LEARN HOW TO

ATTRACT CUSTOMERS WITH TWITTER

Optimize Your Twitter Presence to Generate Leads & Sales

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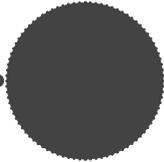
INTRODUCTORY

Introductory content is for marketers who are new to the subject. This content typically includes step-by-step instructions on how to get started with this aspect of inbound marketing and learn its fundamentals. Read our introductory-level ebook, "How to Use Twitter for Business."

INTERMEDIATE ◄ • • • • • • • *This ebook!*

Intermediate content is for marketers who are familiar with the subject but have only basic experience in executing strategies and tactics on the topic. This content typically covers the fundamentals and moves on to reveal more complex functions and examples. After reading it, you will feel comfortable leading projects with this aspect of inbound marketing.

ADVANCED

Advanced content is for marketers who are, or want to be, experts on the subject. In it, we walk you through advanced features of this aspect of inbound marketing and help you develop complete mastery of the subject. After reading it, you will feel ready not only to execute strategies and tactics, but also to teach others how to be successful.

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HubSpot brings your whole marketing world together in one, powerful, integrated system.

√ **Get Found:** Help prospects find you online
√ **Convert:** Nurture your leads and drive conversions
√ **Analyze:** Measure and improve your marketing.
√ **More:** See marketplace for apps and integrations

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LEAD GENERATION

BLOGGING & SOCIAL MEDIA

EMAIL & AUTOMATION

SEARCH OPTIMIZATION

LEAD MANAGEMENT

MARKETING ANALYTICS

LEARN HOW TO ATTRACT CUSTOMERS WITH TWITTER

By Anum Hussain

Anum Hussain is a member of the internal social media team at HubSpot. She helps create, manage, and measure social efforts across HubSpot's various accounts in order to increase reach and generate leads. She also writes for the HubSpot internet marketing blog and has produced "How To" social media tutorials for the HubSpot YouTube channel. Anum is a media wizard who has previously written for the *Boston Globe* and maintains her own media blog at numinews.com.

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CONTENTS

Foreword by Laura Fitton

Whether you've read my book "Twitter for Dummies" or not, we know you're no dummy when it comes to making Twitter work for your business. We're glad you dropped by HubSpot to learn more. Twitter's come a long way, baby, and so have you!

Ready to dig in past the basics and start showing the rest of your company what Twitter can really do? Awesome. You came to the right spot.

Ever wonder how to make the best use of Twitter's promoted products to advertise on Twitter? Got it. Unsure what to do about measuring it all? We'll explain that too. We'll even show you how to close the loop between marketing and sales with trackable links so you know what new leads and customers are coming from your Twitter efforts.

Hope you'll enjoy putting these suggestions to work, and join us at Inbound 2012 to keep learning more about inbound marketing with platforms like Twitter.

Warmly,

Laura "@Pistachio" Fitton
Inbound Marketing Evangelist, HubSpot
Lead author, Twitter for Dummies

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> ❝ *If it don't make dollars, it don't make sense.* ❞
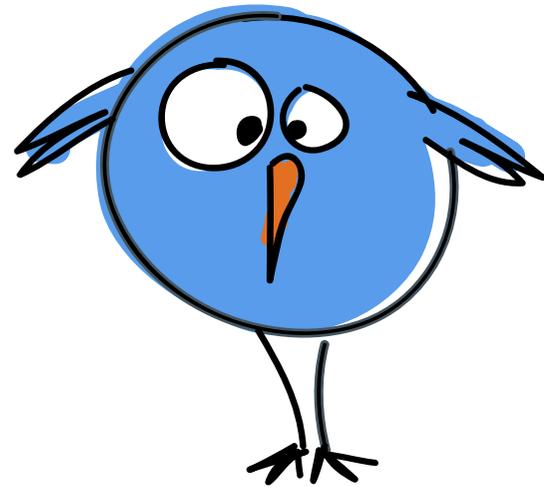
The marketing world is transforming into an inbound one. With over 100 million active Twitter accounts, this social network is becoming omnipresent in the business world. The problem marketers now face isn't simply how to use Twitter, but how to turn it into a closed-loop marketing process.

This ebook will delve into how you can take 140-character tweets and turn them into quality leads. Twitter isn't solely home to the basic PR-focused route of creating an appealing brand image. It's a tool for reaching fans of your business who can become leads, and then sending those potential customers to your sales team. As social media scientist Dan Zarrella likes to paraphrase DJ Quik, "if it don't make dollars, it don't make sense."

OPTIMIZE THE BRANDING OF YOUR TWITTER PROFILE

SWAG 🔊 [swag]

verb, adj.
APPEARANCE, STYLE

Every good business has swag--the way you present your style. And it's important that your business swag is unique and visible.

Twitter announced official brand pages in the fourth quarter of 2011. Although these pages are not completely rolled out, you should be prepared to take advantage of their business benefits:

● .... CALL-TO-ACTION BANNERS

The new Twitter brand pages will enable businesses to add a customer header under their profile bio. This header is the perfect opportunity to show some more personality--and include a call-to-action (CTA), a link that directs visitors to a desired action you want them to take.

Gauge what is important to your specific Twitter audience and create a custom CTA. If your company is running a new social campaign, you can use this header to teach users more about it. In HubSpot's case, we could direct users to our ebook on how to use Twitter for business because that is something our Twitter followers would benefit from. Here you can see Disney is using this banner to promote the film Dumbo.
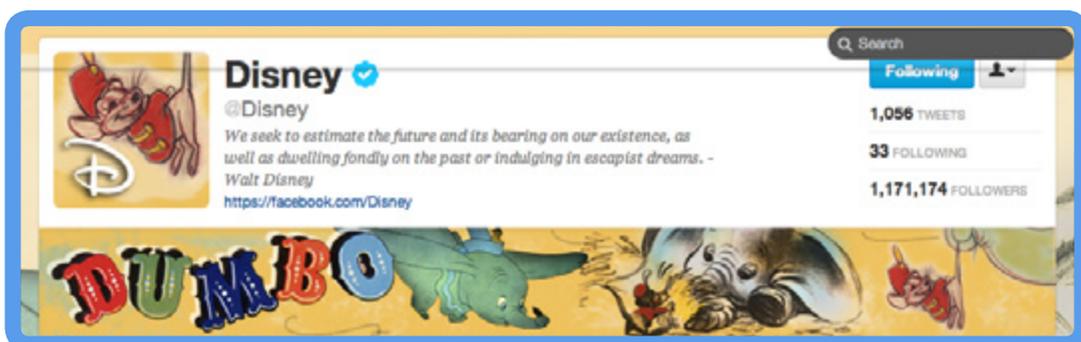
FEATURED TWEETS

The new brand pages will let you feature a tweet at the top of your Twitter feed. This is a great way to highlight particular campaigns, promotions, or offers which you'd like to get more visibility over a longer period of time. The shelf-life of a regular tweet is short, but you can extend it with the use of these featured tweets. You can support these tweets with engaging images and videos to better illustrate your offer and give your lead generation efforts even more potency.

Tweets

Disney @Disney
Merida will discover what happens when you try to change your fate... [Video] di.sn/k1 #Brave
Promoted by Disney
▶ Hide video

Brave "The Prize" Trailer

▶ 🔊 0:00 / 2:31 ⏱ You Tube ⤢

YouTube   Flag this media

50+ RETWEETS	19 FAVORITES	

12:52 PM - 23 Feb 12 via Disney · Details

← Reply ⇄ Retweet ★ Favorite

CUSTOM BACKGROUND

Creating a custom background is one improvement you can make right away. Users who stumble across your profile will expect to see basic branding, such as company name, logo, and URLs.

Read the step-by-step instructions below and follow along during this video tutorial to whip together an awesome custom Twitter background. Your background can be made with the following measurements using any design software.

Make your own background.

