Webinar

What brands need to succeed on Twitter in 2019

Host
@JoeWadlington from
@TwitterBusiness

Moderator
Jen Gustavson
Content Director, @NewsCred

+ NewsCred

February 2019

1 Content marketing trends
2 Where Twitter fits in your strategy
3 Creative best practices
4 Building strong campaigns
+ Q&A

Content marketing trends

“

The goal is not to be good at content.
The goal is to be **good at business using content.**

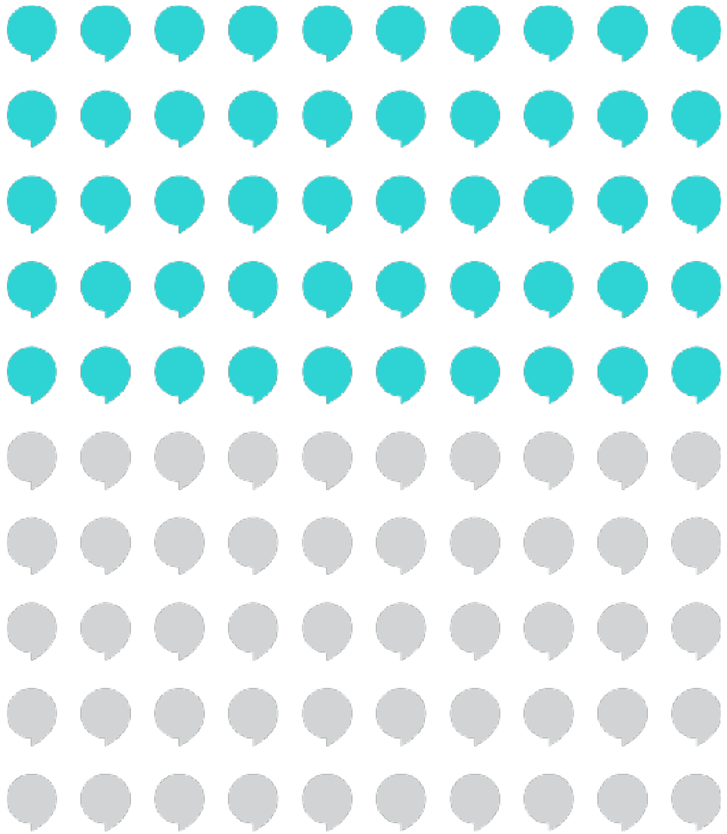
Shafqat Islam,
CEO & Founder, NewsCred

”

But creating meaningful marketing **is harder than ever.**

Based on 100M Pageviews Across 232 NewsCred Customers,

Traffic from social media dropped 20% from 2017 to 2018.



