

# *A Visual Guide to*

THE SCIENCE OF SUCCESS ON



Data-backed Best Practices  
for Businesses on Twitter



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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.

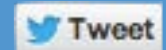
These tweets were not specifically part of larger integrated campaigns with dedicated campaign hashtags.

# 1 Twitter Priorities

## The Science...

*“Brand building is the primary focus for 70% of businesses on Twitter, with lead generation (65%) a close second.”*

– SocialBro 2014 Data



## 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

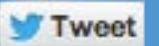
Take Inspiration from [@InnocentDrinks](#)

# 1 Twitter Priorities

## The Science...

“Over half (57%) of businesses are spending at least fifty per cent more on Twitter marketing compared with two years ago, with 15% of respondents stating that their spending has tripled.”

– SocialBro 2014 Data



## Best Practices for Lead Generation



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

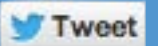
Take Inspiration from @Walgreens

## 2 Images in Tweets

### *The Science...*

*“Tweets from businesses that contain images are **34% more likely** to get Retweeted than Tweets from businesses with no image at all.”*

– SocialBro 2014 Data



## Best Practices for Tweeting Images



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

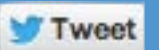


## 2 Images in Tweets

### The Science...

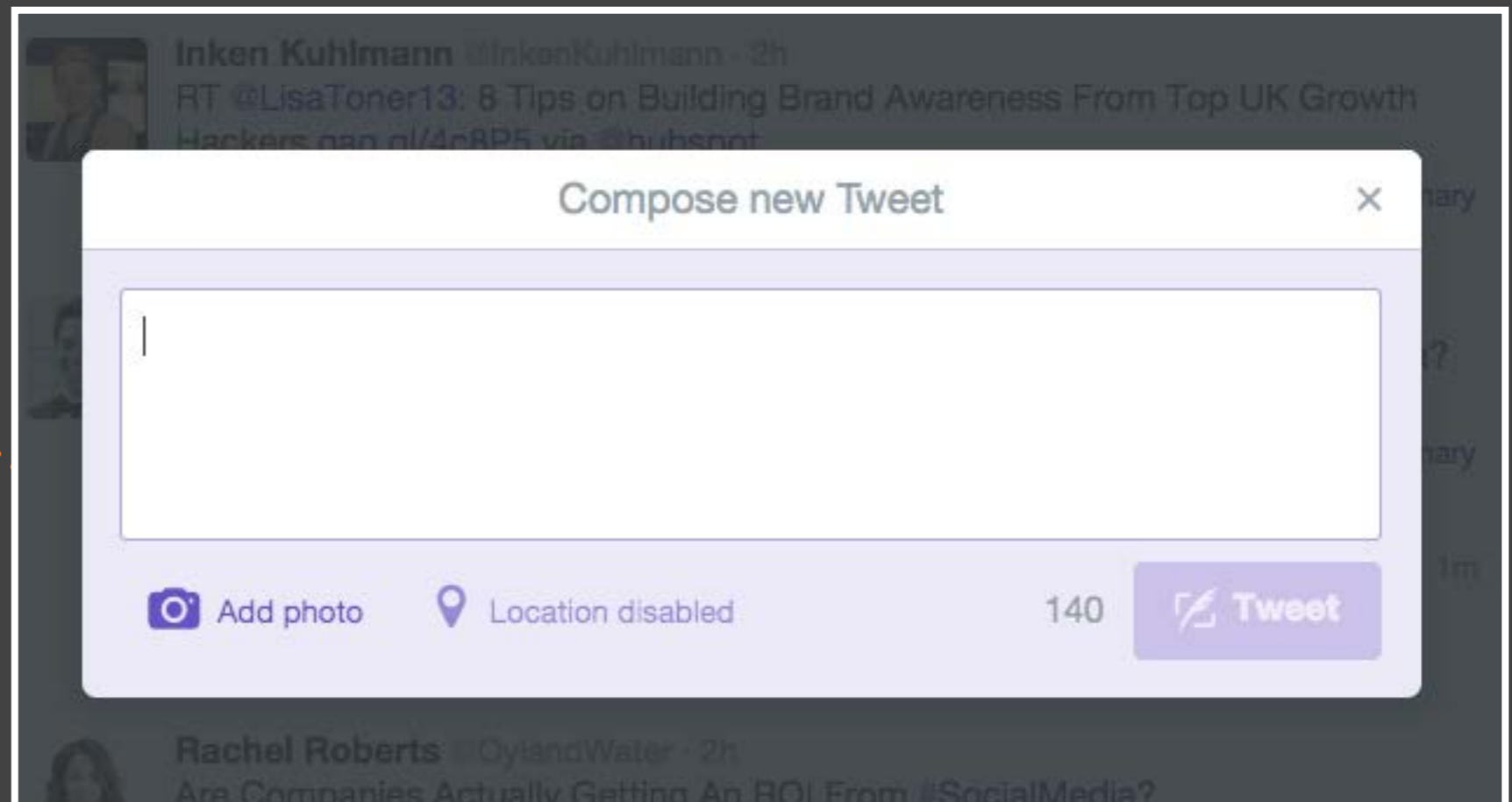
*“Tweets from businesses with images directly uploaded to Twitter (i.e. using Twitter’s native image uploading system pic.twitter) are **173%** more likely to get Retweeted than Tweets with images from other sources.”*

– SocialBro 2014 Data



## Upload Images Directly From Twitter

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

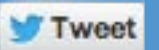


# 3 Strategic URL's

## The Science...

"Tweets from businesses with a URL placed in the middle of the Tweet are **26% more likely to get Retweeted** than Tweets from businesses with a URL placed in the beginning or end of the Tweet."