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## STEP 1   SETTING THE RIGHT MEASUREMENTS

Open your design software, and create your new background using the following measurements:

Width: 2048 pixels

Height: 1900 pixels

Resolution: 72 pixels/inch

Note that Twitter backgrounds will not scroll down as users scroll down a profile page. The text/images on the background will be glued to one spot and will never move.
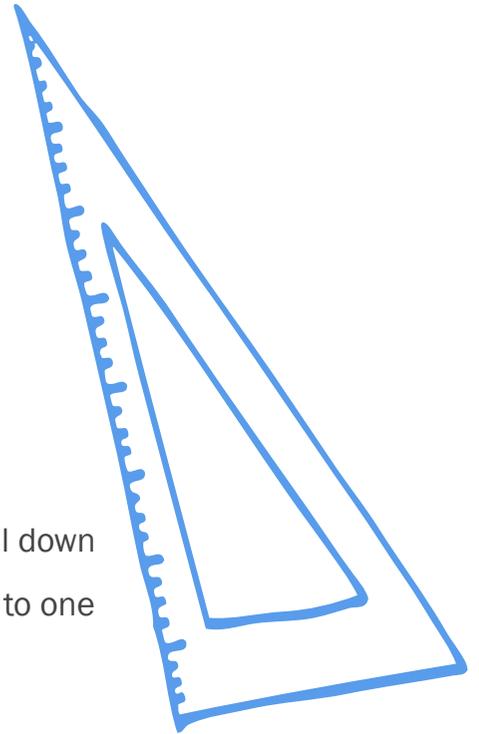
STEP 2   DEFINE YOUR DESIGN SPACE

Since a timeline (or feed) of activity exists in the center of every Twitter screen, you need to ensure that the background is never covered up by this feed. The trick here is to ensure that the text and images are viewable on any screen size (i.e. the feed doesn't cut it off on a 13" screen laptop because the background was made on a 15" screen). To ensure you are working in the "safe spot," pull out a marker over the 300-pixel mark on the horizontal ruler in your design software.

REMEMBER: 300 PIXELS!
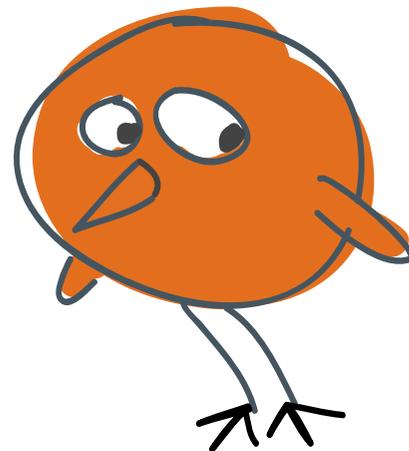
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To do so, simply click on the vertical ruler and drag until the line touches 300 on the horizontal ruler. This marker will not appear in your final product, it is simply an indicator for you to keep all your work inside that selected area. (If you're working off of a design software that doesn't have a marker, simply draw a line, and delete it after).

STEP 3   CHOOSE A BACKGROUND COLOR/IMAGE

Paint the entire canvas one color. Alternatively, you could insert an image that takes up the entire background. Just be sure you own the rights to the image you choose, and consider how it will look when part of it is covered up by the Twitter feed. A solid color is always a safe option. It's also easier on the eyes.
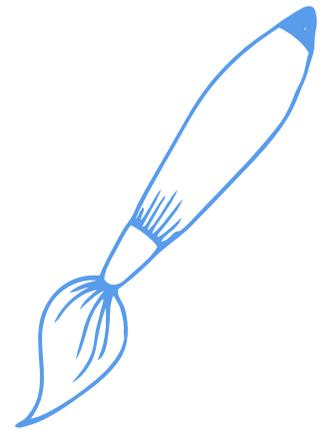
STEP 4   ADD YOUR TEXT

At this point, you're free to write the text and add whatever images you choose to the 300-pixel wide, left-hand column we created. For HubSpot's Twitter background, we simply added our company name, a brief bio, URLs for our website and social networks, and our company logo. Nothing too crazy. What you choose should reflect your company's identity and should also be simple. Twitter is the world of 140-character updates for a reason. Users are used to brevity, so keep it short.
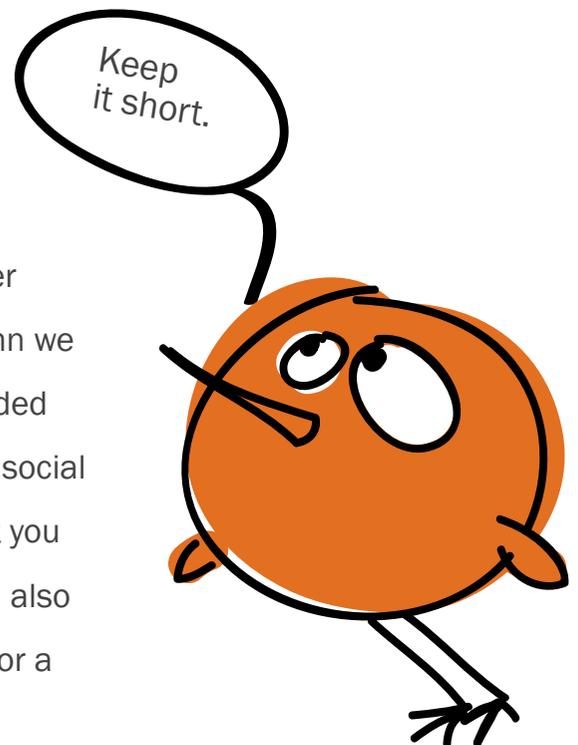
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STEP 5   SAVE YOUR FILE CORRECTLY

Now, save the file to a safe place to ensure you can find the original file again when you need to update it. Then, save the file again as one of the three file types Twitter accepts: JPG, PNG, or GIF. Be sure that the image size does not exceed 800K, because that is the maximum file size Twitter accepts.

For those designing in Photoshop, you will automatically be directed to a new prompt after clicking "save," which will give you the option of adjusting the image quality. Simply adjust the image quality down one number, and you will notice an extreme drop in file size, without hurting the quality to a great extent.

STEP 6   UPLOAD YOUR BACKGROUND TO TWITTER

Lastly, go to your personal or company Twitter profile, and head over to "settings." This option is listed in a drop-down menu under your Twitter username on the upper right-hand side. Once you've navigated to "settings," click the "design" tab and select "change background image." Upload your background, save changes, and your beautiful and custom background will appear right before your eyes.
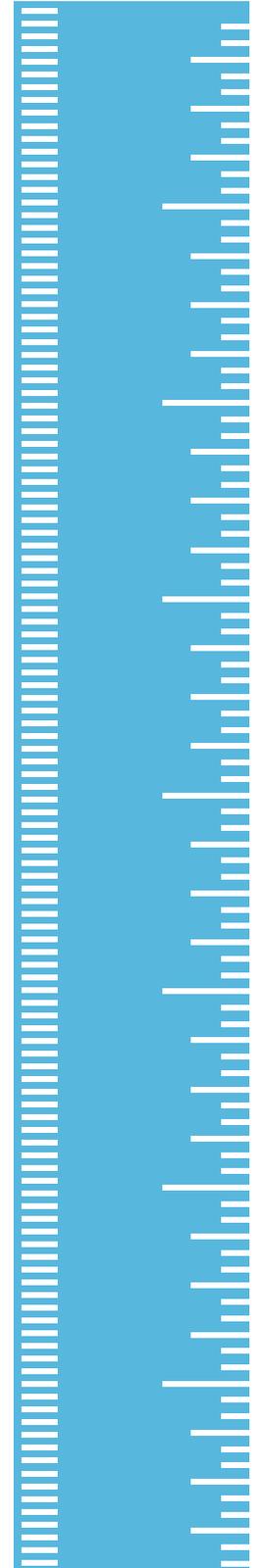
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6 STEPS TO OPTIMIZE TWITTER FOR SEARCH

❝ *Ensure that your Twitter handle and updates are helping your business rank in search.* **❞**

Now that you're presentable to the Twitter world, let's ensure users find you in search engine results as well. That way, your Twitter handle and updates are assisting your entire marketing program by helping your business rank in search for industry keywords.

While you want your website to be the first hit—why not have your Twitter posts display a few links below? When it comes to search engine optimization, it's okay to be greedy: You don't want just the number one spot; you want as many as you can get.

HubSpot - Wikipedia, the free encyclopedia
en.wikipedia.org/wiki/HubSpot
HubSpot is a venture-funded marketing software company based in Cambridge, Massachusetts. Its customer base grew from over 1400 in July 2009 to over ...

HubSpot's Channel - YouTube
www.youtube.com/user/HubSpot
HubSpot is an inbound marketing system that helps companies get found on the Internet in search engines, the blogosphere and social media, and convert ...

HubSpot (@HubSpot) on Twitter
twitter.com/#!/hubspot
Sign up for Twitter to follow HubSpot (@HubSpot). Inbound Marketing Software. Learn more about HubSpot in this video: http://bit.ly/rs7xZV.

