

Let's Talk Twitter



PRESENTED BY GLOBAL MARKETING SOLUTIONS
DECEMBER 9, 2009



What IS Twitter?



- **Twitter is a free [social networking](#) and [micro-blogging](#) service that enables its users to send and read messages known as *tweets*. Tweets are text-based posts of up to 140 characters displayed on the author's profile page and delivered to the author's subscribers who are known as *followers*. Senders can restrict delivery to those in their circle of friends or, by default, allow open access. Users can send and receive tweets via the Twitter website, Short Message Service (SMS) or external applications. While the service itself costs nothing to use, accessing it through SMS may incur phone service provider fees.**

What IS Twitter?



The 140-character limit on message length was initially set for compatibility with SMS messaging, and has brought to the web the kind of shorthand notation and slang commonly used in SMS messages. The 140 character limit has also spurred the usage of [URL shortening](#) services such as [tinyurl](#), [bit.Ly](#) and [tr.Im](#), and content hosting services, such as [twitpic](#) and [notepub](#) to accommodate multimedia content and text longer than 140 characters.

Marketing with Twitter



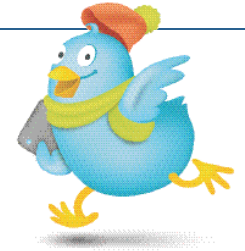
- Pointers and advice:
 1. Set specific goals/objectives.
 2. Set budget (time and money)
 3. Keep professional and personal separate.
 4. Measure
 1. Followers
 2. Clicks
 3. Traffic
 4. Sales

Marketing with Twitter



- Pointers and advice:
 5. Set a finite time period for promotions.
 6. Use URL shorteners and http://
 7. Photos and videos
 8. Use contests and giveaways.
 9. Use a URL you can track separately.
 10. Maintain a consistent voice.

When to Use Twitter




- To LISTEN
- Increase/Improve brand image
- Increase traffic to your website
- Promote a specific occasion/event/sale
- Manage a crisis
- Customer service response
- To know what others are saying about you
- To monitor your competition

Twitter in Action




- **Driving online and in-store traffic. The big guys are on Twitter.**

 It's our biggest Cyber Monday Sale ever! Shop over 30,000 deals, plus get free shipping on orders of \$25 or more: <http://bit.ly/CyberMon>.
jcpenney, [+] Mon 30 Nov 10:11 via web

 Black Friday mayhem? No thanks... sleep in and Choose Shoes this Holiday! <http://bit.ly/7qTB8x>
TOMSshoes, [+] Tue 24 Nov 18:16 via web

 Don't forget to buy a drink tomorrow at Starbucks on World AIDS Day. (STARBUCKS) RED is making a difference. [#red](#)
Starbucks, [+] Mon 30 Nov 21:50 via CoTweet

 'Cyber Monday' Gets Good Start <http://bit.ly/88IXPh>
WSJ, [+] Mon 30 Nov 20:12 via twitterfeed

Twitter in Action

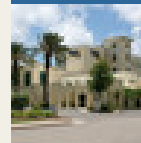


- **Driving attendance/sales/bookings. Your neighbors are on Twitter.**



Come to "Community Day" Sunday, December 13 from 11:10 am to 2:10 pm. Join us on Sunday December 13th as we...
<http://bit.ly/5n6W4a>

thehangoutal, [+] Mon 30 Nov 12:13 via Facebook



Leave the cold behind and become a Meyer snowbird this year! Amazing rates for monthly reservations.

<http://su.pr/1PBjJY>

MeyerRealEstate, [+] Mon 30 Nov 14:16 via web



#MusicMonday- TREVOR HALL in ZEW LOUNGE Live right now - FREE CONCERT 2NITE at Wine Loft

zewradio, [+] Mon 30 Nov 16:01 via TweetDeck



A Zoo Membership makes a great Christmas gift for Family and Friends! Visit the Website for details!


<http://www.alabamagulfcoastzoo.org/>

ALGulfCoastZoo, [+] Fri 13 Nov 10:38 via web

Twitter in Action




- **Customer service. Businesses are listening and responding on Twitter.**




[@teamesteve](#) Also, how long have you had the HDTV, and how long ago did the problem surface? via [@agent3012](#)

TWELPFORCE, [+] Mon 30 Nov 21:46 via TwelPforce




[@heyjulieann](#) Sorry about that, if your drink isn't right, we'll remake it.

Starbucks, [+] Mon 30 Nov 10:25 via CoTweet in reply to...



[@skirrtalert](#) Snowboards need to be checked, but there's no charge if checked in lieu of 1st checked bag:
<http://bit.ly/6NUhWD>

JetBlue, [+] Sat 28 Nov 21:58 via CoTweet in reply to...



