



# How to Use Twitter for B2B

*Brandon Gearing*

*Marketing Coordinator*

*Connecticut Innovations*

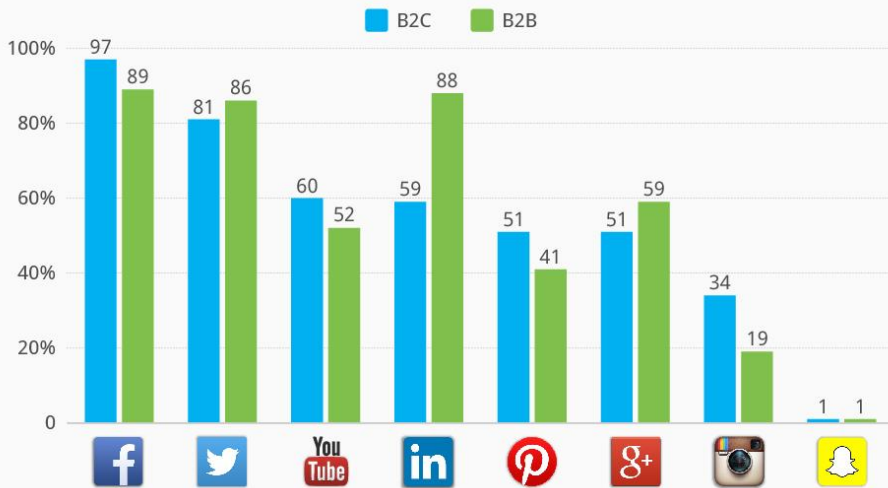


## “Should we do this?” is no longer the question.

- The conversation has shifted to: “How do we do this?”

### How Marketers Use Social Media

% of B2C and B2B marketers who use the following social platforms

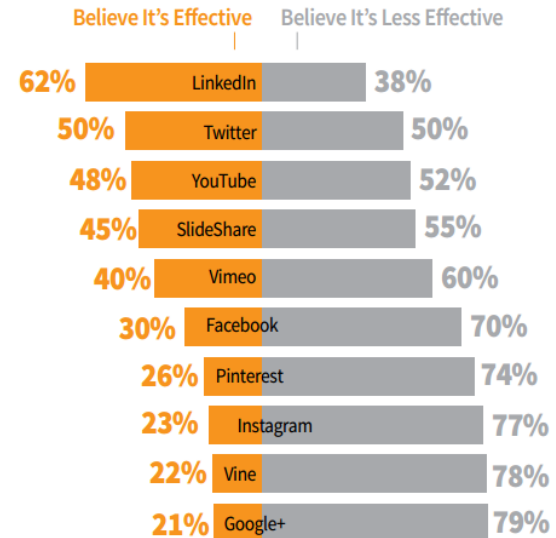


\* based on a 2014 survey among more than 2,800 marketers  
Source: Social Media Examiner

Mashable statista

### Confidence Gap

Effectiveness Ratings of Social Media Platforms  
Among B2B Users



2014 B2B Content Marketing Trends—North America: Content Marketing Institute/MarketingProfs

- 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?