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TWITTER SEO

INBOUND LINKS

KEYWORDS SUBSET

LENGTH

KEYWORDS IN BIO

REACH
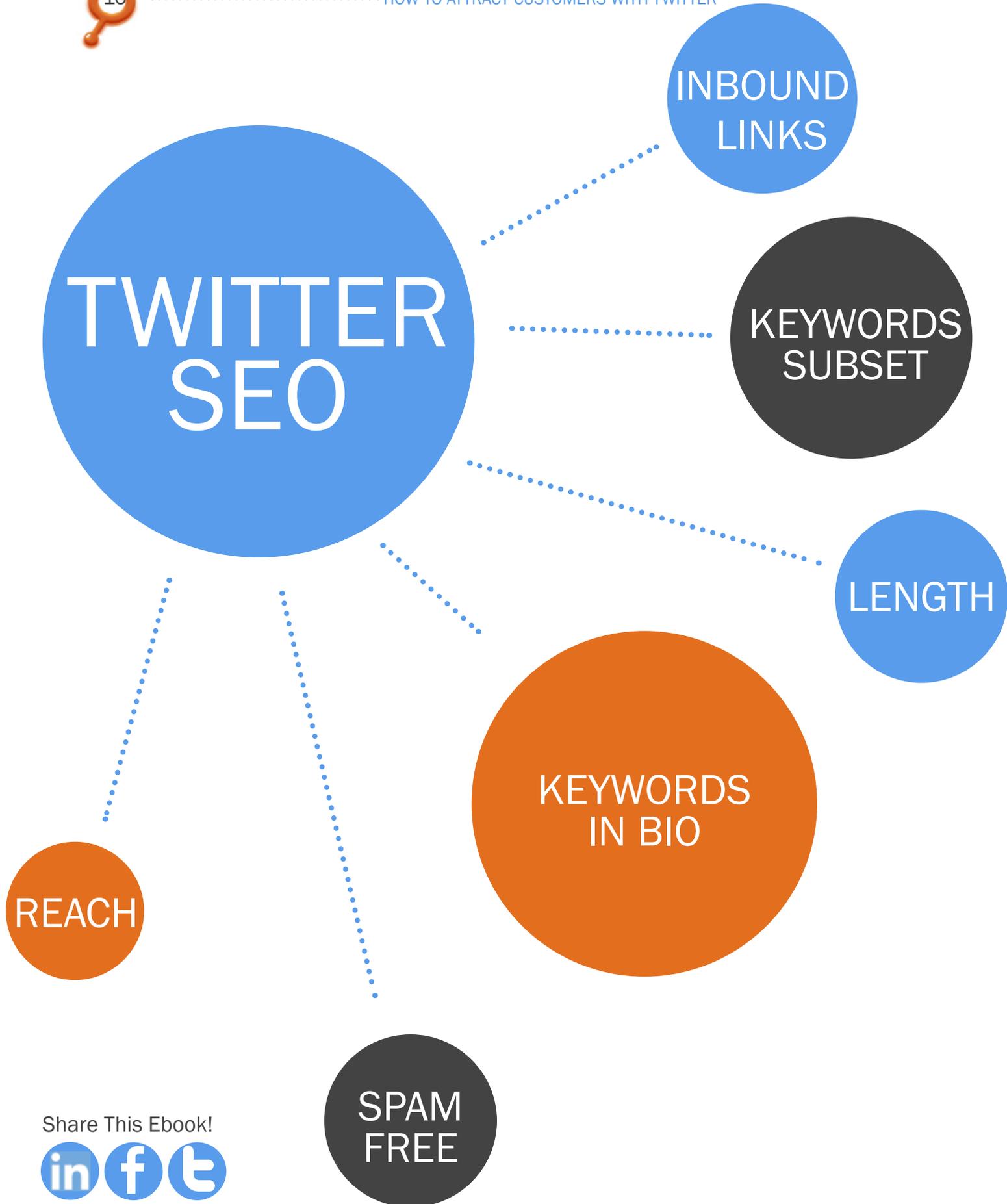
SPAM FREE

STEP 1   MAKE TWITTER HANDLES SPAM-FREE

Your Twitter handle can be changed at any time, pending the availability. To edit it, simply go to settings and you'll see a field that allows you change your username.

Many spammers have Twitter handles that include a set of numbers (e.g., @Name546789). When Google's algorithm scans links on Twitter, it often disregards such usernames since there is no way to differentiate between who is real and who isn't. Therefore, choose a unique and professional username—and, obviously, your company name, if possible.

STEP 2   INCLUDE KEYWORDS IN BIO

Twitter allows 160 characters worth of information to be displayed in your bio. Don't riddle this 'about' section with industry keywords, but be sure to have at least one in there to reflect your business in an accurate way and help you improve search visibility.

Keep in mind that search engines often display your Twitter bio in the links' description on the results pages, so make it attention grabbing.

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STEP 3   BUILD YOUR REACH

This may sound like a no-brainer, but gaining a following, with high quality followers is important for SEO purposes. In an interview Google and Bing the two companies said that their algorithms check the authority of every user tweeting content. "We do compute and use author quality," said a Google representative. "We don't know who anyone is in real life :-)"

STEP 4   CREATE A SPECIAL SUBSET OF KEYWORDS

While your business should have a set of keywords it tries to rank for, all those keywords may not translate over easily to Twitter--especially if they're lengthy. Analyze your keywords through various tools (HubSpot customers use our Keyword tool), and pick a smaller subset of keywords specifically for Twitter. Use these phrases throughout the day in your tweets to help boost your rankings.

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STEP 5   KEEP TWEET LENGTHS IN RT SAFE ZONE

In order to ensure your SEO-ready keywords are not deleted when a user shares your tweet via "RT @username," you need to make sure tweets have a solid 10-20 characters of legroom. If the danger of losing your keywords isn't convincing enough, data shows that 120-130 character tweets also have the highest clickthrough rates (CTR).

Write tweets between 120 and 130 characters.

I analyzed the length of 200,000 link containing tweets and found the highest clickthrough rates (CTR) on those that were between 120 and 130 characters long.
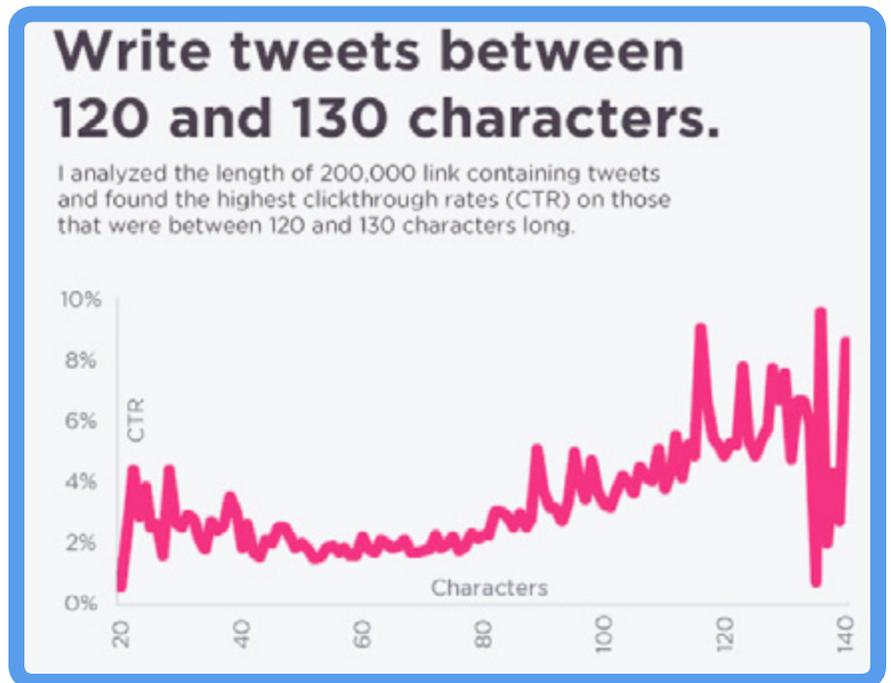
STEP 6   CREATE YOUR OWN INBOUND LINKS

Now it's time to make your content remarkable enough that other influencers are retweeting it. Google and Bing representatives shared that search engines will register the value of Twitter authority figures and correlate it with the value of the link posted. So search engines are analyzing the number of followers a user who retweets your content has in order to give the retweeted link its proper value of importance-- the Twitter equivalent of an inbound link. Posting updates that appeal to influencers will inevitably boost your optimization efforts.

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TWITTER ETIQUETTE FOR BUSINESS

Now let's cut down the amount of time you spend monitoring Twitter and optimize results. Here's a few ways to do so without sounding like a robot and constantly replying to every tweet.

