



Develop a solid Twitter marketing strategy for your business in one week. **Seriously.**

A Partner's  
Publication of  
**HubSpot**





# How To Use This Kit

This kit is designed to get your business started on Twitter with a clear, goal-oriented marketing plan in 5 days' time.

While this KickStart Kit is full of step-by-step activities and best practices to get you ramped up, we know that's only the beginning. Just like Rome wasn't built in a day, neither will be your Twitter presence.

But never fear! We're making it a little bit easier for you by providing a free, [month-long content calendar](#) that you can utilize.



[Download Content Calendar](#)

It's comprised of 60 tweets, each message being a top quality, helpful piece of content written by inbound marketing experts that you can (and should!) publish on Twitter to position yourself as a thought leader in marketing.

We even have [instructions on how to set up the 60 tweets](#) to publish automatically from your Twitter profile over the course of 30 days using a [free trial of HubSpot's Social Inbox tool](#).

So not only are we helping you get setup on Twitter with a business strategy to boot--we're also giving you the content to make your (new) followers think you're the bee's knees. Twitter-rific, right?

For the love of marketing!





# Day 1

Develop a Twitter  
Strategy for Your  
Business



# Day 1: Develop a Twitter Strategy for Your Business

## Decide if Twitter is Right for Your Business

Do a quick analysis:

- Are most of your customers or buyer personas on Twitter? **Y or N**
- Are there conversations on Twitter that would interest and benefit them? **Y or N**

If you answered “Y” to either question, then Twitter is right for you.

Twitter lets you to stay up-to-date on topics that matter to your buyer personas, engage with your leads, and build a strong relationship with your customers.



## Twitter and Inbound Marketing

If you're using inbound marketing to generate leads for your business, Twitter helps find relevant topics for your blog's content.

Use the search bar to look up key industry terms to find people and conversations that are relevant to your business.



# Day 1: Develop a Twitter Strategy for Your Business

## Identify **SMART** Goals for Twitter

- What do you want to accomplish using Twitter? Be specific and define your objective. Example: “Generate new leads” or “Increase customer engagement.”
- What metrics can you tie to those objectives? Example: Number of new leads generated or number of @mentions.
- Set goals that push you, yet are achievable given the resources you invest in it.

## Make it Rain!

Just like learning to swim, you need to jump into the deep end on Twitter.

Invest the time up front to give it a shot. In four or five weeks, circle back and measure progress against goals.

From there, keep refining your approach to improve results.





# Day 1: Develop a Twitter Strategy for Your Business

## Report Your Progress

Find a social sharing tool that lets you set up content streams. To be a valuable resource on Twitter, you need to share lots of helpful content relevant to your buyer personas and customers.

Pick a platform that can also do the heavy lifting for generating reports. You'll want a platform that schedules messages, tracks clicks, sets up content streams, and lets multiple team members manage the account. There are lots of choices — some of the best ones are HubSpot, Hootsuite, and SocialSprout.

## Submitted By GuavaBox

GuavaBox is an inbound marketing agency that helps B2B companies in the industrial space generate leads on their website. Learn more about Marketing from GuavaBox with their ***B2B Marketing Checklist***.





# Day 2

Getting Started with  
Your Profile



## Day 2: Getting Started

### Pick a Twitter Handle

Your handle (aka @username) can be up to 15 characters and can contain letters, numbers, and underscores. Choose one that's easy to remember, relevant to your business, and consistent with your other usernames. For instance, if your Pinterest username is bostonsownbeer, your Twitter username should be the same or compliment it.



### Design Your Profile

Visit your Twitter profile and upload relevant, high-quality images for your [profile and header photos](#). You might think a logo is the best profile photo, but people like to know they're speaking with a human. So unless you're a big brand, use your own photo, perhaps subtly combined with your logo.

### Optimize Your Profile

In your Twitter Profile settings, enter your business name, location, website and bio. Use keywords in your bio and give people a compelling reason to follow you. You could tell them a little about your business and what sorts of tweets they can expect from you. If humor suits your business, try it here. Get some ideas from these [clever Twitter bios](#).



## Day 2: Getting Started

### What's a Tweet?

A tweet is an update you post to Twitter. A tweet has 140 characters or less and can include text, numbers, links, special characters, and even feature an image.



### What's a Mention?



When you tag someone in a tweet using their @username, you've just mentioned them. You can use @username to send a quick note to one person, or you could mention several users at a time to ask a question of multiple people at once. Mentions are treated as regular tweets, so all your followers will see your tweets containing mentions.

### What's a Reply?

A reply is very similar to a mention, but rather than starting a tweet from scratch and entering the @username, you're clicking the reply link below someone's tweet. Also, when you reply to someone, only people following you **and** the person to whom you replied will see the tweet.



