



Best practices for B2B marketers on Twitter

How to build influence and drive sales



TABLE OF CONTENTS

Introduction	3
Set your goals	6
Connect with authority	9
Develop the right content	12
Drive results	19
Key takeaways	29

A high-angle, close-up photograph of a business meeting. Several people are seated around a wooden table. In the foreground, a person's hands are visible, holding a red pencil and writing on a blue-lined notebook. The notebook contains handwritten notes and diagrams. To the left, a laptop is open, displaying a website. Another laptop is visible in the lower foreground. The scene is dimly lit, with a soft blue and purple color cast. The text 'INTRODUCTION: B2B ON TWITTER' is overlaid in white, bold, sans-serif font across the center of the image. A white Twitter bird logo is positioned below the text, centered over the notebook. Two horizontal dashed lines are placed above and below the text.

INTRODUCTION: B2B ON TWITTER





INTRODUCTION

Build influence and drive sales

Twitter is the only place executives can follow the moments that matter in real time, get news before it breaks anywhere else, and instantly share their thoughts with the most relevant audience.

Over **288,000 CEOs*** use Twitter to connect with customers, develop influence and show thought leadership.

366,000 start-up founders are on Twitter.*

99.9% of tech journalists use Twitter.*

And **87% of B2B marketers** use Twitter to distribute content.**

We want to help you untap the true potential of Twitter in your B2B marketing efforts. Follow our best practices on Twitter to:

- build credibility and influence
- reach audiences across the funnel
- generate leads
- drive sales





INFLUENCE EVERY STEP

Decision-making on Twitter happens across the funnel, from discovery to purchase and beyond. With a comprehensive Twitter strategy and

strategic use of content, you can reach a deeply relevant audience on Twitter, and encourage those people to take action with your business.

HOW ONE FIRM USES TWITTER ACROSS THE FUNNEL



TRIGGER

43% of business decision-makers use Twitter to discover new products and solutions*



RESEARCH & EVALUATE

34% of business decision-makers use Twitter to research for an IT initiative*



PURCHASE

29% of business decision-makers use Twitter when making a purchase decision*



AFTER PURCHASE

31% of business decision-makers use Twitter to get support post-purchase*

*SOURCE | Twitter B2B Behavioral Impact Study 2015



//////////
SET YOUR GOALS
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IDENTIFY YOUR OBJECTIVES

Working to develop thought leadership and build influence on Twitter makes sense, especially given the relevant reach it offers you. It's important, however, to set measurable goals for both organic and paid activity. Surprisingly, this is something social media marketers don't always do.

For example, you can focus your Twitter campaigns on pushing traffic to your website in order to increase sales or generate leads.

Alternatively, you can choose to build your audience by working to attract more followers or you can emphasise improving brand awareness and generating more engagements such as likes and Retweets.



*SOURCE | Promoted Twitter polls, February and March 2016, Sample size = 1,306, @TwitterSMEUKI and @TwitterAdsNord

#SUCCESS

LOWEST COST-PER-LEAD OF ANY MARKETING CHANNEL USED

Flevy, which runs an online business documents marketplace, used Twitter to drive document downloads with the ultimate goal of generating leads.

“Twitter has been the most effective platform by far in terms of generating quality leads for our business.”

DAVE TANG, Founder, Flevy

READ MORE

business.twitter.com/success-stories/flevy



MEETING KEY CHALLENGES

Producing engaging content is the top challenge for marketers. This ebook offers plenty of ideas for generating dynamic, sharable content to distribute on Twitter.



#SUCCESS

24.6% OF DOWNLOADS ATTRIBUTED TO TWITTER

Buzzstream, a marketing software company, produced a marketing guide with the goal of increasing its base of potential customers.

“Of all the channels we used to promote our marketing guide, Twitter’s Promoted Tweets were far and away the winner in terms of driving the most downloads at an affordable cost.”

MATTHEW GRATT, Senior Marketing Manager, Buzzstream

*SOURCE | Promoted Twitter Poll, February and March 2016, Sample size = 1,874 @TwitterSMEUKI, @TwitterAdsNord

CONNECT WITH AUTHORITY





BUILD YOUR NETWORK

To build your network on Twitter, you need to engage with and produce content for these key audiences. Follow a wide cross-section from each group and dedicate time to monitoring your Twitter feed to understand the interests of these audiences.

- 1 | Media
- 2 | Employees and colleagues
- 3 | Customers
- 4 | Industry leaders, partners & peers
- 5 | Investors and analysts

To connect with these people, respond to their Tweets, join in with conversations on industry hashtags such as #bigdata and strike up conversation with people when you have useful information or a link you can share with them in a Tweet.

Growing your follower base

By engaging on Twitter as outlined above, you'll quickly see an increase in followers. Make sure you promote your own Twitter handle by including it in your email signature, in presentations and on your business card. And turn to page 18 to discover how you can grow your follower base quickly with Twitter Ads.





EMBRACE LIVE & ALWAYS-ON

Understand the live moments that matter for your business

Business happens live on Twitter. Be prepared for key moments in your industry. Prepare multiple Tweets in advance, including varying copy, images and video.

- Trade shows
- Industry marketing moments
- Industry seasonal launches
- Company events

Take an always-on approach

Connecting with your target audience on Twitter isn't about quick hits. Decision-making processes in B2B are longer, so it's important the key people you want to reach are exposed to your messages multiple times.

Our internal data shows B2B audiences are much more likely to engage on Twitter after repeat exposure to messaging. Someone who has seen a business's message four times is **335% more likely*** to click on a link in a Tweet by that business than someone who has only been exposed to the message once.

It's fine to repeat Tweets more than once over a day or a few days if the message is relevant and timely.