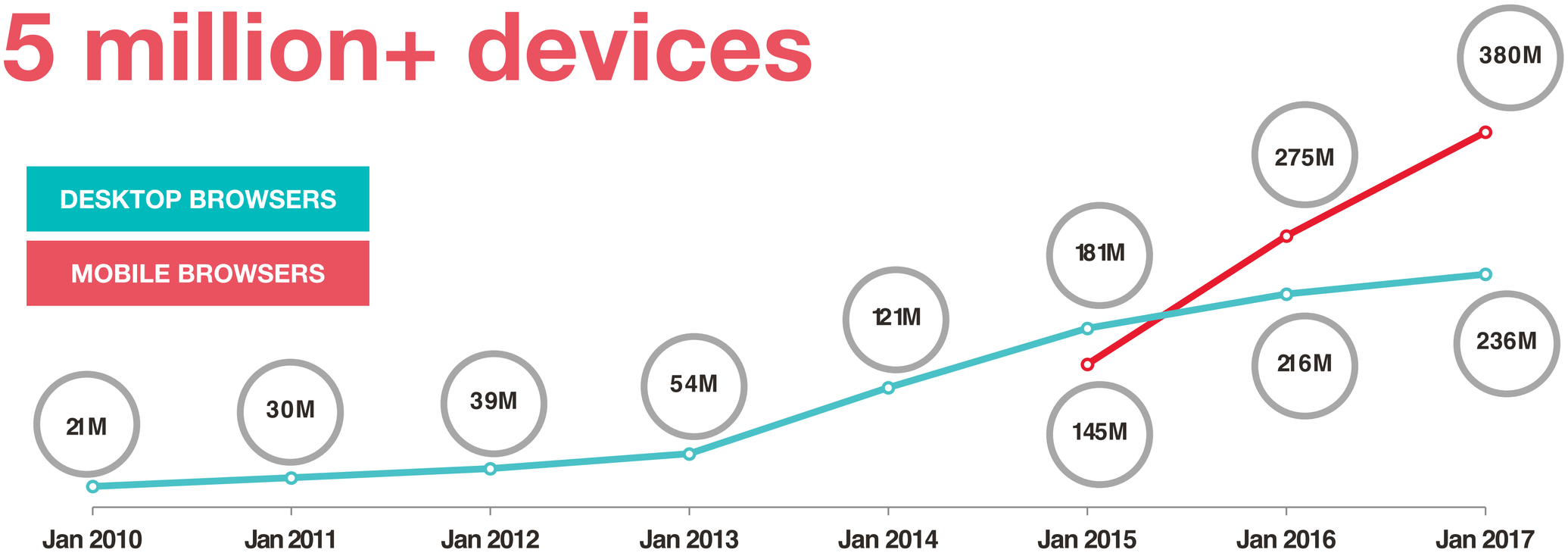
“Content Trends Report,” BuzzSumo

Based on a Sample 100M Posts in 2017,

Only 50% of all content gained 4 shares or more across all main social networks – half of what it was in 2015

Ad blocking is now on

615 million+ devices



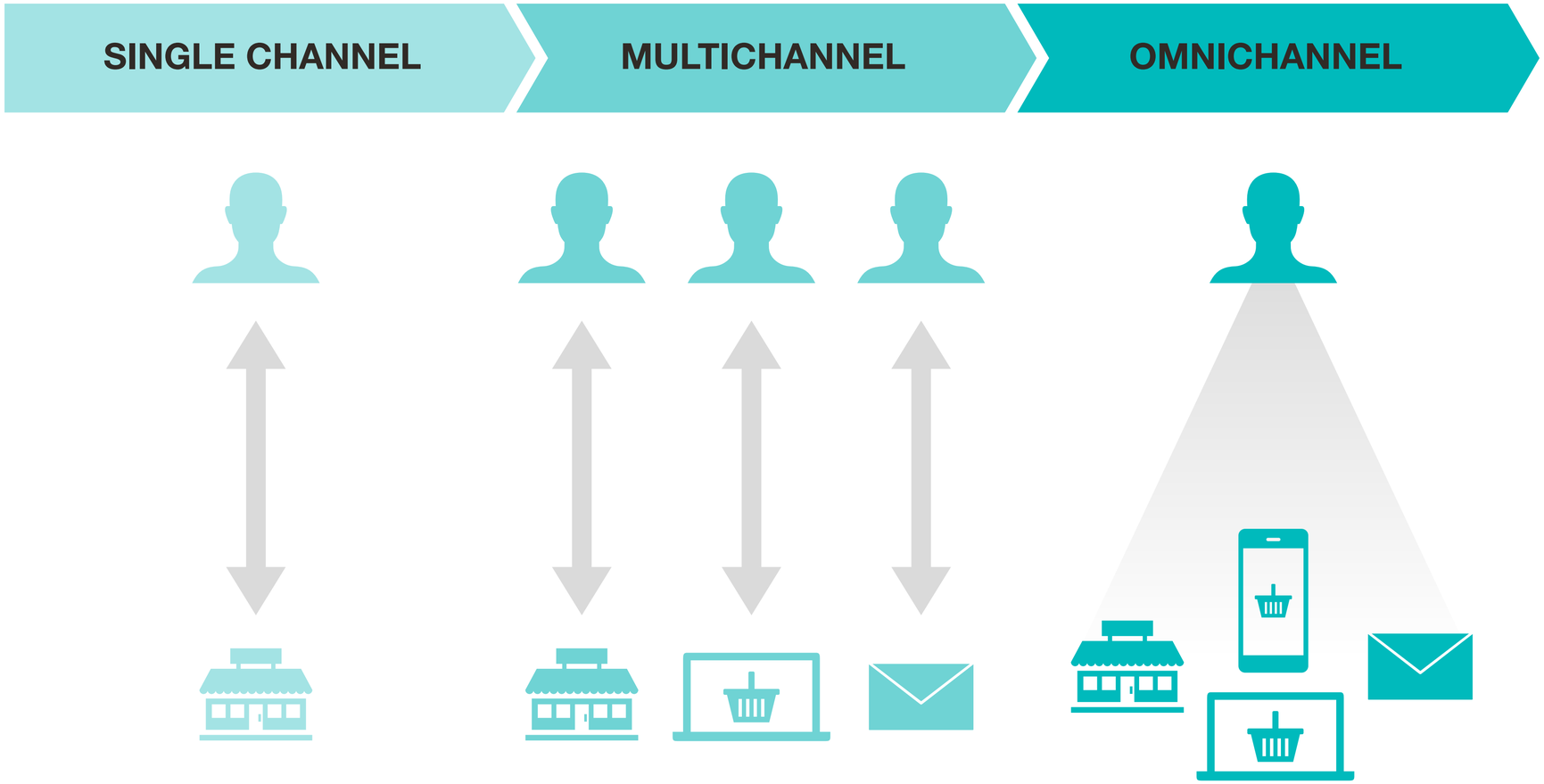
Apr 2009 - Dec 2016 • PageFair, "2017 Adblock report" - 2017