## Day 2: Getting Started

### What's a Hashtag?

**Hashtags** are words or phrases (without spaces) preceded by the “#” sign. They're useful for highlighting key words in your tweets, as they're highly searchable on Twitter. Clicking on a #hashtaggedphrase will bring up all recent tweets containing that #hashtag. Use no more than two or three hashtags per tweet, and make sure to keep them relevant. When you use hashtags well, it greatly **increases the number of retweets** you get, so learn to use them.



### Submitted by Scalable Social Media

Scalable Social Media helps busy business owners harness the power of online and “Give to Get” marketing for greater brand awareness, lead generation and, of course, increased revenue. Learn more about Twitter from Scalable Social Media with their ***Twitter for Beginners Ebook***.





# Day 3

Decide Who to Follow



# Day 3: Decide Who to Follow

## Identify Your Target Follows

When starting out with Twitter, an empty stream can feel intimidating. In fact, it's not uncommon to feel awkward and lost because you don't know how to fill your stream up.

Start by following people — “But,” you wail, “Who should I follow?” Here are some quick tips on who to follow and where to find them using basic Twitter tools:



- Based on your Twitter goals, decide what information you're interested in or has an impact on your business. Make a list by topic, brand, and people. Who are the influencers in your industry or area of interest? Use this information to conduct a search, view profiles, and choose people and brands to follow.
- Watch what other Twitter users post. If they're interesting, fun or entertaining, start following them or create a Twitter list and add them to it. Creating lists is a great way to stay organized as well as an easy way to watch what people post without having to follow them. You can also always un-follow someone with a click of a button and they'll be removed from your stream.



## Day 3: Decide Who to Follow

### Identify Your Target Follows

- When reviewing user profiles, be sure the person or brand has a balanced ratio of followers vs. people they're following. If they're following 10,000 people and only have 125 people following them back, that's a sign they may not be a credible resource.
- A strong profile picture is also an indicator of a quality Twitter account. The default egg (image choice for newbie tweeters) tells you this user doesn't tweet often or may be a potential spammer profile (not always true, but something to consider).

### Finding People to Follow

- Use [Twitter's search box](#) for starters and enter a topic. Read through the stream to see who is providing quality tweets (in conversations or links to quality content) on that specific topic.
- Use [Advanced Twitter Search](#) to narrow down even further if you need to.





## Day 3: Decide Who to Follow

### Finding People to Follow

- Review a Twitter user's profile and view their lists. Someone interested in Facebook marketing might be following someone like Amy Porterfield. Review Amy's lists to get further suggestions for other industry experts who may also be good to follow. For example, here's a [public list of social media experts](#) that Amy created.
- As you choose people and brands to follow, Twitter will suggest others to follow in the left hand side of your home page under Who to Follow, which is a quick and valuable resource.

### Submitted by Stream Creative

Stream Creative is a full service digital marketing and design firm specializing in inbound marketing, web design and development, and social media. Learn more about Twitter from Stream Creative with their ***5 Tools to Identify & Follow Key Industry Influencers***.





# Day 4

Create Content



## Day 4: Create Content

### Determining the Right Type of Content

Now that you've learned your way around the Twitterverse and started to see some tweets in your stream, you may be wondering "What do I tweet about?" The short answer is: tweet about things that your ideal customer would care about.



Share links to your best blog posts and content offers. Make sure to share content that has an interesting headline that conveys the benefit of your offer or blog post in a short and succinct way.

### Creating Content

Consider your buyer personas when deciding what content to create for sharing.

What are their unique challenges? What problems can you help solve with your ideas or resources?

Creating content geared toward your ideal buyer personas is important. Include informative statistics that might surprise your followers. Don't put them to sleep — be fun and informative. Twitter is a social place.



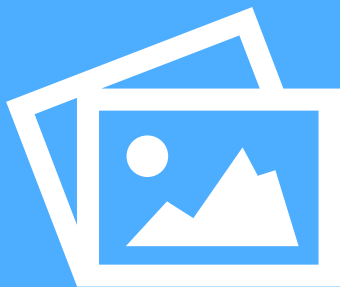
## Day 4: Create Content

### What Types of Content Should You Tweet?

Don't forget to share links to landing pages. Landing pages are a great way to guide prospects and customers through the sales funnel.

For each campaign, you should have a specific targeted landing page and a tracking URL.

The message should be targeted and highly focused to your buyer persona's unique needs.



*Pro tip: Add a compelling photo. (Including an image in your tweet increases the likelihood that your tweet will be seen in your audience's stream.)*



## Day 4: Create Content

### How Often Should You Tweet?

Plan on tweeting several times per day. Use a social media tool (such as HubSpot's) to schedule several tweets throughout the day. Continually test the effectiveness of the times you choose and consider when your buyer personas might be on Twitter.