And it's definitely smart to experiment with varying the Tweet copy and rich media you use to showcase your message on Twitter. When you know what resonates with your target audience, you can focus on developing and Tweeting that type of content.

*SOURCE | Twitter Internal, 2015 YTD B2B Campaigns from 10 accounts, N=751, Click-through rate = # of URL clicks/audience reached, All increases statistically significant at 95% confidence interval

DEVELOP THE RIGHT CONTENT

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FROM

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TWEET TO SPARK INTEREST

B2B marketers on Twitter are a mobile-centric audience. They love to consume and share relevant content while on the go or working away from their desks. Cater to their needs and interests, and broadcast your message, by Tweeting highly shareable content, such as branded infographics and GIFs.

A 2014 eMarketer study found smartphone users researching business purchases not only visited vendor websites for product information (67% of those polled) and compared prices and products (65%), but also read articles on trends and strategies (57%) and watched videos (48%).

Case studies, white papers, analyst reports, and webinars were also popular content formats for this audience.*

1.1. SHARE BRANDED MEDIA



ISS developed this branded graphic to promote a blog post about different types of facilities management (FM) roles.



This infographic from Maersk Line both promoted some of its key routes and led the audience to a more in-depth explanation of its shipping alliances.

*SOURCE | eMarketer "B2B Content Marketing. Finding satisfaction Beyond the Lead". Sept 2014



1.2. BROADCAST COMPANY NEWS OR GO BEHIND THE SCENES

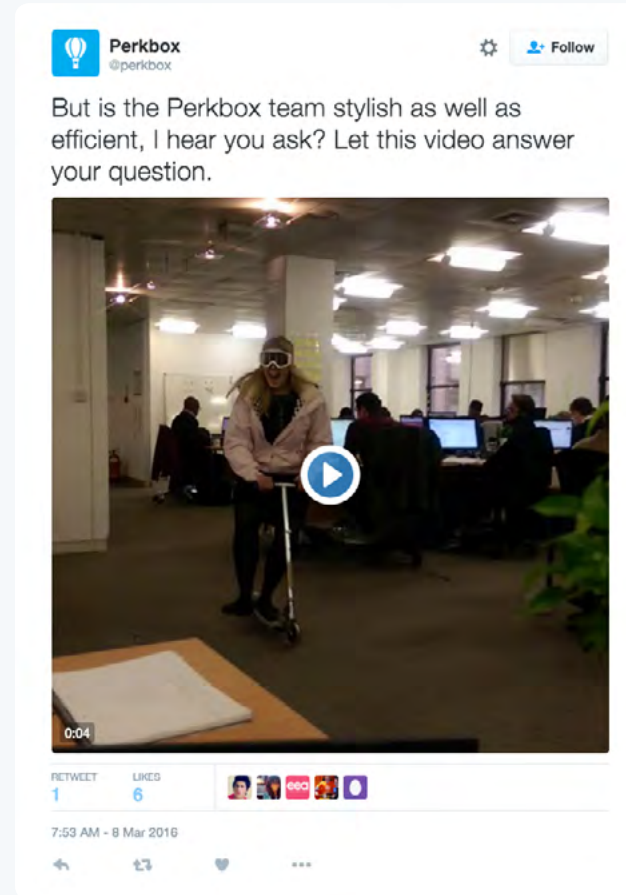


Finnish fintech firm Holvi shared the news of its acquisition with a team photo.

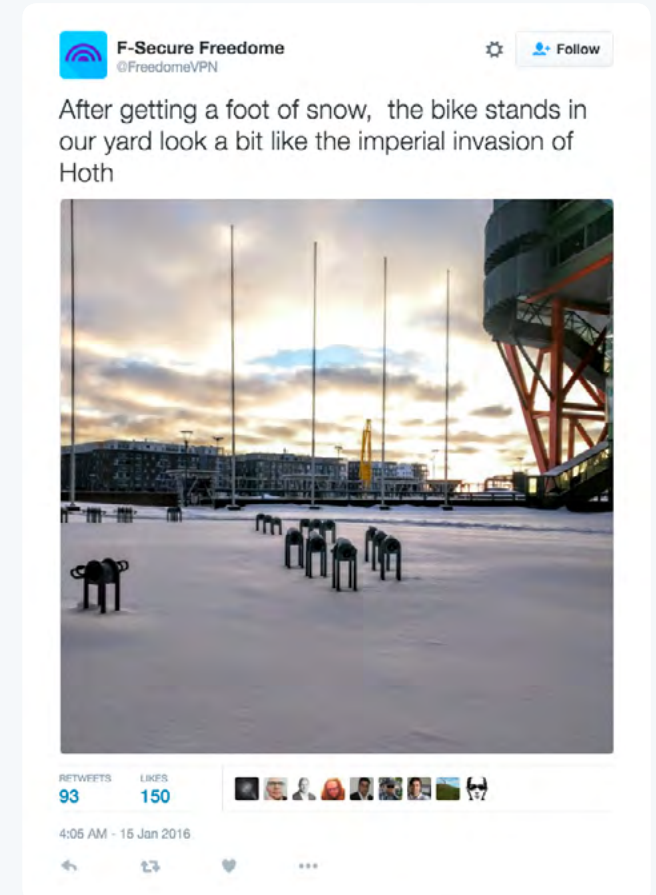


In this Tweet, the CEO of Ericsson gives a glimpse behind the scenes as he prepared to speak at a conference.

1.3. SHARE FUN FACTS & RICH MEDIA



While Tweeting office high jinks doesn't contribute directly to the bottom line, it can help to put a human face on your business.