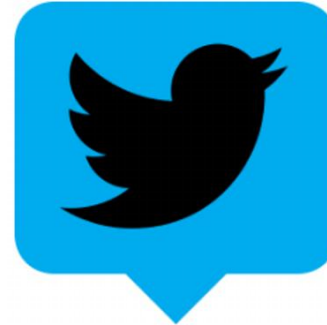


## Step 1: Form a Twitter Strategy

**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?







- **Engagement**

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

- **Reach**

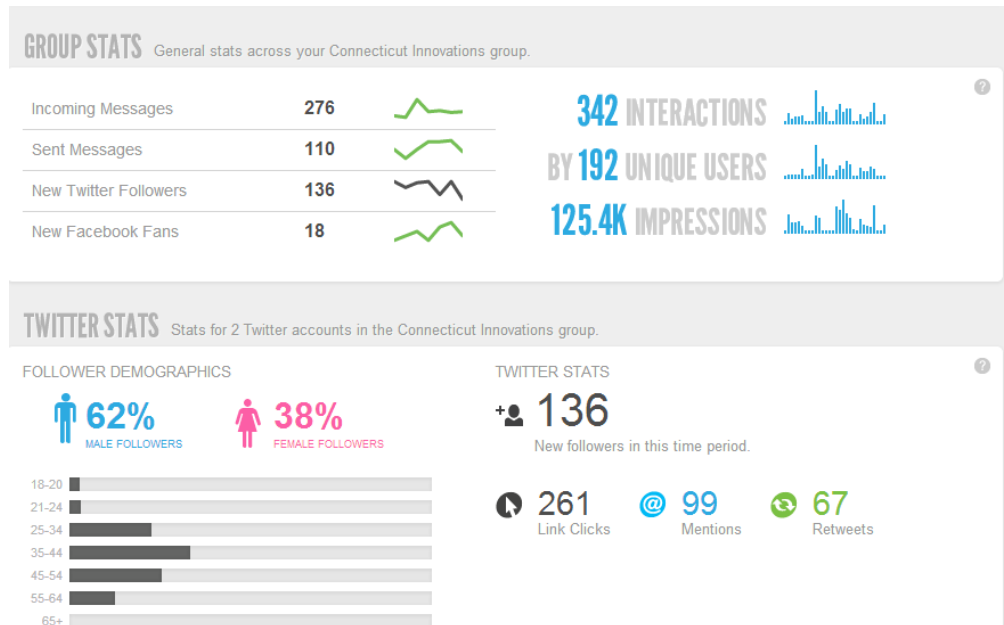
The number of people who could have potentially seen your post