TIP 1 REPLY WHEN NECESSARY
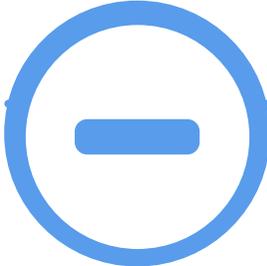
While replying back to every tweet with an upbeat "thank you" is sweet, there's little value in making this a habit. You should be replying to two types of tweets on an ongoing basis: questions and negative comments.

When you know the answer to a question, answer it. If you don't know the answer, ask someone at your company who does. A social media manager is not hired to be in charge of knowing every little intricacy, but to manage them. Use your resources well and give Twitterers the proper responses they deserve.

64% OF USERS ARE MORE LIKELY TO PURCHASE FROM BUSINESSES THAT ANSWER THEIR QUESTIONS ON TWITTER.

➡️

- More Likely
- As Likely
- Less Likely

Source: InboxQ (Survey)

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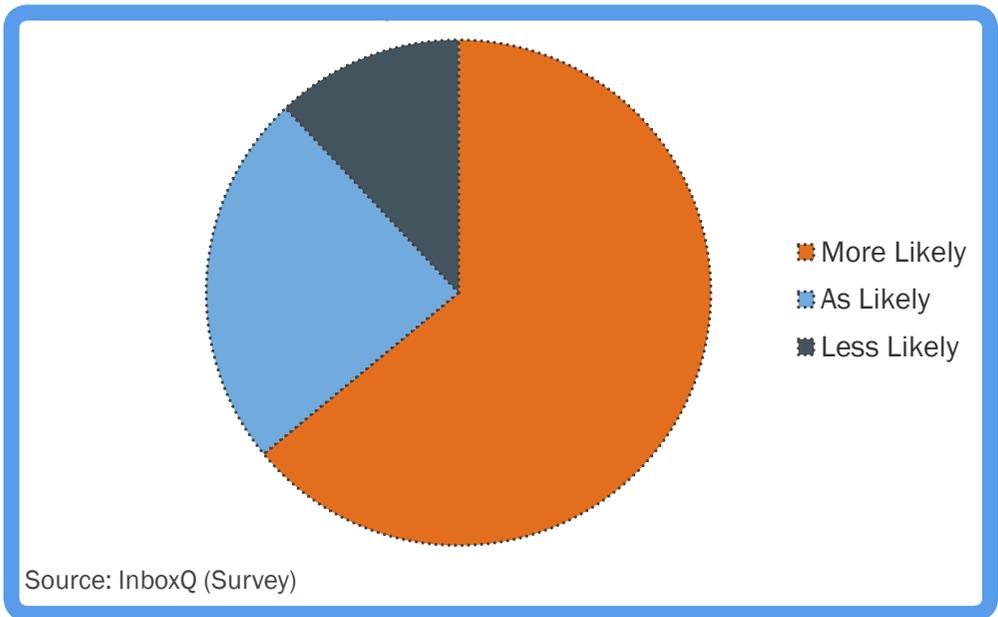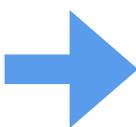
TIP 2   FOLLOW BACK TO ALLOW DIRECT MESSAGING (DM)

Wouldn't it be great if the tip recommended above could be done privately? That's precisely why it's so important to follow back users who follow you. If they have a question, most will try to DM you, but Twitter will only allow them to send direct messages if you are following them.

TIP 3   PLACE "@REPLY" IN FRONT OF TWEET

Message me privately.

Twitter differentiates between a "reply" and a "mention" by where you place the Twitter handle in the composed tweet. By placing it in the beginning of your update (e.g, "@ numinews I read your..."), Twitter registers the tweet as a reply, because you are responding directly to the user.

Placing the Twitter handle elsewhere would make it a mention. So by replying directly to a user, that tweet will only appear on your profile page and the feeds of people who follow you both. You may notice users dodging this by including a period in front of their tweet (.@numinews). When responding to a Twitter user, decide whether you want that tweet to be seen by everyone or not. If you're simply saying thank you, there's no need to make that tweet visible. If someone addresses you with a positive comment, however, you may want to respond with "Hey @ numinews," so that the tweet is seen by anyone who is following you.

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TIP 4   SCHEDULE, THEN MONITOR

Scheduling tweets is simply a step to help minimize the amount of time you spend scripting tweets each day. By knowing you have a steady amount of content that will automatically publish, you are giving yourself more time to follow where that content is going, how it's being discussed, and what leads its generating for you.

HubSpot has a social media publisher that allows you to schedule multiple tweets at once. Think of clever ways to promote your content ahead of time. By allocating ten minutes to composing a batch of tweets for the day--right out of your HubSpot software--you can focus on other work throughout the day.

Schedule New Message(s)

Message 1

Check out our latest webinar

Schedule delivery
2012-01-04   10:19am
112   ☑ Twitter ▾ ⊕ Add accoun

Message 2

Reminder, our new webinar is coming up
week

Schedule delivery
2012-01-05
☑ Twitter ▾ ⊕ Ad

Publish / Schedule All   or   Cancel
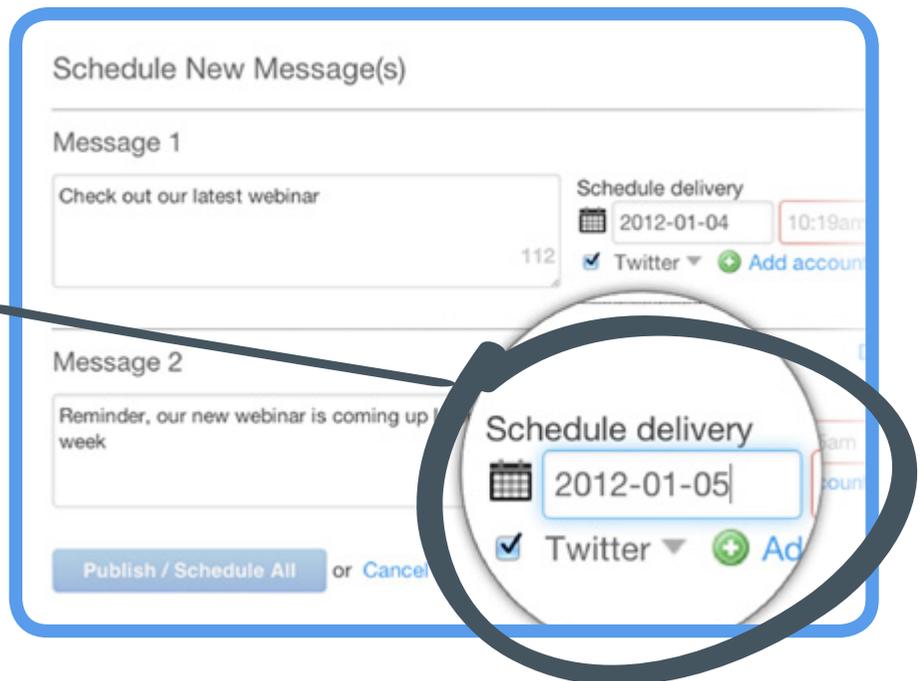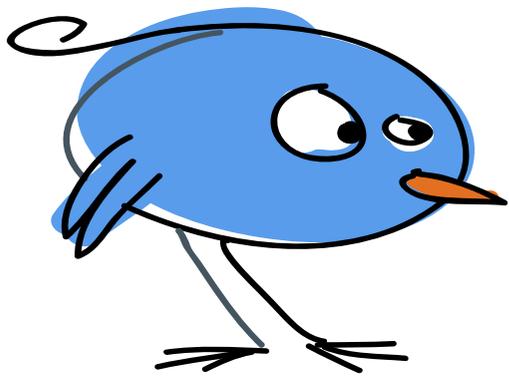
If you're not a HubSpot user, you can use HootSuite for scheduling. Now all you have to do is check in occasionally to see what people are saying and respond accordingly. Much easier than worrying, or worse, forgetting, that you have to tweet.

