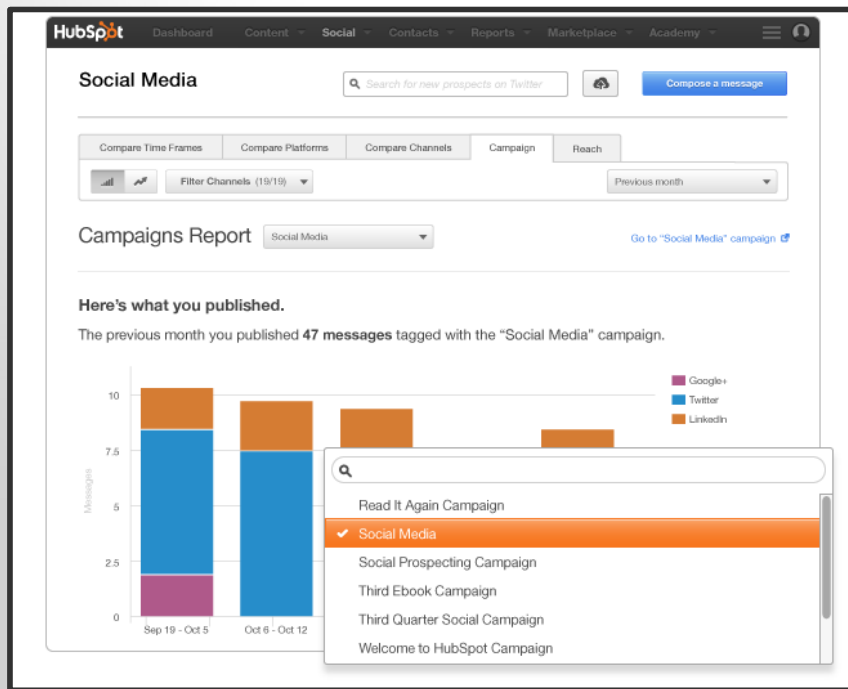
Twitter has their own analytics platform that's open to any user. With [Twitter Analytics](#), you can track follower growth, follower quality and engagement, the reach of your Tweets, the website traffic you're generating from Tweets, as well as how your Promoted Tweets and [Twitter Cards](#) are performing.

# NOT ALL SOCIAL ANALYTICS PLATFORMS ARE MADE EQUAL, THOUGH.

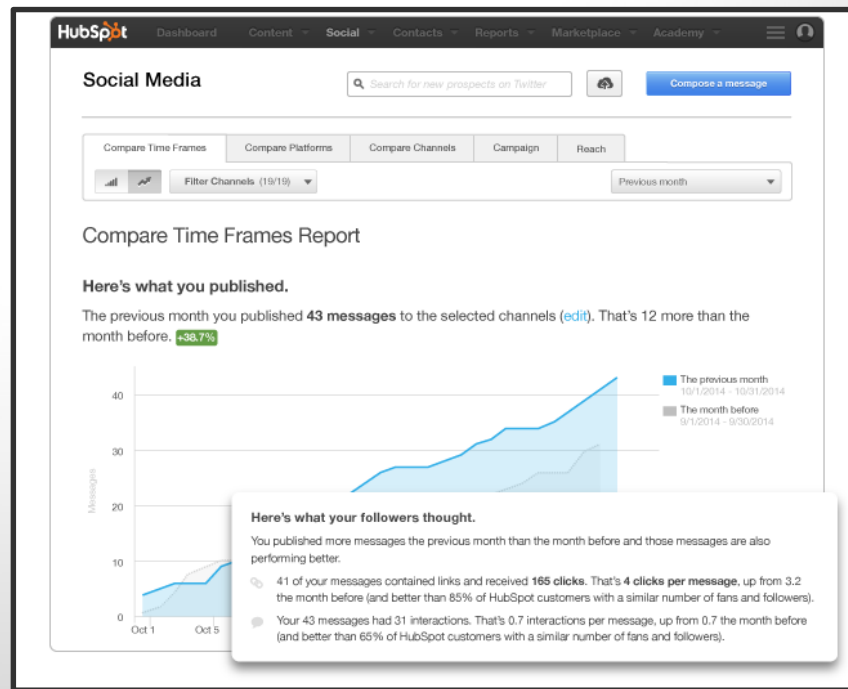
If you want to compare your efforts on Twitter to other social channels, see which salespeople are best utilizing Twitter for [social selling](#), or compare your performance against benchmarks, or see how many leads and customers you're generating from Twitter, you'll probably want to use a social media management and measurement tool. [HubSpot Social Inbox](#), for example, contains [Social Reports](#) that allow you to do all of the above. Want to know what else?