This privacy app promises 'office shenanigans' as well as serious updates in its Twitter bio, and makes sure to deliver from time to time.



TWEET TO BUILD INFLUENCE

Twitter is the ideal place for your senior executives to show thought leadership and for you to position your firm as leading experts in your field. Encourage the top leaders from your company to share insights on the latest industry developments, giving them training and support if needed.

Also consider what internal research and stats your business could share in Tweets to help build authority and credibility on Twitter.

2.1. SHARE INFORMED OPINIONS

GrowthHackers @GrowthHackers

We Analyzed Nearly 1 Million Headlines. Here's What We Learned #startup growthhackers.com/articles/we-an ...

Facebook	Twitter	Google+	Pinterest	LinkedIn
things	google	chocolate	chicken	google
recipe	facebook	butter	chocolate	facebook
about	giveaway	recipe	recipe	should
video	about	peanut	butter	social
should	should	google	wedding	about
reasons	social	cream	peanut	chicken
homemade	media	cookies	cookies	things
healthy	reasons	chicken	homemade	apple
every	twitter	cheese	salad	ideas
people	android	cookie	cream	media

= Possible list posts
 = Shows a unique characteristics of this social network

OkDork BY NORA KIRKMAN CoSchedule

RETWEETS 18 LIKES 16

8:21 AM - 14 Mar 2016

Growth Hackers Tweeted this eye-catching table to promote its latest research.

Nokia @nokia

CEO Rajeev Suri joins @UNBBCom initiative as Broadband Commissioner. Read his blog for more: nokia.ly/1TleVMV



RETWEETS 86 LIKES 102

5:57 AM - 14 Mar 2016

This Tweet linking to a blog post by the Nokia CEO helped cement his reputation as a thought leader.



2.2. SHOWCASE YOUR PRODUCTS



UpCloud got straight to the point when flagging its latest feature on Twitter.

2.3. FEATURE YOUR CUSTOMERS



Flockler showcased the core value of its plugin in this Tweet.



Indie marketplace Tictail introduced its newest retailer in this Tweet.



In this example, Dutch file transfer service WeTransfer features the Royal Academy in London, which uses its service.