[@2charlie](#) We have to turn our grills over at 10:30 so we can start making burgers. U are not the first person to request all day breakfast!

McDonalds, [+] Mon 30 Nov 10:28 via CoTweet in reply to...

Twitter in Action



- **Customer service – a local example**

Gulf Shores, Orange Beach, Pensacola - need suggestions for Turkey day lunch. Who is open?

1:04 PM Nov 25th from TwitterBerry

By monitoring key words (Gulf Shores, Orange Beach, etc), you can find tweets that need a reply.

@scawood Gobble Gobble in Gulf Shores/Orange Beach! Area restaurants open for Thanksgiving! <http://tinyurl.com/yIk6djc>

1:14 PM Nov 25th from TweetDeck in reply to scawood

The reply included a link to a list of area restaurants open on Thanksgiving.



scawood @AlabamaBeaches thanks for the GS Thanksgiving day open restaurants list.

5:33 PM Nov 25th from SocialScope in reply to AlabamaBeaches

Our efforts were well received.

Twitter in Action



twitter

Home Profile Find People Settings Help Sign out



scawood

✓ Following

Lists Settings

Name Sharon Cawood
Location UT: 30.401537,-87.464424
Web <http://www.sharon...>
Bio G-mama, recipe hunter, cook, beach lover, business developer, people connector. Welcome Wagon Senior Marketing Consultant serving Greater Knoxville

Check out SCAWOOD's profile. She continued to tweet before, during and after her visit to the area.

Hey @KingNeptunes thanks for the follow. Hope to see you in a couple of days. Your royal reds are calling my name!

6:35 PM Nov 24th from web

Doin the seafood platter at @kingneptunes and I'm not a bit hungry.

5:40 PM Nov 29th from TwitterBerry

@GSWx thanks for the suggestion. I found @thehangoutal on Twitter too.

5:39 PM Nov 25th from SocialScope in reply to GSWx

Lunch at Jesse's & kitchen sink cookies from Moore Bros Mkt for dessert. Magnolia Springs is a little piece of heaven. #gulfshores

12:44 PM Nov 30th from TwitterBerry

Beautiful day at Gulf Shores <http://twitpic.com/rc8d3>

1:24 PM Nov 28th from SocialScope

@Gulf_Shores thanks for the restaurant recommendations! Didn't know about @captgalley, @raftersbar, or @northshoregrill

6:47 AM Dec 4th from TwitterBerry

Good night Orange Beach <http://twitpic.com/rihu9>

5:12 PM Nov 29th from SocialScope

Twitter in Action



- **Interacting with your followers**

- Gulf Shores/Orange Beach CVB social campaign “Flippin’ Friday”
- Followers are teased in advance and then given a specific tweet directing them when to go to the CVB welcome center.
- The first follower to come in and say the winning phrase wins a prize.
- The “flip” connection was because the prize included a Flip video camera.

Get Ready for a Fabulous Flippin' Friday in Gulf Shores/Orange Beach - details here <http://thebeachiscalling.blogspot.com/> - Gonna be FUN

8:05 PM Jul 2nd from TweetDeck

Flippin' Friday! Go 2 Orange Beach Welcome Ctr. 1st to say "I Flip for Gulf Shores/Orange Beach" wins Flip Video Cam. (non-residents) GO!

9:00 AM Jul 3rd from TweetDeck

Woohoo! Jimmy Silcox from Caryville, TN is our Flippin' Friday winner in Orange Beach. <http://twitpic.com/95c5g> Way 2 go Jimmy!

9:35 AM Jul 3rd from TweetDeck



Twitter in Action



- **Increasing Followers with contests**

- Examples of recent Social contests from the Gulf Shores/Orange Beach CVB.
- Twitter helps to drive traffic to the contest website.
- People could also submit entries directly from Twitter.
- And becoming a follower was another way to enter.

Thank you to everyone who entered our contests!
Congratulations to our winners. Stay tuned for more great contests soon!

What Makes You Flip for Gulf Shores/Orange Beach?



Is it the postcard-perfect sunsets? The wonderful fresh seafood at a casual beachfront restaurant? Is it a day of golfing on courses designed by the pros? Reeling in a catch on a deep-sea adventure?

Tell us what makes you Flip for Gulf Shores/Orange Beach and you could win a Fabulous Flip Prize Package which includes a two-night stay, a Flip Video Camera and other great items.

Winners:

April Wallace of Cedar Bluff, Alabama
Carla Mayer of Hurdland, Missouri
Hope Smith of McCune, Kansas

What Makes You Flip for Gulf Shores/Orange Beach? perfect sunsets? fresh seafood? Tell us for chance to win!
<http://tinyurl.com/nmk857>

11:12 AM Aug 3rd from TweetDeck

We Flip for Friends, Fans and Followers!