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" *Still, many businesses get lost in the Twitterverse.* "

Even equipped with the best practices shared above, many businesses get lost in the Twitterverse and end up using the social tool in a non-customer-friendly way. This behavior is often due to some common myth in the Internet marketing space. Let's tackle three of these misconceptions and discuss what's wrong with each of them.

$$x + y - z \leqslant 2$$
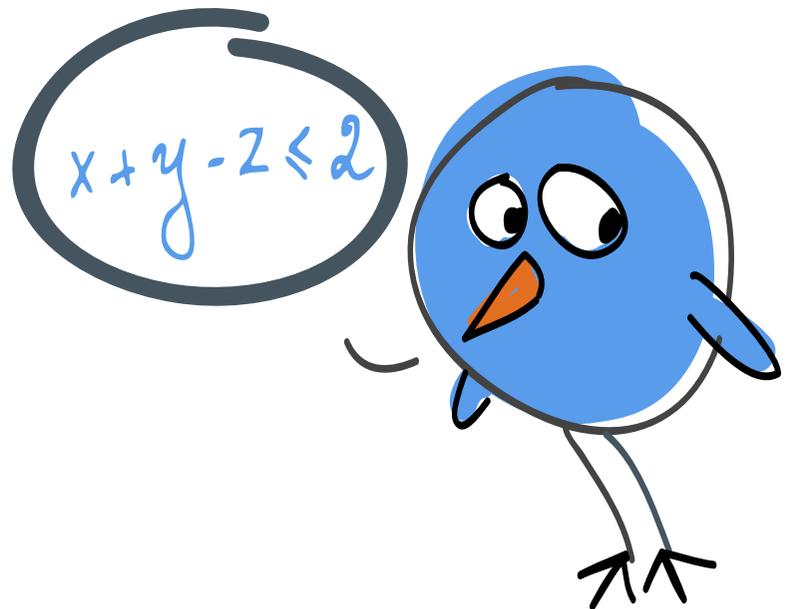
MYTH 1   LONGER MEMBERSHIP > SHORTER MEMBERSHIP

Many users boast about how they were on Twitter before it became "mainstream." But your Twitter presence is not measured by time; it's measured by value. People follow other users to receive information they wouldn't stumble across on their own. So make sure to post truly valuable content, not simply spam about your product or service. And remember, the worth of that engagement has little-to-nothing to do with how long you've been present on the site. So let's change the variables.

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**MYTH 2**   TWEETING EVERY SECOND > 15-25 TWEETS PER DAY

While it's true that tweets have a short shelf life, it doesn't necessarily mean you should be a tweeting machine. With tweets sent every second, your most recent updates move down a users' feed almost instantly, and constant tweets can irk your followers.

Our data shows that 15-25 tweets per day is the sweet spot for increasing following. While this sounds overwhelming, understand that it's merely the average; you can fluctuate above and below. What's important to take away is that posting too much too often can decrease your opportunities to grow reach.

MYTH 3   FOLLOWING INDUSTRY LEADERS > FOLLOWING CUSTOMERS

Are you following industry leaders to learn from the insights they share? Following competitors to keep an eye on their messaging? Great! But what about your customers and evangelists?

Many businesses ignore these folks--which makes no sense. If brand loyalists are willing to publicly show they follow your company and talk about you, doesn't it intuitively make sense to send them some love back? Twitter is about two-way communication. Don't leave your fans out to dry--they'll likely just unfollow you.

Follow birds?
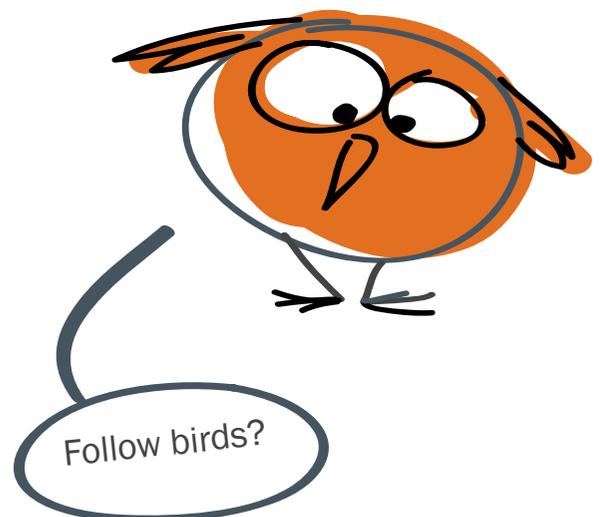
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6 IDEAS TO JUMP START YOUR LEAD GENERATION STRATEGY

> ## *"The biggest mistake marketers make with Twitter is not realizing it can make you money."*

The biggest mistake marketers make with Twitter is not realizing it can make you money. And from a business standpoint, why would we do anything that doesn't have the ability to show a return on investment (ROI)? Twitter is still a place of positive brand communication and conversation, but it's also a place to generate leads.

When it comes down to it, your business needs to test what works best for lead generation. You can't do everything, and what works for one business may not work for yours. Here's a list of ideas we've experienced success with. Use a few as a starting point and build your own strategy by following what works for your business.

IDEA 1   TWEET OFFERS

This is the simplest form of lead generation: share your offers! Control how often you share your offers to ensure your account doesn't turn into a spam-bot. This will be contingent upon your business. For example, a recruiter will be more likely to repeatedly share offers to job openings because users will naturally be vested in that opportunity. However, users may not be as willing to download the same whitepaper about, for instance, improving heating systems. Have difficulties coming up with content ideas? Here is an ebook that will help you out.

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IDEA 2   CONNECT YOUR BLOG TO YOUR TWITTER FEED

If you have a blog, be sure to tweet links to all your posts (which should themselves have call-to-action featured in them). This is an indirect but effective way to attract new leads. If possible, connect your blog with Twitter so that a post gets tweeted the minute it's published automatically. For HubSpot customers, the HubSpot software can automatically set this up for you.

Publishing and Reach

Select which accounts to:

- Reach - Include in the count of your reach
- Blog Auto Publish - Automatically update when a new blog article is published
- Follow Me - The source will be included in a widget allowing visitors to your web site and recipients of your email marketing and lead nurturing emails to follow you.

twitter

HubSpot   ☑ Reach   ☑ Blog Auto Publish   ☑ Follow Me
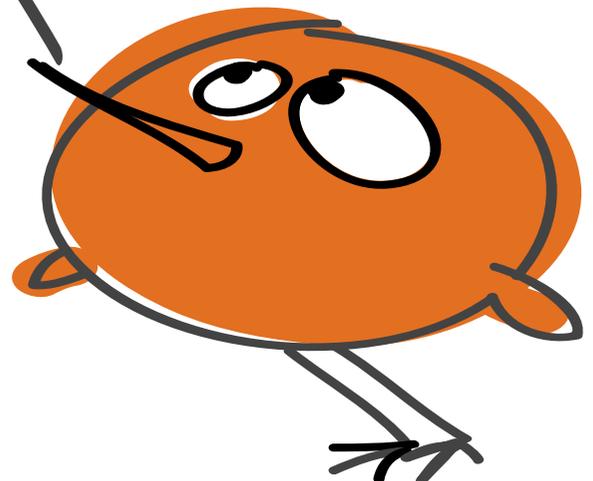
IDEA 3   RESPOND WITH LANDING PAGES

When a user sends a question your way, use the opportunity to give them proper feedback. When possible, and only when helpful to the user, add a landing page link to your response.

For example, one user tweeted his Marketing Grader grade, adding commentary about how he wanted to improve his overall score by improving his website presence. @HubSpot responded with a link to our ebook, "25 Website 'Must Haves' for Driving Traffic, Leads & Sales." The user appreciated our beneficial--not spammy--response. He filled out the form and received the information he needed to improve his score. Oh, and it looks like we got a lead along the way!

IDEA 4   HASHTAGS

There's more to hashtags than simply adding a pound sign in front of a word. In fact, simply adding a hashtag to a tweet isn't going to give you any results; you need to integrate them to a marketing campaign.
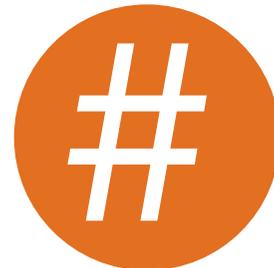
If you see a trending hashtag that is relevant to your tweet, include it in your updates. If you see a user tweeting with a particular hashtag, include it in your retweet. This will allow your tweets to reach anyone who is looking at tweets for that particular hashtag.

When hosting an event, create a hashtag so users can chime in and you aggregate a list of tweets from potential leads. For example, HubSpot's weekly video podcast, the Marketing Update, comes paired with the hashtag #MKTGUP. This allows our hosts to include user commentary in the show and measure how many users are actively tuning in.