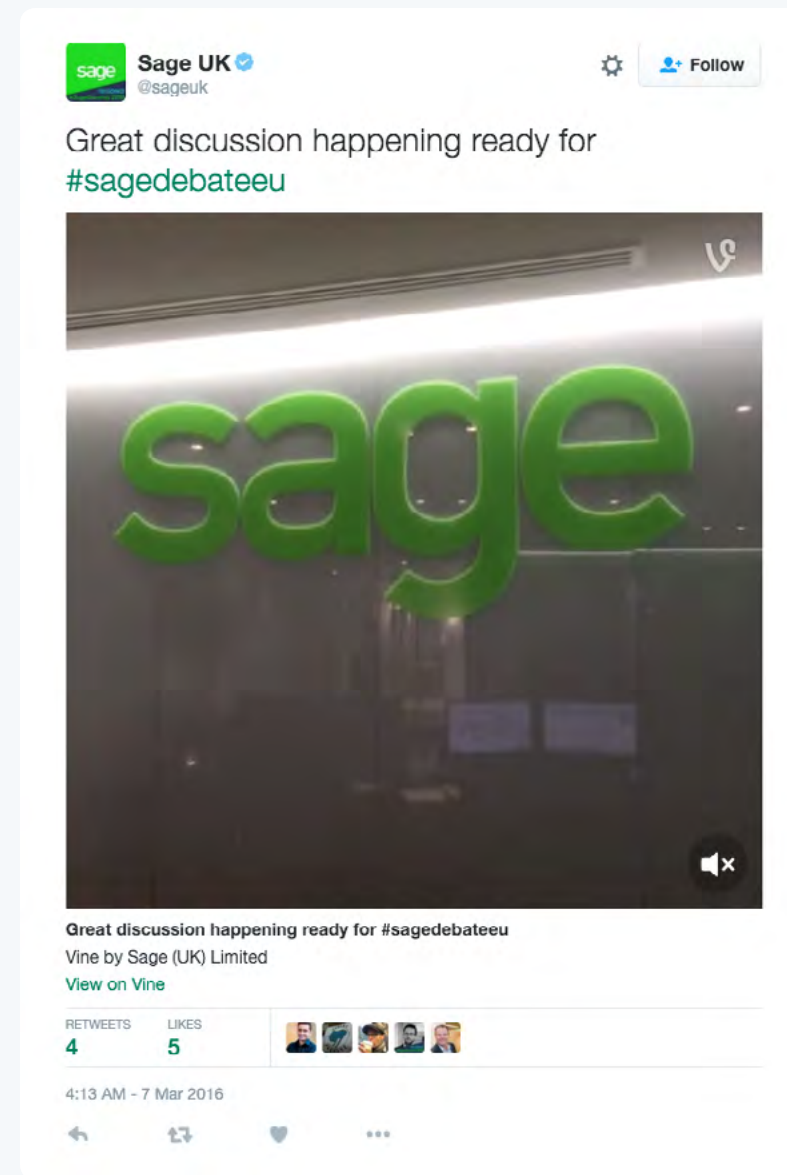


TWEET TO DRIVE ENGAGEMENT

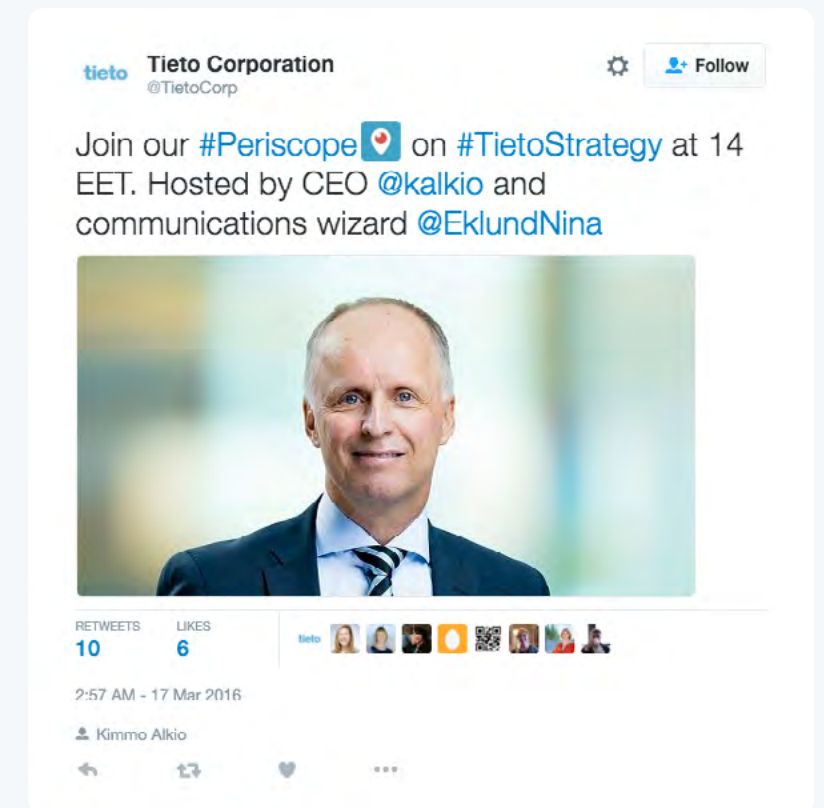
By encouraging your audience to engage with your business on Twitter, you increase the likelihood of them absorbing your message and taking action.

Video is particularly effective at increasing engagement. Use Periscope to live stream events or short product Q&As and Vine for six-second video snapshots. Polls and competitions also help to boost engagement.

3.1. SHARE EXCLUSIVE LIVE VIDEO



Sage grabbed attention on Twitter by promoting a debate event with this Vine.



The CEO of Tieto Corporation used Periscope to talk strategy to a B2B audience.



3.2. RUN COMPETITIONS



KONE used Twitter to attract entrants for a hackathon.

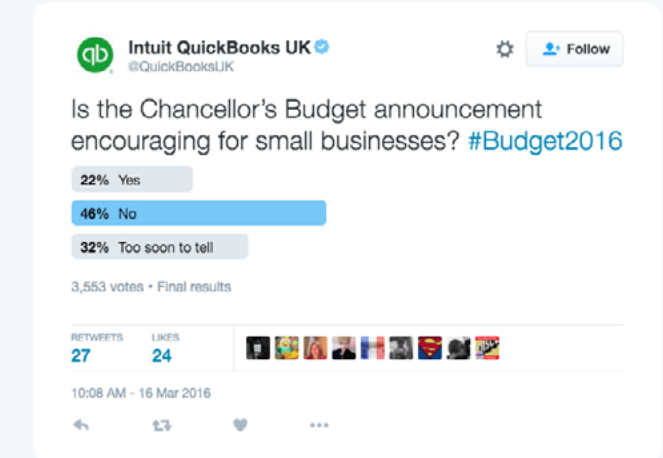


BridgeVoice attracted visitors to its conference stand by sharing this special offer on Twitter.

3.3. RUN POLLS



App creation solution Fuse used a poll to conduct some user research.



Intuit used a relevant topical issue to engage its audience with a poll on Twitter.



DRIVE RESULTS





ANALYTICS: UNDERSTAND HOW TWITTER CONTRIBUTES

Every word, photo, video and follower matters. Twitter's analytics help you understand how the content you share on Twitter grows your business. Here's what you can learn by visiting analytics.twitter.com.



- ### 1 | Account home

Account home tracks high-level statistics from month to month, spotlights your top-performing Tweets and introduces you to the influencers in your network.
- ### 2 | Tweet activity dashboard

Your Tweet activity dashboard gives metrics for each of your Tweets. See exactly how many times Twitter users have seen, Retweeted, liked and replied to each Tweet.
- ### 3 | Audience insights dashboard

Your audience insights dashboard shows valuable information about your Twitter followers, including their interests and demographics.



ACHIEVE YOUR BUSINESS GOALS WITH TWITTER ADS

Create campaigns based on the results you want

Twitter Ads objective-based campaigns are designed to help you achieve results that drive action and add value to your business. Create campaigns tailored for a variety of business goals, from driving website traffic to increasing brand awareness.

Reach the right people

Our robust targeting capabilities help you get in front of people who are interested in your business. Whether you want to reach a niche group or connect with a global audience, we offer a variety of targeting options to help you connect with the right people.

Measure your success

And with our campaign dashboard, you can monitor how your campaigns perform across key metrics, including cost-per-result.