Come join us on MySpace, Facebook and Twitter and you could win a 2-night stay and a Flip camera.

On [MySpace](#) send us a Friend Request.
On [Facebook](#) be a Fan.
On Twitter Follow us [here](#) or [here](#).

Winner:

Dwayne Hubbert of Northport, Alabama

Congratulations to Dwayne Hubbert ,Northport, AL - our We Flip for Friends, Fans and Followers contest winner!
<http://tinyurl.com/l32x5j>

10:45 AM Aug 7th from TweetDeck

Twitter in Action



- **Crunching the numbers**

An active social strategy can lead to a healthy increase in Friends, Fans and Followers. This is an audience that has expressed an interest in your product/service. Growing the audience gives your message a greater reach.

Gulf Shores/Orange Beach CVB

- MySpace Friends - February 28: 1610; August 28: 3522
- Facebook Fans – February 28: 2711; August 28: 8230
- Twitter Followers – February 28: 396; August 28: 2834

Twitter in Action



- **Another Example of a Social Contest**

Gulf Shores Plantation: Show Us What You Got! That is, as long as it is a great photo you took while enjoying your vacation at Gulf Shores/Orange Beach. Submit your photo between July 20 and September 15, 2009 for a chance to win a three-night stay at Gulf Shores Plantation and a gift bag of beach goodies.

Put your Gulf Shores vacation photos to work in our Photo Album contest - cool prize for winner - check it out - <http://tinyurl.com/klxej3>
10:07 AM Aug 5th from TweetDeck

Only two weeks left to enter our fun, social contests at Gulf Shores Plantation - <http://www.gulfshoresplantation.com/blog>
10:03 AM Sep 1st from TweetDeck

Check out the winners in the Gulf Shores Plantation Photo Album contest <http://tinyurl.com/ydkvbrp>
10:28 AM Sep 29th from TweetDeck

Use Twitter to promote the contest and create urgency.

And to announce the winners.

Twitter in Action

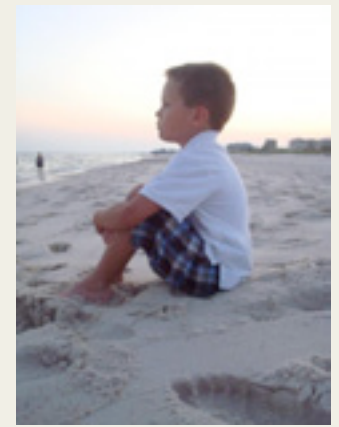


- **Crunching the numbers**

A successful Social contest produces results beyond an increase in followers.

Gulf Shores Plantation

- Great photos submitted that can also be used for marketing purposes.
- Positive interaction with customers.
- MySpace Friends – July 23: 365; September 17: 511
- Facebook Fans – July 23: 510; September 17: 687
- Twitter Followers – July 23: 378; September 17: 448



Twitter in Action



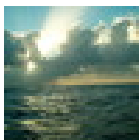
- **Crisis management. Relevant messages in real time.**

Ida Downgraded to Tropical Storm - stay informed with official updates from Gulf Shores/Orange Beach - <http://tinyurl.com/y88olmw>

9:32 AM Nov 9th from TweetDeck

Gulf Shores/Orange Beach - be a safe sight-seer - watch Ida videos on The Weather Channel - <http://www.weather.com/>

9:55 PM Nov 9th from TweetDeck



OCCGulf @AlabamaBeaches: thanks for the Ida updates for those of us with friends in the area! Glad she didn't come in too strong.

10:06 AM Nov 10th from web

Twitter in Action



- **B2B. Talking shop on Twitter.**

[BtoB magazine](#)'s "2010 Outlook" indicates social media marketing will be of rising importance for business-to-business (B2B) marketers.

Website, e-mail and search spending were at the top of the list for online tactics to increase, but social media was not far behind. Six in 10 B2B marketers planned to up spending on social in 2010.

Twitter in Action



- **B to B Communication**

Listrak hosts free webinar "Actionable Web Analytics" with Avinash Kaushik 12/1 <http://tinyurl.com/yj7fwgz>

1:23 AM Nov 19th from API

Save 15% on any [@iContact](#) UPGRADE to a Higher Plan or Annual Subscription! Discount effective until 11:59pm EDT on 9/30

7:38 AM Sep 28th from web

Review: Athena S. simply says "I love these boxes!!" about these Southern Champion Pink Bakery Boxes <http://tinyurl.com/lmu3ap>

11:00 AM Oct 20th from web

From Twitter.com/RestockIt

Go Forth and Tweet!



Get started and have fun!

Check www.GMStheBEST.biz for this presentation

