How to Use Twitter for B2B

Brandon Gearing
Marketing Coordinator
Connecticut Innovations
“Should we do this?” is no longer the question.

- The conversation has shifted to: “How do we do this?”
Before you use Twitter for your business, you must understand the basics.

A few resources if you’re a little unsure:

- Anatomy of a tweet
- Navigating Twitter
- How to send a tweet
- Understanding hashtags
- The entire Twitter basics guide
Twitter is all about sharing content and engaging in conversation.

- Twitter gives you access to millions of potential customers (yes, even for B2B)
- Your goal is to be interesting enough to entice people to engage with you
- For businesses, the tolerance for uninteresting or not useful content is much lower than it is for individuals
- You must create value
- How the heck do you do that?
Step 1: Form a Twitter Strategy

Don’t just dive in! Put together a strategy so your efforts are not in vain.

- Who is my audience?
- What are their challenges?
- What kind of content do they consume?
- What business results do I want to achieve?
  - Engage with customers and potential customers
  - Offer customer service
  - Drive traffic to our website
  - Attract new leads
  - Listen to what is being said about our brand
  - Position our brand as a thought leader
- How will I know if this stuff is working?
Social Media Management Tools
Analytics: What to Measure

- **Engagement**
  People who are replying, retweeting, favoriting or otherwise engaging with your post.

- **Reach**
  The number of people who could have potentially seen your post.

- **Growth**
  A growth in followers is a good way to measure your effectiveness, but understand that a smaller number of relevant followers means more than a large number of irrelevant ones.

- **Other**
  - Clicks
  - Follower demographics
  - Tweeting habits

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**GROUP STATS** General stats across your Connecticut Innovations group.

- Incoming Messages: 276
- Sent Messages: 110
- New Twitter Followers: 136
- New Facebook Fans: 18

- 342 INTERACTIONS
- BY 192 UNIQUE USERS
- 125.4K IMPRESSIONS

**TWITTER STATS** Stats for 2 Twitter accounts in the Connecticut Innovations group.

- Followers: 62% Male, 38% Female
- New followers in this period: 136
- Link Clicks: 261
- Mentions: 99
- Retweets: 67
It’s not all about the number of followers you have!
Step 2: Content Marketing
Twitter Strategy = Content Marketing Strategy

Goodbye to the “Four P’s” and hello to the “Four C’s”

1. Creating
2. Curating
3. Connecting
4. Culture
Content Marketing for B2B Businesses

B2B Content Marketing Usage (by Tactic)

Read the entire report here
Content allows customers and prospects to connect with your brand. Twitter is a vehicle.

• Current clients, prospective customers and partner companies all want to know more about your company

• The desire to understand a company's culture has expanded beyond just potential employees – more and more customers now want to connect with a brand on a personal level

• The biggest benefit of delivering on this want for brands is the increased trust and sense of transparency you communicate

• Twitter is a vehicle to spread these messages
Always follow the 80/20 rule

- 20 percent brand specific posts, 80 percent other
- That seems low, doesn’t it?
- Think of it like a conversation with someone in person
- But what else do I post to fill that other 80 percent?

What to Tweet

- 80% Other
- 20% Brand Specific
Interesting, shareable content relevant to your audience

- Your original content
- Articles/news relevant to your industry
- Content from industry influencers whose message you agree with
- Retweets
- Inspirational quotes
- Photos, videos and links
Make the content come to you

• Follow influencers in your niche and mine them for ideas and insights
• Build an RSS feed (e.g., Feedly)
• Stay current on industry news and trends
• Follow other brands to get ideas
• Always give credit when you’re sharing someone else’s content
The Time in Which You Tweet Will Affect Your Engagement

• Best time to tweet
  – Since your audience is composed of businesses, tweet during business hours
  – Peak time: 10 a.m. – 11 a.m.

• Best day of the week
  – Wednesday

• Experiment to find your own sweet spot
How You Tweet Will Affect Engagement

- Photo, videos, links, numbers and hashtags will get you more engagement.

Source: Twitter Media Blog, Get the data, Embed this chart.
B2B Brands That Do It Right

@Adobe

Retweet if you’ve heard this before.

Signs you work in digital marketing
‘If at first you don’t succeed... 
remark’ is your motto.

@adobemktgcloud

Ready for a crash course in graphic design? Matt Greenwood covers the basics in 50 seconds: bit.ly/1nlYNjB

Alessio Albi explores light and shadows in these atmospheric portraits: bit.ly/1nh2bfw
B2B Brands That Do It Right

@intel

Intel @intel · 10h
The smell of back-to-school: new clothes, crisp paper and recently unboxed devices. #TechTruth

Intel @intel · 13h
The real-world systems that inspired @Ubisoft’s #WatchDogs Chicago of the future: intel.ly/1AP3wQ8

Intel @intel · 24h
“Don’t worry about that stain - I’ll just zap it with my laser cleaning glove.” intel.ly/1nI5fTa @Electrolux

Intel @intel · Aug 5
#DidYouKnow that duct tape should never be used on duct work? Vote to rename it “Everything-But-Ducts Tape,” anyone?
B2B Brands That Do It Right

@salesforce

The Rise of the Chief Customer Officer (by @stein_nick) sforce.co/loQurG

10% of Fortune 500 companies have already adopted the role of Chief Customer Officer.

CRM is like an ice cream sandwich...oh—we just want to celebrate Ice Cream Sandwich Day!