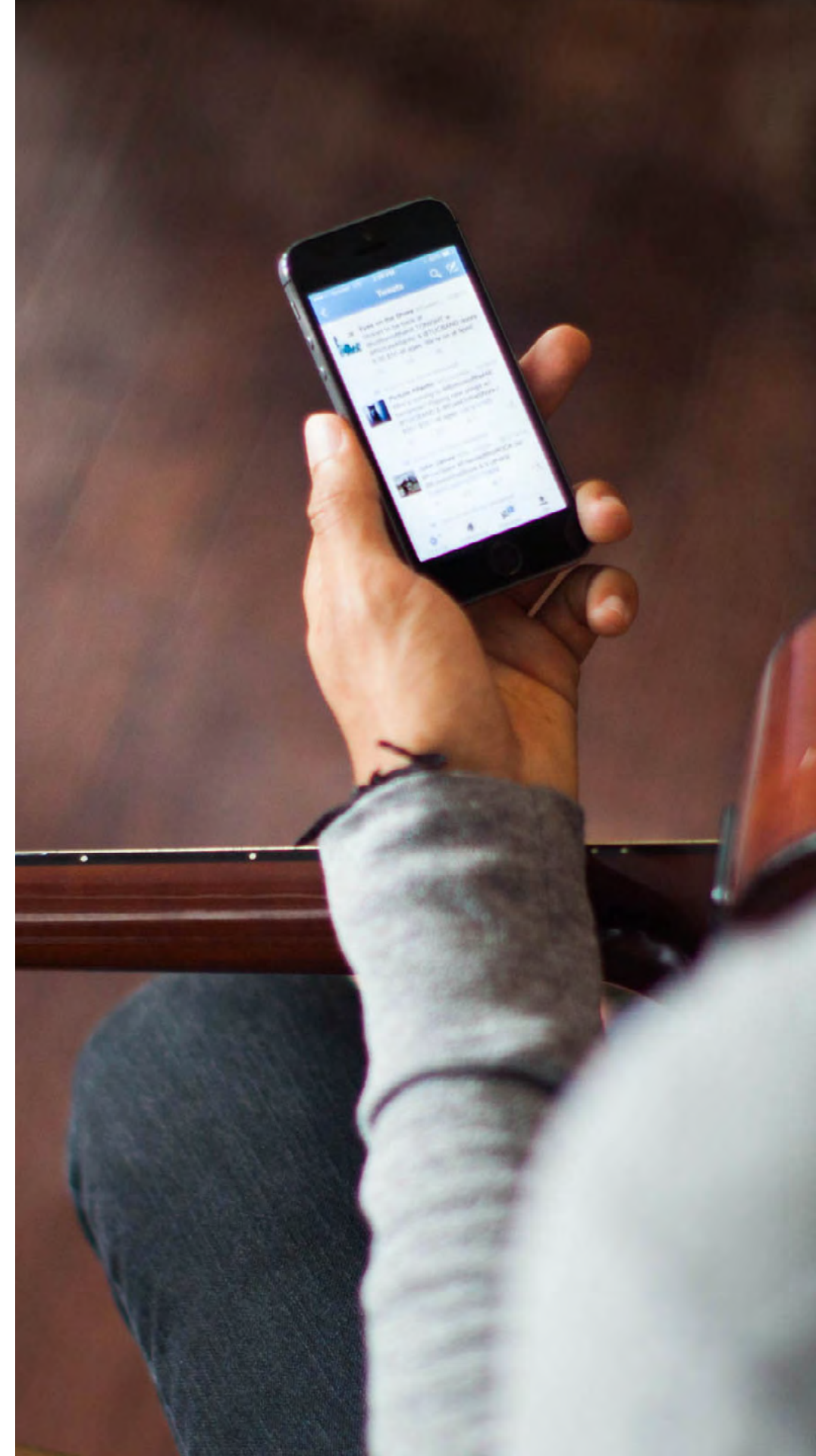
Make the most of your budget

The cost of advertising on Twitter depends on the type of campaign you run, the targeting it involves and other variables. Twitter Ads runs on an auction-based model, so the costs can vary, depending on auction volumes at different times.

For advertisers starting out, we recommend using the Automatic Bid option. Our system optimizes your bid, getting you the best results at the lowest price (within your budget).

LEARN MORE

business.twitter.com/help/bidding-and-auctions-faqs





BUILD A RELEVANT, INTERESTED COMMUNITY

Followers are incredibly valuable to your business

When someone follows your organisation on Twitter, they not only see your Tweets, but they're also likely to become an advocate and customer. Followers feel more positive about businesses they follow, Tweet about them, Retweet their Tweets, and buy from them.*

Purchase: 69% of users are likely to buy from a business they follow on Twitter**

Sentiment: 73% of users feel better about a small or medium-sized business after following and reading its Tweets*

Awareness: 74% of people follow small and medium-sized businesses to get updates on future products***

Make it easy for people to find you on Twitter by showcasing your handle on your website, business cards, vehicles and so on. To really boost your follower numbers, run a Followers campaign with Twitter Ads. Go to ads.twitter.com to get started.

Creating effective followers campaign Tweets

When you create Tweets to use in a followers campaign, make sure you specifically ask people to follow you and include a compelling reason for them to do so, such as access to research findings or early notice of upcoming products.

Sometimes, including an image in a followers campaign Tweet can distract from your call

to follow. Try Tweets with and without photos, then go with what works.

For best results, create three or four campaign Tweets, each with slightly different wording, so you can see which is most effective.

*SOURCE | Customer Insight Study, Twitter + DB5, 2014

**SOURCE | Twitter Small Business Holiday Insights, Twitter + Millward Brown 2015

***SOURCE | Small Businesses + Twitter Study, Marketprobe International + Twitter, 2013



BUILD A RELEVANT, INTERESTED COMMUNITY



“Not only have we seen a 104% increase in engagements on Twitter since we ran our campaign, but the new followers have driven results off-Twitter too: Compared to the average social visitor, users who come from Twitter spend more time on our website and visit more site pages.”

WHITNEY PORTER, Senior Marketing Manager, Ferguson Enterprises, Inc.

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A 3,000% INCREASE IN TWITTER FOLLOWERS

To build on its organic Tweets, amplify its reach and grow its valuable Twitter community, plumbing wholesale distributor @Ferguson_FEI decided to run a followers campaign with [Twitter Ads](#).