– SocialBro 2014 Data



## Best Practices for Tweeting Links



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



# 4 The Perfect Hashtag

## The Science...

*"Tweets from businesses that include hashtags are **33% more likely to get Retweeted** than Tweets without hashtags."*

– SocialBro 2014 Data



## 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?

113 RETWEETS 33 FAVORITES

4:37 PM - 3 Mar 2013

GOOD

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 using 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

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®

BAD

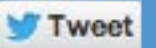


# 4 The Perfect Hashtag

## *The Science...*

*“Tweets from businesses with one hashtag are 69% more likely to get Retweets than those with two hashtags.”*

– SocialBro 2014 Data



Only Use One Hashtag to Get the **Most Retweets**



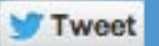
1. Don't over-populate your Tweets with too many hashtags
2. Use 1-2 hashtags – 1 is optimum

# 4 The Perfect Hashtag

## The Science...

"Tweets with hashtags containing **11 or more characters** get on average **117%** more Retweets than those with 6 to 10."

-- SocialBro 2014 Data



## 11 Characters is Optimal for a Hashtag



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.

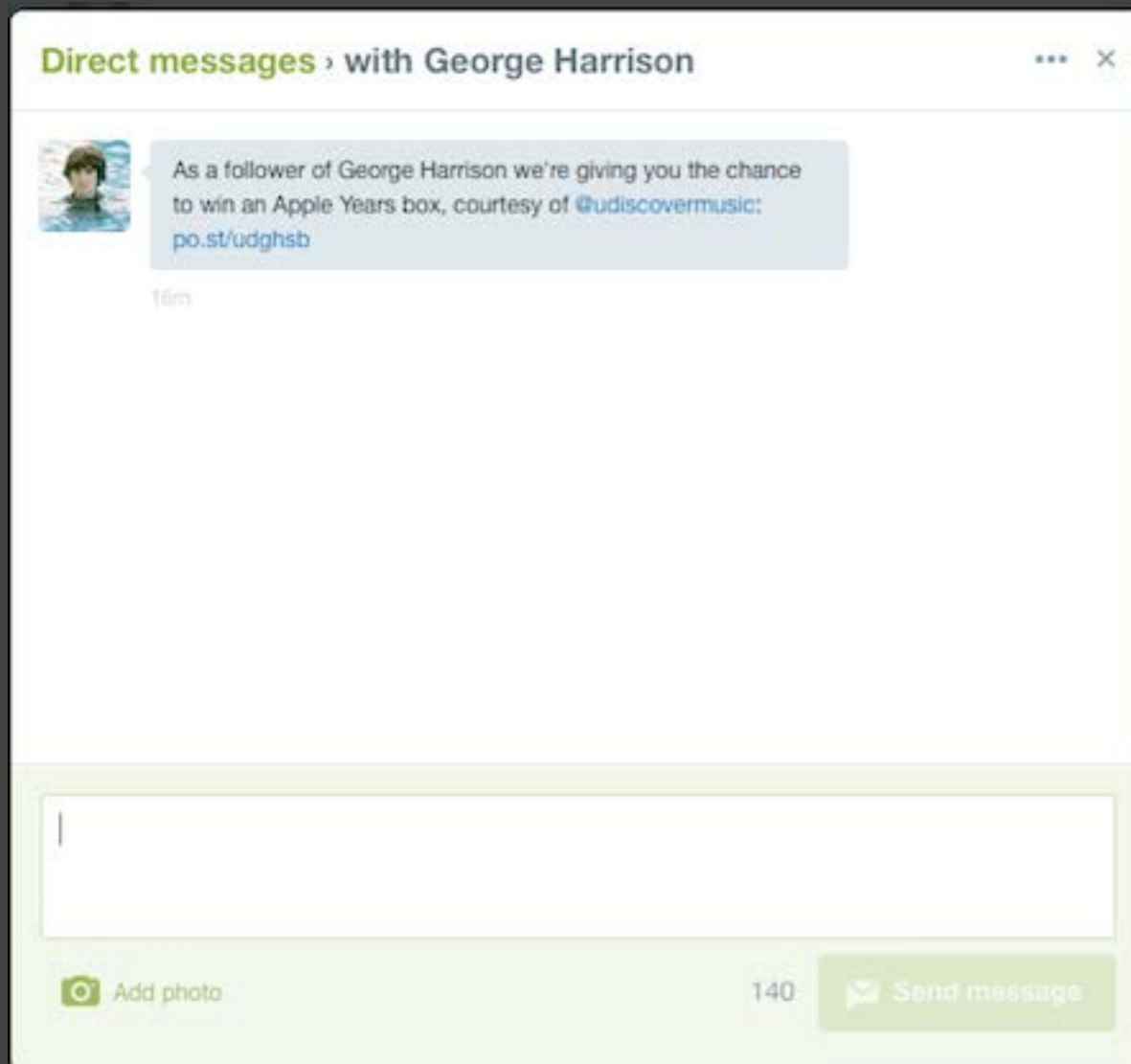
Take Inspiration from @CadburyUK