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IDEA 5   BUILD REACH

What's the use of following any of the above suggestions if you're not reaching anyone? This is where you need to revisit the basics of Twitter and remember to spend time building your following. The more people you're sending information to, the higher your chance of generating leads. To learn more ways to attract more social media fans and followers, read this in-depth post. HubSpot's software can also give you a quick snapshot of your social media reach:
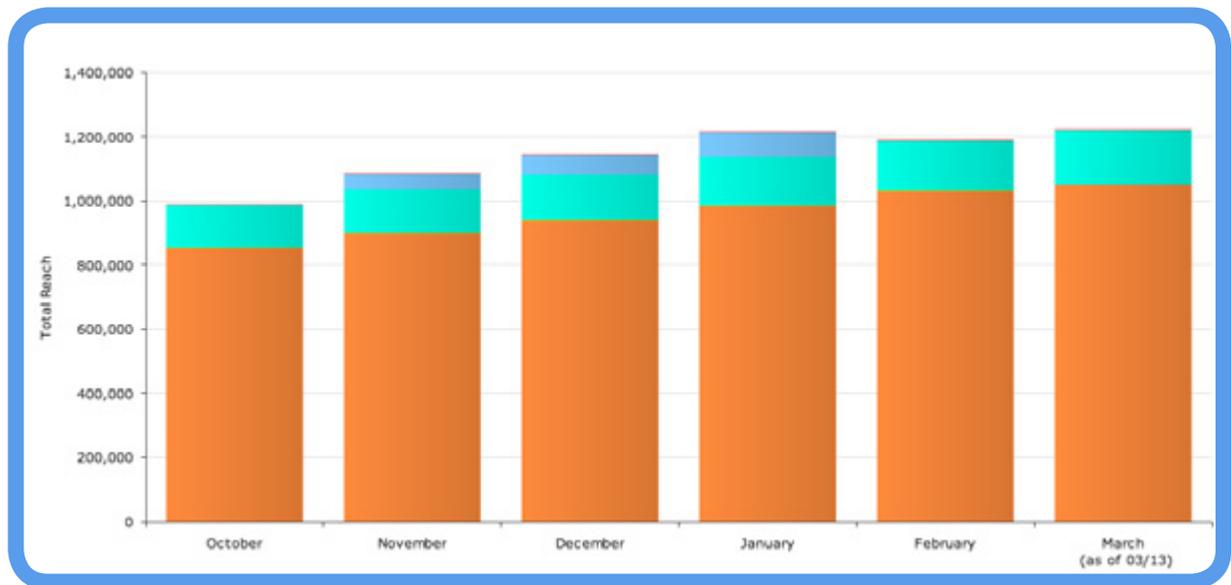

IDEA 6   TWITTER CHAT

Twitter chats are the next level of hashtags. From a business standpoint, a Twitter chat is an online discussion between a brand and the Twitter world. While there is no set format, HubSpot hosts its weekly Twitter chat by asking an expert from the marketing team about five to seven questions over a half an hour period via the hashtag #inboundchat.

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@HubSpot will RT what other users are saying and help answer follow-up questions that the expert was unable to get to. To help push lead generation efforts, each chat comes paired with a certain offer. For example, our chat on Twitter for Business came paired with, well this ebook! Our @inboundchat about Pinterest was accompanying another ebook.
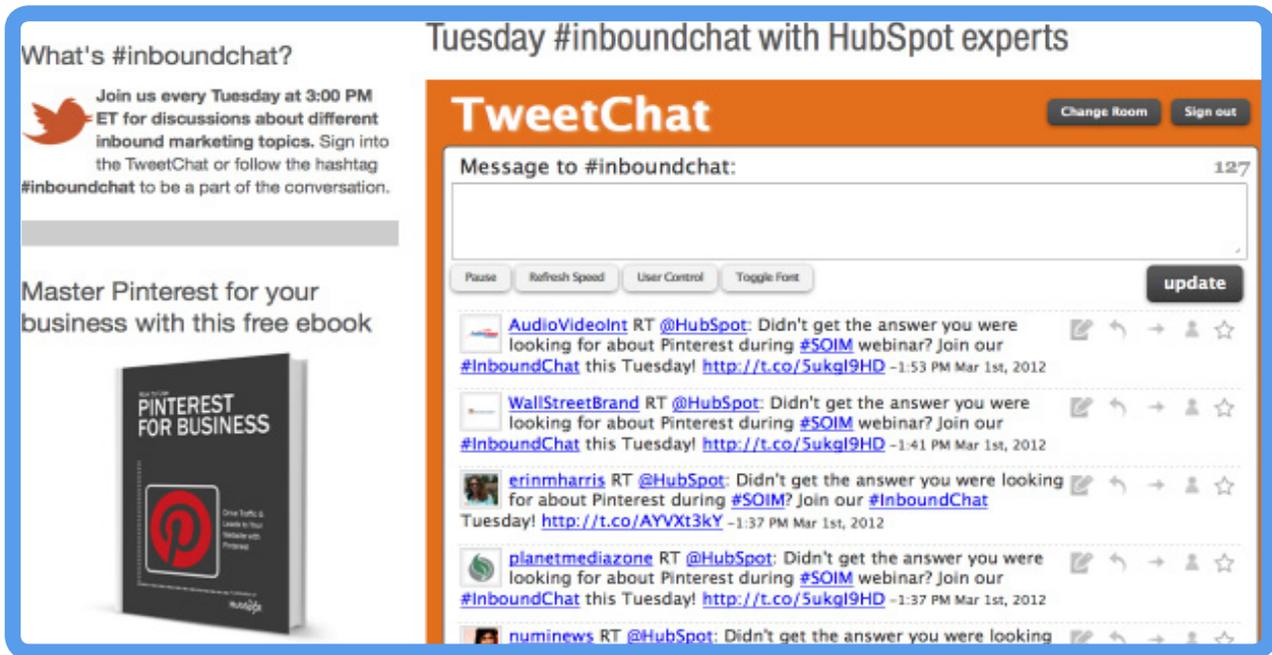
Keep in mind this platform of discussion may not work for every business, and the only way to find out is to try it! Figure out how you want to format your chat and give it a few test runs. Don't simply host one event and quit. You can also join one of the nearly 600 regularly scheduled Twitter chats on a huge variety of industry topics. Depending on your business, joining rather than creating a chat may prove more beneficial.
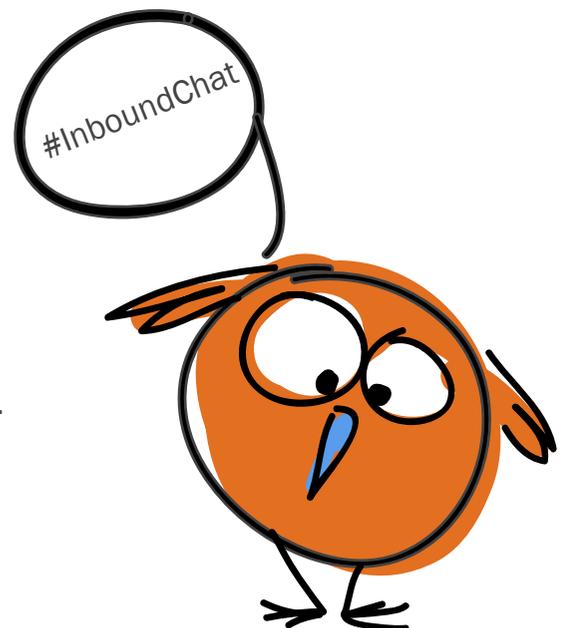
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HOW TO MEASURE THE ROI OF TWITTER

" *Everything stated in this ebook is absolutely useless unless you're measuring your efforts.* "

Everything stated in this ebook is absolutely useless unless you're measuring your efforts along the way. Only through analyzing Twitter marketing data, you can pull insights and evaluate if you're spending your time wisely to benefit your business.

Twitter, however, doesn't have a seamless way to check your analytics. Closed-loop marketing is what you should be looking at to track the power of Twitter compared to your other channels. This means tracking the path of a user clicking a link in a tweet, to visiting a page on your website, to filling out a landing page to become a lead, and, ultimately, to converting into a customer. And isn't that ultimately why you're using Twitter for business in the first place? To bring in new customers?

Closed Loop Marketing

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Let's have a deeper look into getting that ultimate ROI. There are four key steps to the process:

STEP 1   START USING AN ANALYTICS TOOL

To see how many visitors are coming to your site via Twitter, you'll need an analytics tool, such as Google Analytics or HubSpot. While Google Analytics is free, the benefit of using HubSpot is that you can directly see how many leads are generated through Twitter.

Once you tie your Customer Relationship Management (CRM) solution, like Salesforce and SugarCRM, to your marketing software, like HubSpot, you can close the loop between your Twitter marketing efforts and sales. Now there is a two-way communication between your marketing activities and sales results. When you visit your inbound marketing analytics, you'll see not only the visitors, but also the number of leads and customers Twitter brought in. Now you can compare Twitter marketing to your other channels.