READ MORE

business.twitter.com/success-stories/ferguson



DRIVE ACTION FROM TWITTER

The Website Card is a powerful Twitter Ads format designed to encourage traffic to your website from Twitter. It allows users to preview an image, related context and a clear call to action in their timeline. Promoted Tweets with Website Cards have **43% higher engagement rates** than Tweets with links*.

You use Website Cards as part of a website clicks or conversions campaign on Twitter. You can achieve different objectives by using this type of campaign to drive traffic to your site. For example, you could:

- Increase online purchases
- Connect with high-quality leads
- Encourage downloads of videos, ebooks, white papers and other marketing collateral

Get started with Website Cards on ads.twitter.com.

Get creative with Website Cards

Showcase your product

Think of the Website Card image as a way to introduce your brand to new users. Stay away from stock images!

Share the company you keep

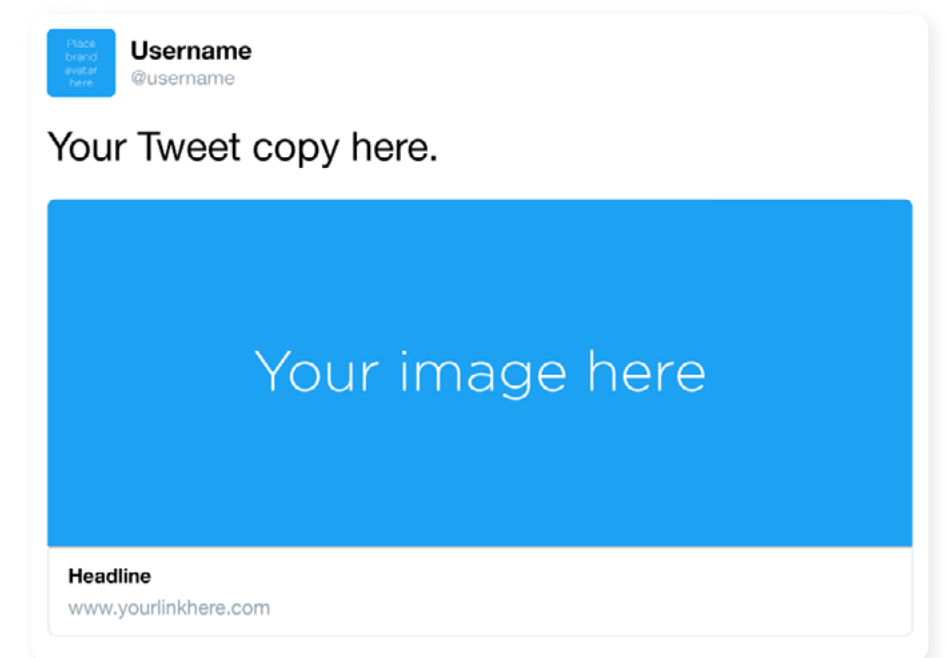
Emphasize any associations with well-known names or products to get users' attention.

Explain the process

The goal of a campaign is often to reach new customers — so you can't assume that they already know how your product or service works. A quick 1, 2, 3 diagram or concise sentence can get your value proposition across at a glance.

Localize

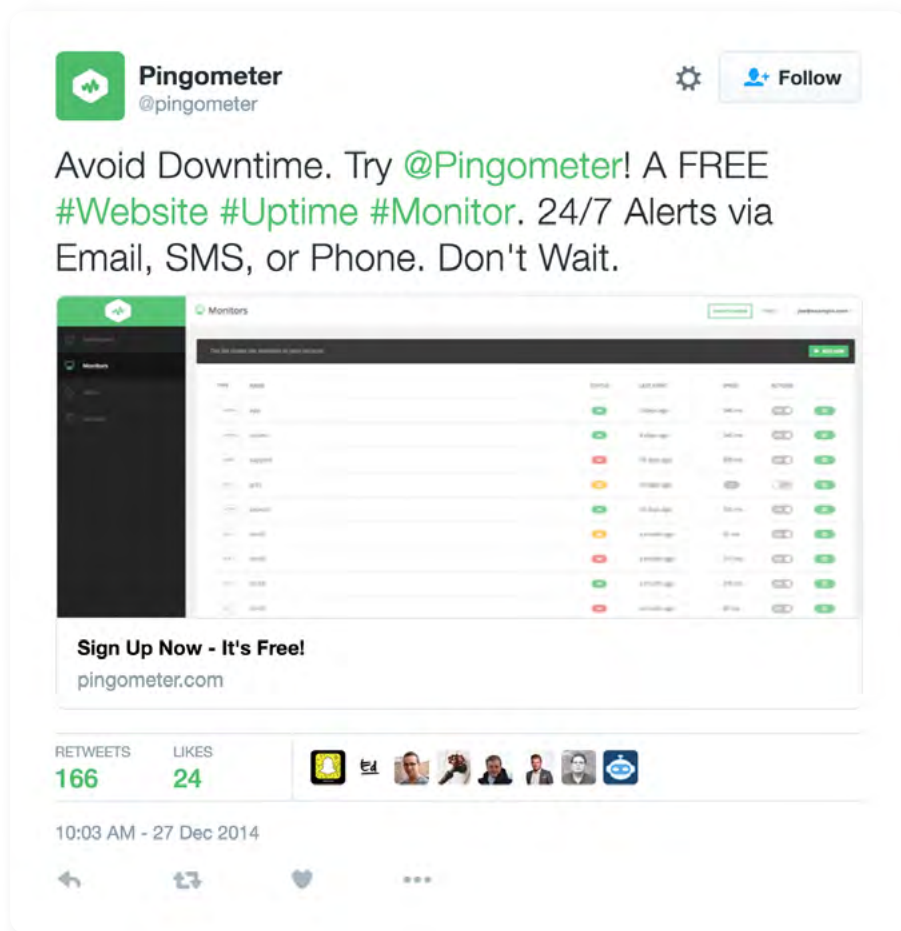
If you're geo-targeting your campaign, align your image to the city or region you're targeting.