- **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



**It's not all about the  
number of followers  
you have!**

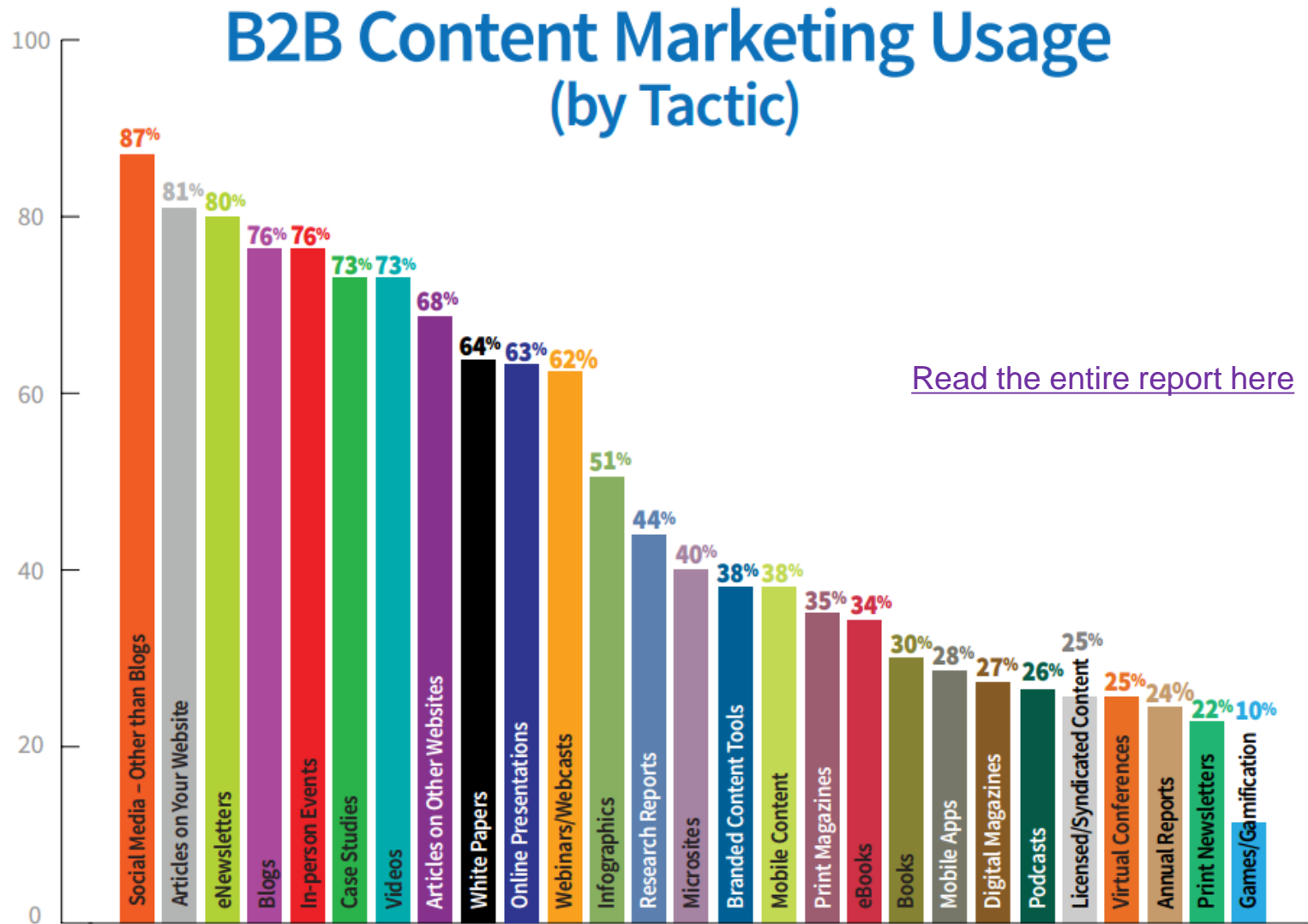




## Goodbye to the “Four P’s” and hello to the “Four C’s”



1. Creating
2. Curating
3. Connecting
4. Culture



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## Content allows customers and prospects to connect with your brand. Twitter is a vehicle.

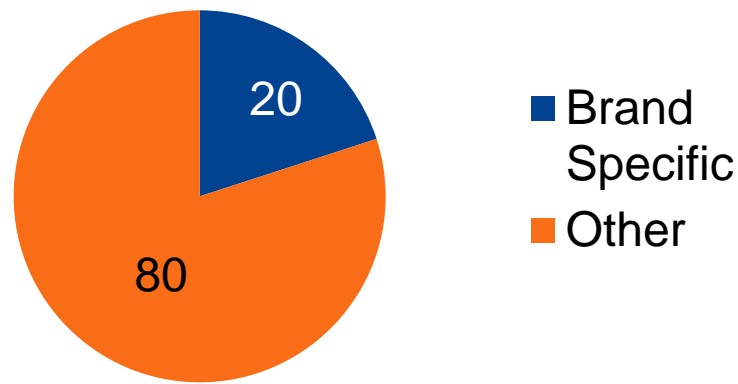
- Current clients, prospective customers and partner companies all want to know more about your company
- The desire to understand a company's culture has expanded beyond just potential employees – more and more customers now want to connect with a brand on a personal level
- The biggest benefit of delivering on this want for brands is the increased trust and sense of transparency you communicate
- Twitter is a vehicle to spread these messages