# 5 Direct Messages

## The Science...

“Twitter DM campaigns get on average a **300% higher click rate** than outbound email campaigns.”

– SocialBro 2014 Data



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](#)

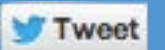
- Their George Harrison DM campaign saw a 71% click through rate

# 6 Follower Engagement

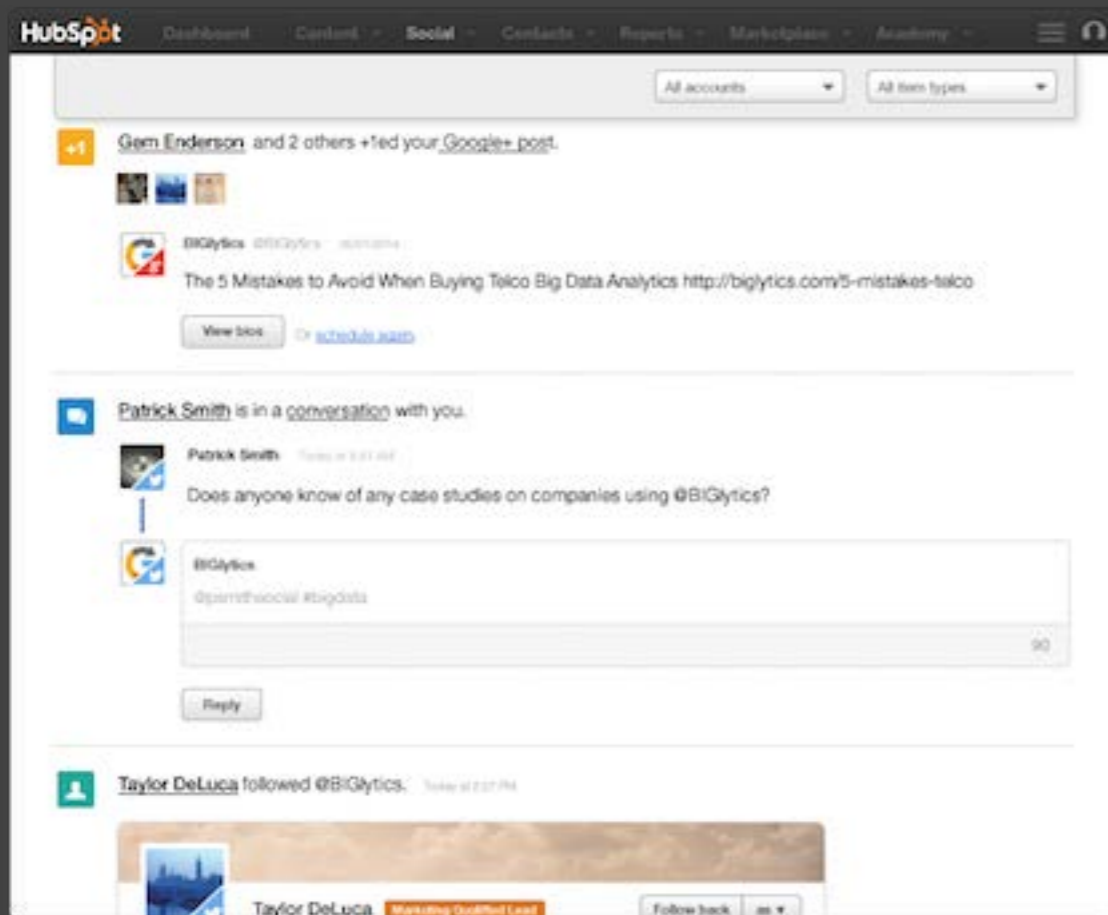
## The Science...

“90% of Twitter users who engage with Twitter-based marketing campaigns will not follow the company on Twitter after the campaign interaction.”

– SocialBro 2014 Data



## 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 take advantage of the Tailored Audiences feature to create Twitter Ads uniquely tailored to these people.

Try out HubSpot's Social Inbox [here](#)



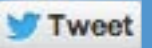


# 6 Follower Engagement

## The Science...

“Businesses will on average **lose 15%** of new Twitter followers **within 3 weeks** unless they make an effort to engage early.”

– SocialBro 2014 Data



## 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](#)

# 7 Investment

## The Science...

*"Businesses using Twitter Ads get on average a follower increase 13 times higher than the general average of businesses on Twitter."*

– SocialBro 2014 Data



## 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](#)

# 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 ▶