*SOURCE | Twitter internal data



DRIVE ACTION FROM TWITTER



#SUCCESS

A 22% HIGHER CONVERSION RATE COMPARED WITH OTHER MARKETING CHANNELS

B2B service provider Pingometer monitors website performance for its clients. It ran a Website Card campaign on Twitter targeting C-suite executives in 12 countries, including the UK, the US and Australia.



“The people we’re reaching tend to be decision-makers or manager level and above — they’re on Twitter and they’re using it to learn about new products. A few days into the campaign we sent out an email to new clients asking them how they heard about us, and 9/10 said they clicked on our Twitter ad.”



TYLER SCOTT, Founder, Pingometer





TARGETING A B2B AUDIENCE

Follower targeting

Follower targeting helps you connect with the people who are likely to be interested in your business. It works by displaying your Twitter Ads campaigns to people who follow specific usernames or are similar to the followers of those usernames.

Most businesses targeting a B2B audience are seeking to connect with niche but highly relevant audiences. Follower targeting is ideal for this purpose. Among the handles you should target are those of:

- Niche media and publications in your field
- Your competitors
- Influencers in your sector, which could be individuals or research firms, for example

Start by targeting at least 10-15 handles, but remember it may be worth trying considerably

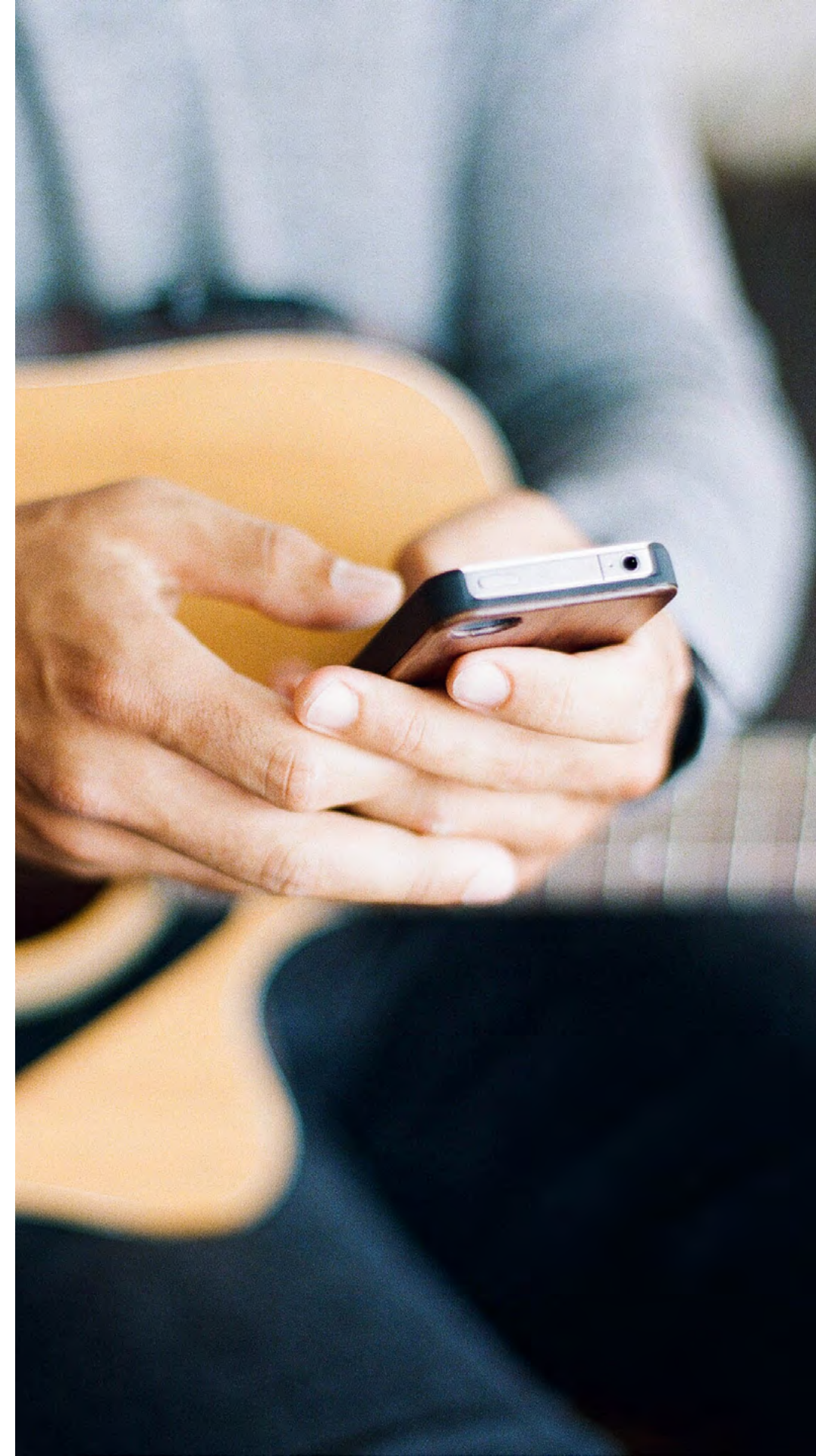
more. Experiment to see what works for your business.