Sources – HubSpot

CUSTOMERS

3

LEADS	LEAD TO CUSTOMER	CU	2	VISIT TO CUSTOMER	VISIT
1,234	.24%	3		.011%	
1,333	.15%	2		.0082%	
951	.21%	2		.0095%	
1,480	.2%	3		.015%	
1,230	.081%	1		.0056%	
1,230	.16%	2		.011%	
790	.38%	3		.02%	

STEP 2   TRACKING TOKENS FOR DIFFERENT SOURCES

Now that you have an analytics tool, you have to overcome the issue of third-party Twitter clients, such as TweetDeck. If a Twitterer is sharing a link to your blog post from such a client, it might not show up in your analytics as a visit from Twitter, even though that link is ultimately being shared on Twitter. This can greatly impact your data.

The solution is a tracking token. A tracking token is added to the end of a link, allowing your analytics tool to pool a certain group of traffic. Different tools employ different tokens, but a generic one looks like this:

/?utm_medium=social&utm_source=twitter

By attaching this to your link, anyone who clicks that link is signaling to your analytics tool that they are coming from Twitter. The same type of tracking tokens apply to different channels, such as email, paid media and referral traffic. Investigate with your marketing or analytics software to make sure you have the tracking tokens in place and your data gets assigned to the right categories. HubSpot's social media publisher, for instance, places tracking tokens automatically to our updates.

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STEP 3   USE THE RIGHT METRICS

At HubSpot we look at our analytics constantly. As a data-driven marketer, you should be following your progress monthly, if not weekly. Here are the metrics we recommend you to keep track of:

TWITTER FOLLOWER MONTH-TO-MONTH GROWTH

By pulling the number of Twitter followers and net new followers, you can get a sense of your Twitter reach growth monthly. For example, if you were to compute the following growth in March, you would pull the numbers from February and March:

$$\text{(MARCH TWITTER FOLLOWERS -- FEBRUARY TWITTER FOLLOWERS)} / \text{FEBRUARY TWITTER FOLLOWERS} = \text{GROWTH \%}$$

Tracking this percentage monthly will allow you to see whether your tweeting strategies and campaigns are helping to boost your reach, or have become a waste of time.

TWITTER VISITOR-TO-LEAD RATE

Similarly, by pulling Twitter visitor numbers and Twitter lead numbers, you can create another percentage to watch your lead growth.

$$\text{TWITTER VISITORS} / \text{TWITTER LEADS} = \text{VISITOR TO LEAD RATE}$$

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Keeping track of your Twitter visitor-to-lead growth rate will help ensure your social tactics are translating into leads for your sales team.

If you want to track this growth more closely to see how specific campaigns impact it, you can create daily goals. Decide on the number of leads you want to generate monthly. Divide that number by the number of business days in that month, and that will give you your daily goal.

Your monthly goal should sprout from an understanding of what your leads have looked like in recent months. Don't set a goal of 1,000 if last month you had 150. You can take the same approach to your other social media channels, like Facebook, Google+ and Pinterest. HubSpot's marketing software keeps track of that social media visitor-to-lead rate, so you don't have to maintain various excel spreadsheets to get these insights:
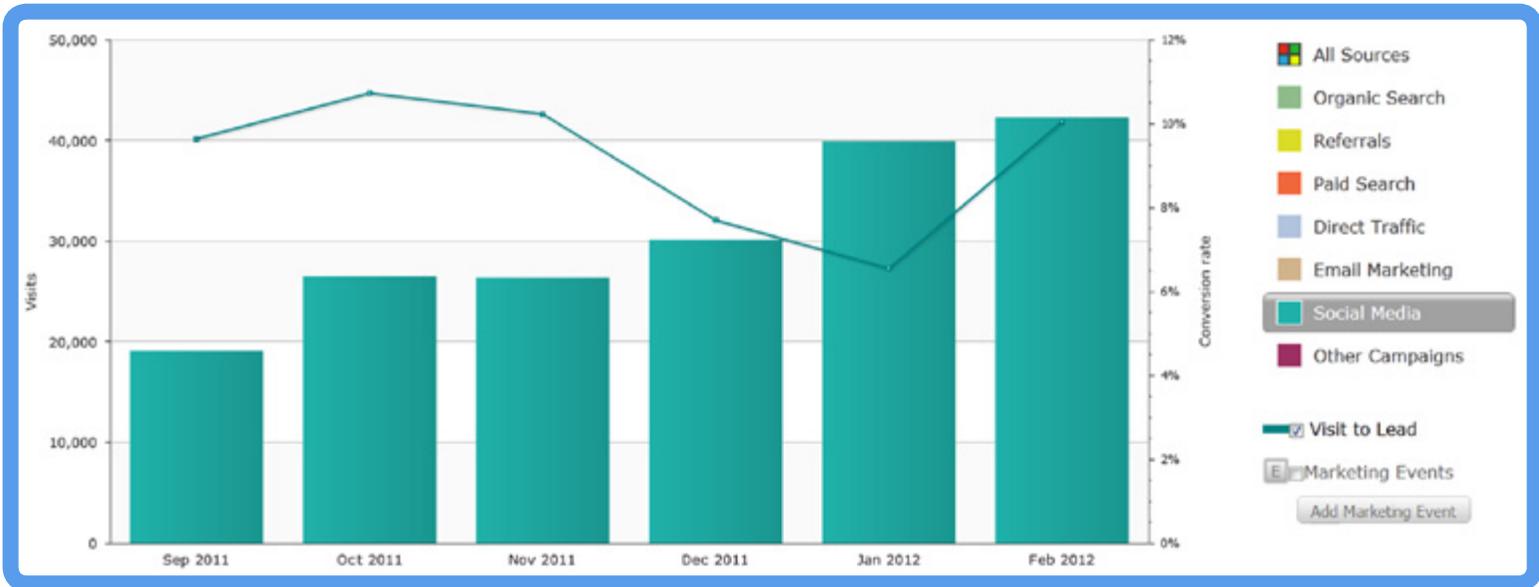
If you would like to set this up for your organization, you can sign up for a free 30-day trial of HubSpot and explore how your social media stats look like.

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STEP 4   FURTHER QUALIFY LEADS

You've executed the tweeting strategy, set up the proper tracking system, and earned some leads. Now should you pass these new contacts directly to sales?

Twitter leads, one might argue, are not qualified enough for a conversation with sales. That is where lead nurturing comes into play. Now you should follow-up with your leads, offer them more of the resources they are interested in and get them further educated in your product or service. Whether you decide to nurture these new Twitter leads through simple drip marketing or more sophisticated behavior-based communication, you need to focus on getting them further down the sales funnel. Here is an example of what that follow-up process might look like if you are using HubSpot's marketing software:

# *What about the other engagement metrics?*
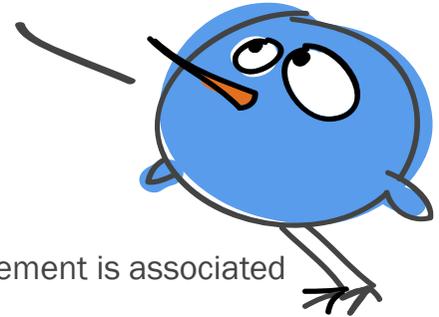
In addition to the hard metrics like leads and customers, Twitter engagement is associated with other metrics that are unique to its environment. For instance, how do you measure the effectiveness of using a hashtag? Or a mention of a specific campaign?

In this section we will cover a range of **free** tools that can help you measure Twitter-specific interactions. Read through and decide which ones provide the information pertinent to your business.

TOOL 1   TWITTER COUNTER

One of the fundamental metrics to track is your follower growth. TwitterCounter allows you to easily examine your follower growth over time. More importantly, you can see your net new number of followers per day by hovering over each day.
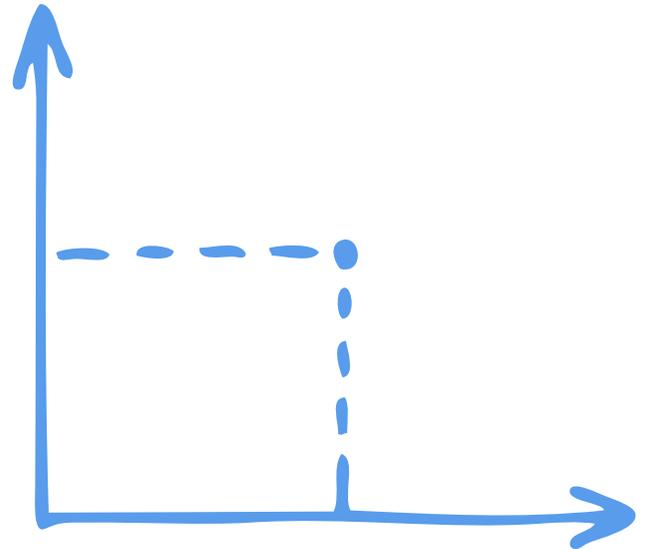
This data can be used to see how many new followers a certain campaign garnered on the day it launched. If your following remains constant over time, this could indicate that you're not using Twitter as well as you could. Your goal should always be to increase followers so that your reach grows. As stated before, more reach results in more leads and customers.