When you have a new blog post, don't just share it once. Share it several times and keep promoting it sporadically throughout the next month.

### Submitted by ThinkHandy

ThinkHandy is a sales and marketing alignment consultancy in Fort Worth, TX. Learn more about Content Marketing from ThinkHandy with their Ebook: ***7 Mistakes Marketers Make When Creating a Content Marketing Campaign***



**Download Now**





# Day 5

Grow Your Following



# Day 5: Grow Your Following

## Be Helpful

This might be one of the easiest and most natural parts of an effective Twitter strategy. Remember, you're an expert whether you make cupcakes, color hair, drive a lunch truck, or install HVAC systems.

Tweeters are always looking for the inside scoop about what's important to their lives, and exclusive deals that will save them a buck. But make no mistake — they don't care about you or your business, so be sure your tweets are informative, educational, valuable, and fun.

## Develop a System

Create an outgoing tweet schedule and stick to it. Let's use a hair salon as an example:

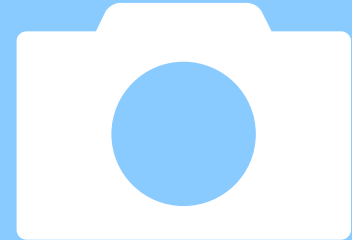
**Monday** – Tweet about a new product designed to fix damaged hair. Link to an article on your blog, one of your supplier's blogs, or another trusted source.





## Day 5: Grow Your Following

**Tuesday** – Tweet about hair color or other chemical work. Maybe include an Instagram (image) with a before and after shot with a link to your booking page or your Facebook business page or Yelp listing.



**Wednesday** – Tweet about hair health, link to your blog on that topic or another trusted source.

**Thursday** – Tweet about upcoming local events for the weekend and link to your website for more details or a local event listing.

**Friday** – TGIF tweets or Follow Friday recommendations. (“Follow Friday” is a courtesy that’s been around since Twitter started where friends help friends by recommending their community follow someone. The tweet contains #FF or #FollowFriday.)

**Saturday** – Tweet about open appointments or something special happening at the salon. You could even tweet twice on Saturday to alert followers to any afternoon openings.



## Day 5: Grow Your Following

**Sunday** – Tweet about family living, healthy lifestyle and link to an interesting, informative article (yours or someone else's).

Once you establish a regular schedule, it will become easier for you to create and find content to fill it. You can also ratchet up your outgoing tweets to suit your time budget and personal taste. Some people tweet 20, 30, 40 times a day, which can work well if you're tweeting out breaking news people want to hear or engaging with followers or people you follow. You can certainly send out a marketing tweet every day as long as you're sprinkling it in with four to six tweets of the informative, valuable variety.

### Submitted by Mingl Marketing Group

Mingl Marketing Group is a Philadelphia-based digital marketing agency, specializing in inbound and social media marketing solutions for B2B companies. Learn more about Social Media from Mingl Marketing with their Ebook: ***Social Media Starters for Your Business***



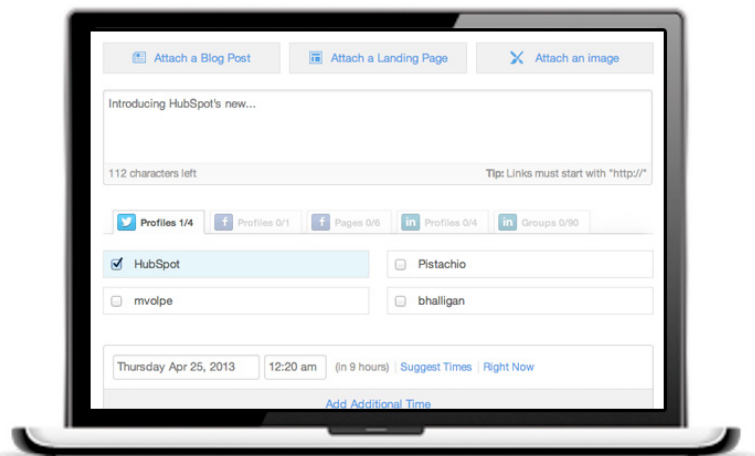


# Want to Tweet like the pros?

Then get setup on a **free demo** of HubSpot's Social Inbox!

Use HubSpot's Social Inbox to:

- Schedule your own personal social media updates
- Get recommended times to post
- Track clicks on your updates, all in one place
- Monitor various social media streams to find new followers



Just click the button below and fill out the proceeding form to access HubSpot for FREE for 30 days.

**Click Here For A Free Demo of HubSpot**