Keyword targeting

An effective B2B keyword targeting strategy has two strands – everyday and event-based. For everyday keyword targeting, draw up a list of your product or solution names (and those of your competitors), relevant industry terms, related hashtags, sector influencers and so on. Do the same with events, but focus on speakers, event hashtags and specific event themes

To inform your keyword targeting further, look at your best-performing SEO terms and think about how people might discuss those topics on Twitter.

As with follower targeting, start by targeting at least 10-15 different keywords, but scale up if needed.





TARGETING A B2B AUDIENCE

Event targeting

Industry events such as trade fairs and conferences are a fantastic way to connect with your target audience on Twitter. Depending on your sector, events may be the only time your Twitter audience is actively speaking and communicating, rather than consuming.

Map out the calendar of events in your sector or target markets over the next few quarters and plan how you are going to target them with Twitter Ads campaigns. Focus on the two or three days around an event and plan to concentrate your efforts on the keynote day, as this is when Twitter activity around the event will be busiest.

Twitter Ads offers an event targeting option, but local or industry events may not be included in the list of events you can target in this way. If this is the case, you can use hashtags, follower

targeting and keyword targeting to reach those attending or interested in the event. Targeting the Twitter handles of an event’s keynote speakers, for example, would be a smart approach.

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16X ROI WITH TWITTER ADS

@SiriusDecisions wanted to drive ticket sales for their 10th annual conference. To connect with industry decision-makers, they used Website Cards on Twitter. The campaign was launched with a goal of quadrupling their return on investment (ROI), but it actually achieved 16 times ROI.

“Twitter is all about real-time, value-added news sharing in order to attract, engage and eventually convert audiences.”

BRAD GILLESPIE, Head of Global Marketing, SiriusDecisions

READ MORE

business.twitter.com/targeting

READ MORE

business.twitter.com/success-stories/siriusdecisions



TAILORED AUDIENCES & REMARKETING

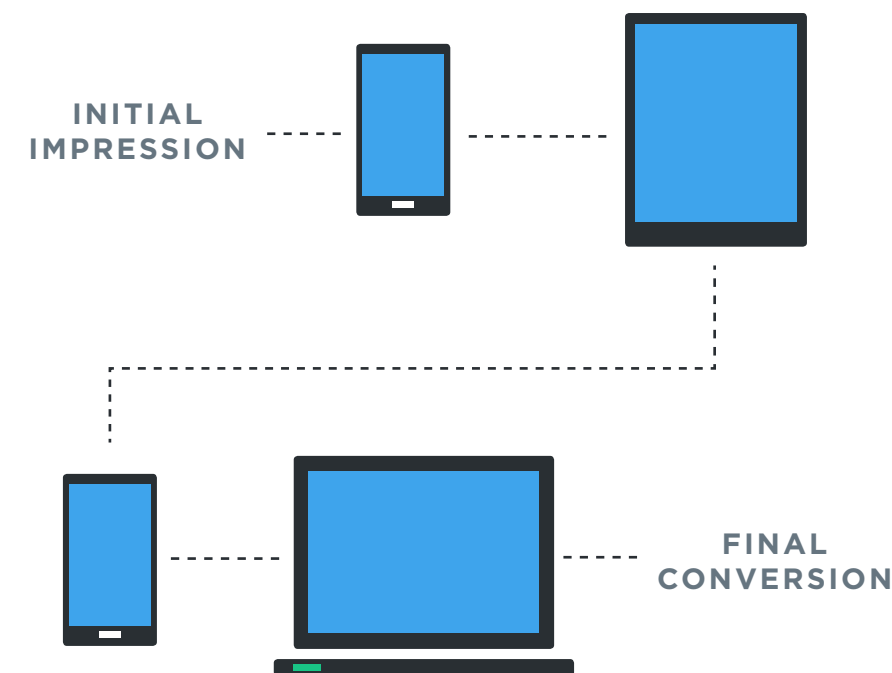
Someone who has already expressed interest in your business is more likely to engage with your marketing messages. But how can you find and reach this audience on Twitter?

Tailored Audiences enable you to create highly relevant remarketing campaigns on Twitter. For example, a software company can use this type of targeting to reach attendees of a recent conference or to target people who recently visited their website.

You can target visitors to your website or upload your own customer relationship management of lists of:

- Twitter users
- Customer or prospect email addresses
- Mobile phone numbers
- Mobile advertising IDs

Once you've uploaded your list of contacts, you can choose to either include or exclude them from your campaign targeting, depending on your remarketing strategy.





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KEY TAKEAWAYS

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KEY TAKEAWAYS

Twitter is the ideal place to reach a B2B audience. To build influence on Twitter and to generate sales from it, it's crucial to **set clear objectives**.

Once you have specific goals in mind, you can tailor your strategy so you are working to **build the right kind of network** and connect with relevant people through **tailored, always-on messaging**.

Remember to develop a detailed editorial calendar and plan content in advance so you can Tweet to **spark interest** in your business, **develop authority** on Twitter, and **encourage active engagement** from your audience.

Use Twitter Ads **followers campaigns** to build an interested Twitter audience with whom you can communicate over time. Or run **website clicks or conversions campaigns** to bring

valuable traffic from Twitter to your website.

When seeking to reach a B2B audience by running ad campaigns on Twitter, use **follower targeting, keyword targeting** and **event targeting**. And when you're remarketing, use **Tailored Audiences targeting**.

Achieving real results with Twitter

Adopt a strategic approach to content planning and production on Twitter to increase your social influence and make meaningful connections.

Then draw on the insight you gain from Twitter Analytics and make use of powerful Twitter Ads campaigns to see a tangible improvement in bottom-line results.





TWITTER:

Your live connection to business



business.twitter.com