## Step 3: Understanding Twitter's Unbalance

### 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



## 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





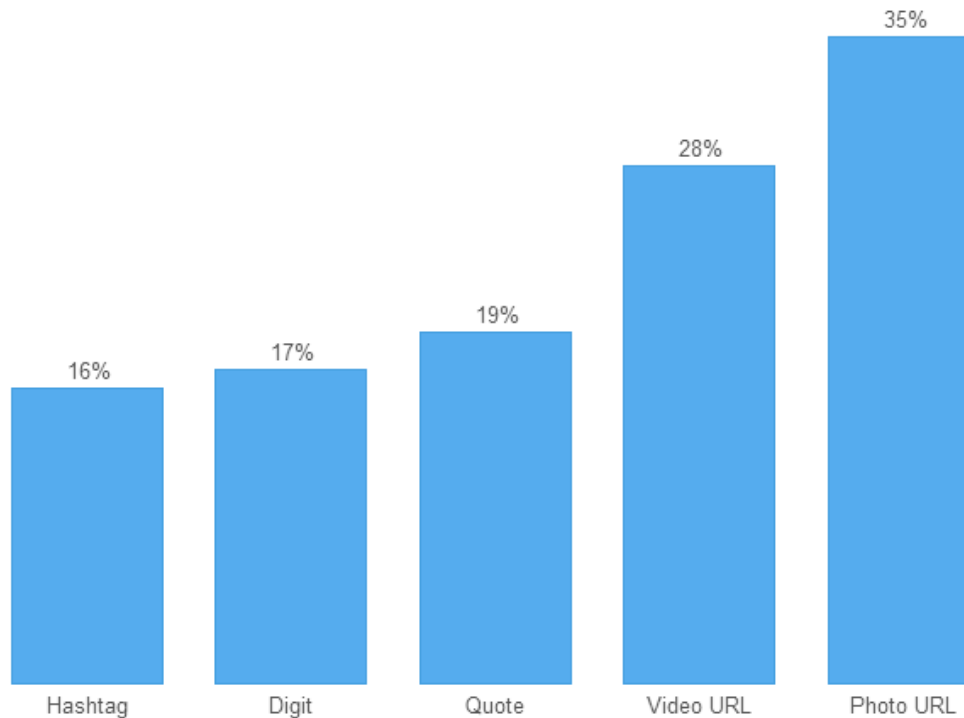
## The Time in Which You Tweet Will Affect Your Engagement

- 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



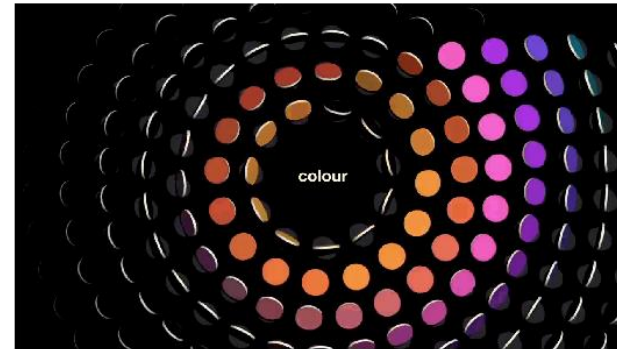
Source: [Twitter Media Blog](#), [Get the data](#), [Embed this chart](#)

## @Adobe



Adobe @Adobe · Aug 1

Ready for a crash course in graphic design? Matt Greenwood covers the basics in 50 seconds: [bit.ly/1nIYNjB](https://bit.ly/1nIYNjB)



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Alessio Albi explores light and shadows in these atmospheric portraits: [bit.ly/1nh2bfw](https://bit.ly/1nh2bfw)



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## @intel



Intel @intel · 18h

The smell of back-to-school: new clothes, crisp paper and recently unboxed devices. #TechTruth



39



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Intel @intel · 13h

The real-world systems that inspired @Ubisoft's #WatchDogs Chicago of the future: [intel.ly/1AP3wQ8](https://intel.ly/1AP3wQ8)



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Intel @intel · 24h

"Don't worry about that stain - I'll just zap it with my laser cleaning glove." [intel.ly/1nI5fTa](https://intel.ly/1nI5fTa) @Electrolux



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Intel @intel · Aug 5

#DidYouKnow that duct tape should never be used on duct work? Vote to rename it "Everything-But-Ducts Tape," anyone?



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## @salesforce





Brandon.Gearing@ctinnovations.com

@CT\_Innovate