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TOOL 2   TWITTER ADVANCED SEARCH

While Twitter may not have a beautiful analytics tool, it does have a beautiful advanced search tool. This search tool allows you to break down your search terms very specifically: by content, users, location, etc. This feature helps you track the success of a specific tweet and story.

For example, when in 2011 HubSpot acquired marketing automation company Performable we could run a search looking for tweets with the words "Performable" to see how many people were interested in the news. In a similar fashion, you can use this search tool when running campaigns to see if your efforts sparked any conversation.
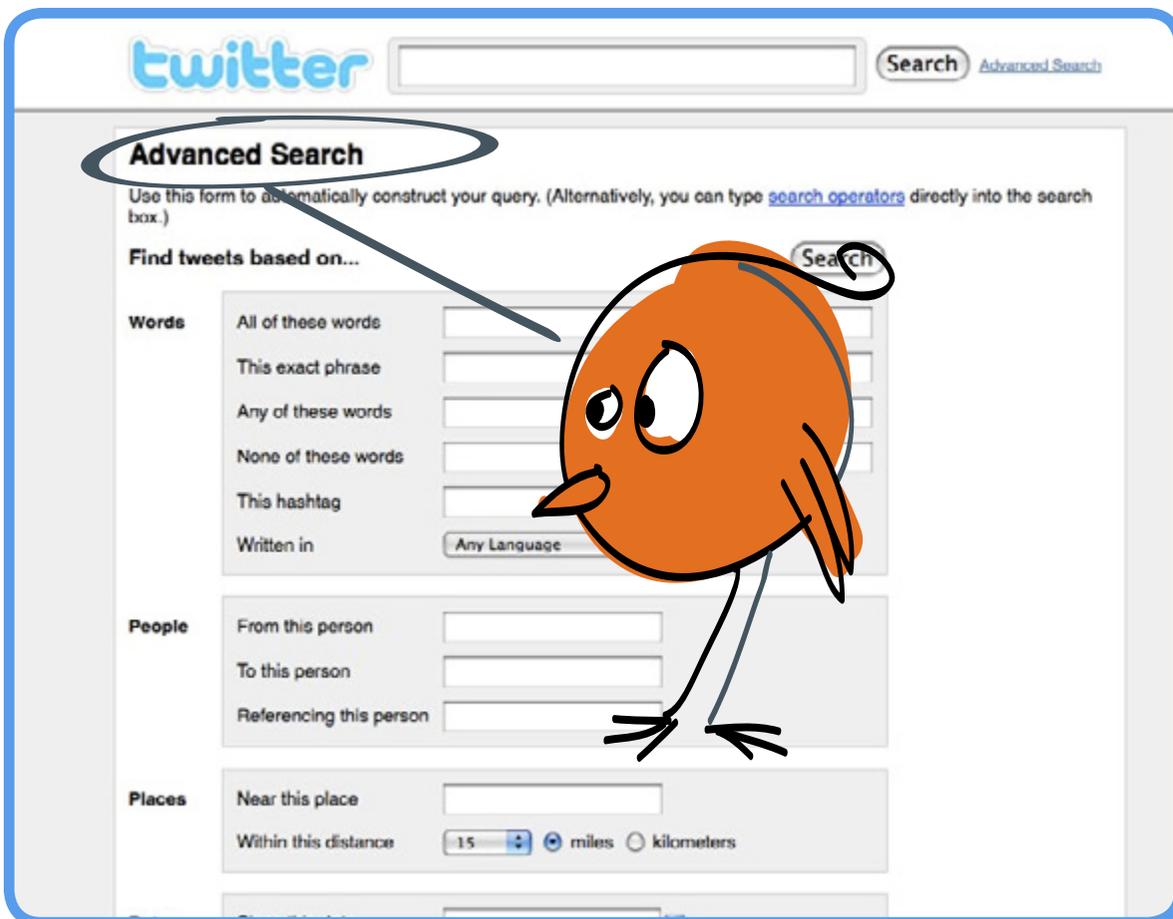
TOOL 3   HASHTAGS REVISTED

Another successful way to track how well a certain campaign is performing is to label it with a hashtag. Sites such as HooteSuite and Hashtracking allow you to see how many times a hashtag has been used. Furthermore, they can help you track a topic beyond what you say about it or beyond what you link to.
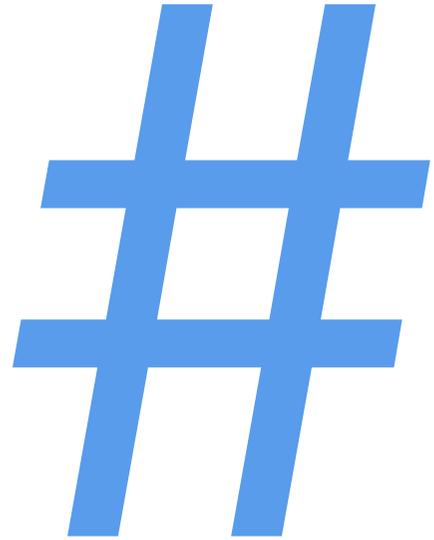
For example, HubSpot started an #inboundjobs hashtag which any company can include in their tweets to look for inbound marketing candidates. Potential applicants (a recruiter's potential leads) can find jobs via this hashtag. Now we can track the popularity of inbound job openings and opportunities through the hashtag, even if we aren't the ones linking to or talking about a job posting.

TOOL 4   BITLY

Many of you know about bit.ly. It not only allows you to shorten links to be Twitter friendly, but it also provides you with the ability to analyze the number of clicks on that specific link.
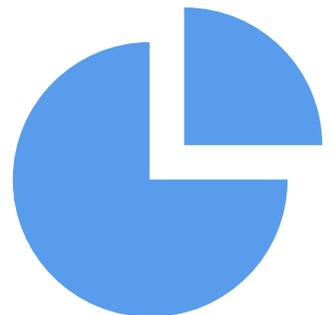
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CONCLUSION & ADDITIONAL RESOURCES

> *"Be smart about the way you prioritize your marketing initiatives."*
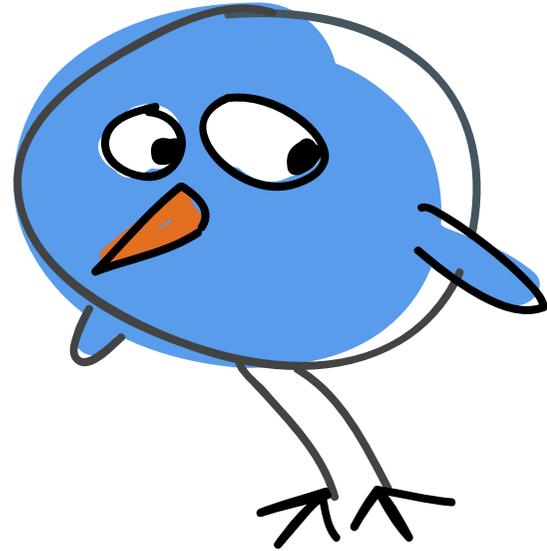
Hopefully you have picked up by now that Twitter is more than a network for engaging in the conversation and creating a positive brand image. The days of updating on-the-go tweets and leaving it at that are over. You must test and analyze all your efforts to understand whether it's even in your business' best interest to be vesting much time on Twitter.

Don't invest a ton of effort in marketing on Twitter **unless** you can measure the results of your activities. If your closed-loop marketing process leads to extremely low leads and ROI, then it's okay to back off and only maintain your account rather than use it heavily.

Test the waters on other social media channels and find the one which provides your business with marketing dollars. In conclusion, be smart about the way you prioritize your marketing initiatives and keep an eye on the specific benefits this social network can offer your business. Good luck!

MEASURE THE ROI OF TWEETING

Find out whether your investment in Twitter is paying off. Sign up for HubSpot's 30-day trial to access some insightful marketing analytics.

WWW.HubSpot.com/Free-Trial