# HUBSPOT SOCIAL REPORTS ALLOW YOU TO:

Report on all your published Tweets at the campaign level to see how they're contributing to the success of your larger marketing effort.



Compare current social efforts to historical performance, or amongst other brands with a similar-sized reach as yours.



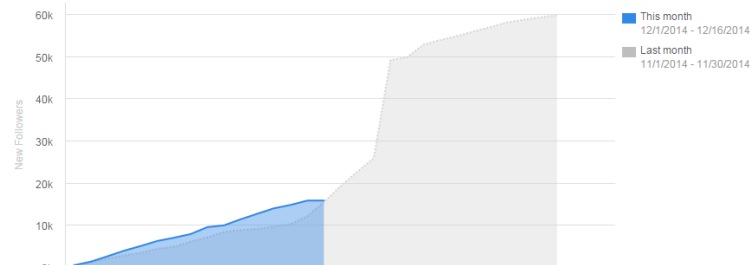


# NOW WHAT DO YOU WANT TO DO?

## Here's the impact on your business.

This month you have gained 15,770 fans and followers and have had 116,603 visits to your website from social media. You also gained 1,956 new contacts from social media and 23 new customers from social media.

15,770 new fans and followers **+2.3%** (15,410 this time last month)



Learn More About  
HubSpot Social Inbox

## REMEMBER TO:

- Make sure your profile is branded and optimized.
- Focus on helping people. All business is P2P – person to person.
- Create content that makes your target audience's life easier. Then, craft compelling Tweets to promote through advertising.
- Tweet a balance of direct and indirect lead gen content.
- Tell your audience what to do by including a clear call-to-action in Tweets.
- Create tracking URLs so you can measure the clicks and leads your content generates.

Skip for Now and Read  
the Takeaways

# 10 TAKEAWAYS.



# REMEMBER TO:

- ❑ Make sure your profile is branded and optimized.
- ❑ Focus on helping people. All business is P2P – person to person.
- ❑ Create content that makes your target audience's life easier. Then, craft compelling Tweets to promote through advertising.
- ❑ Tweet a balance of direct and indirect lead gen content.
- ❑ Tell your audience what to do by including a clear call-to-action in Tweets.
- ❑ Create tracking URLs so you can measure the clicks and leads your content generates.

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- ❑ Create tracking URLs so you can measure the clicks and leads your content generates.
- ❑ Avoid the use of hashtags and @mentions in Promoted Tweets.
- ❑ Take the time to create great visuals. It pays off in engagement, conversion, and clickthrough rates.
- ❑ Ensure landing pages are optimized with appealing copy, visuals, and clear calls-to-action.
- ❑ As with any marketing endeavor, test and refine to improve results over time.



Created by [@shannopop](#)

# What is HubSpot?

**All-in-one** inbound marketing software.

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## MARKETING ANALYTICS

Analyze your web traffic and see which sources are generating the most leads.



## SEARCH OPTIMIZATION

Improve your rank in search engines by finding and tracking your most effective keywords.



## BLOGGING

Create blog content quickly while getting SEO tips and best practice pointers as you type.



## EMAIL

Send personalized, segmented emails based on any information in your contact database.



## LEAD MANAGEMENT

Track leads with a complete timeline-view of their interactions with your company



## SOCIAL MEDIA

Publish content to your social accounts, then nurture leads based on their social engagement.