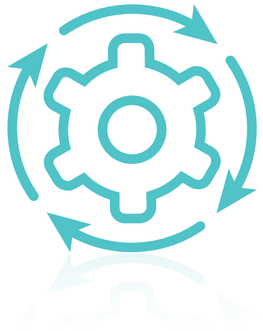
of the content that marketing teams produce is wasted

Source: *SiriusDecisions*

Teams create content and assets in silos

A brief history of silos





The goal of integrated marketing is to increase **operational efficiency** and **drive performance** by unifying marketing teams to deliver a better customer experience.

Campaigns integrating **4 or more digital channels** outperform single- or dual-channel campaigns **by 300%**

Source: *Gartner Research*

Integrated campaigns are **31% more effective at building brands.**

Source: ***Kantar MillwardBrown***

of organizations report that **departments beyond marketing** are now using social media.

Source: ***Hootsuite***

At NewsCred, we believe **better teams make better content.**

Decrease
Team
Competition

Improve
Customer
Experience

Integrated marketing teams can **steward this transformation** by using social and content to achieve broader business KPIs like revenue, retention and operational efficiency.

Where Twitter fits in your strategy

The #1 reason that people come to Twitter is to “Discover something new.”

Twitter Internal Data

Timely campaigns are a better fit for Twitter than anywhere else

1

Conversation

Use Twitter when you want feedback or back-and-forth.

2

Control

Break your news on Twitter. Launch updates, promos, sneak peaks and, when needed, apologies.

3

Back-talk

The brands that attract the most engagement on Twitter are often the ones that are willing to take a few risks.

Promoting a powerful Tweet can give it the initial momentum it needs to attract a lot of organic attention.

All organic strategies on Twitter should be supported by paid content and all paid strategies should have organic content.

If brands aren’t willing to invest in multiple campaigns, then they need to de-prioritize one of their growth goals.

Creative best practices

Set your account up for success

1

Fill every field of your profile

“Why would I follow this account?”

2

Create visual consistency

Hone a visual representation of who you are and what you want people to focus on

3

Pin your pitch

Think of your Pinned Tweet as the answer to someone asking your account “what’s new?”

@Mailchimp

Following
Mailchimp
@Mailchimp
Your business was born for this. For updates about our service, check out @MailchimpStatus.
Atlanta, GA
mailchimp.com
Joined April 2008
16.5K Following
245.2K Followers
Tweets
Tweets & replies
Media
Likes
Pinned Tweet
Mailchimp @Mailchimp · 1/18/19
This year, we skipped resolutions. To celebrate all of your hard work, we collected your advice for small businesses everywhere. Here are some of our favorite words of wisdom.

@sketchapp

Following
Sketch
@sketchapp
Sketch is the ultimate tool for designing user interfaces, websites, and icons. Start your free trial at sketchapp.com. Join our community today!
The Hague, the Netherlands
sketchapp.com
Joined June 2009
27 Following
127.7K Followers
Tweets
Tweets & replies
Media
Likes
Pinned Tweet
Sketch @sketchapp · 2/5/19
Sketch 53 is out now with better overrides (including override management and overrides in the Canvas and Layer List), as well as a totally redesigned Fill Popover, named colors, HSL and more! Check out the blog post

Video

Pro Tip: Tweets with video are **6x** more likely to be Retweeted than Tweets with photos.

Twitter Internal Data

Glossier
@glossier

Cloud Paint: seamless, mistake-proof cheek color that looks like your skin made it. Six ways to blush, made with a buildable pillowy, gel-cream formula → http://gls.sr/-Cloud_Paint_

1.2 billion

Video is our fastest-growing advertising tool. There are 1.2 billion video views on Twitter each day, which is 2X growth in 12 months.

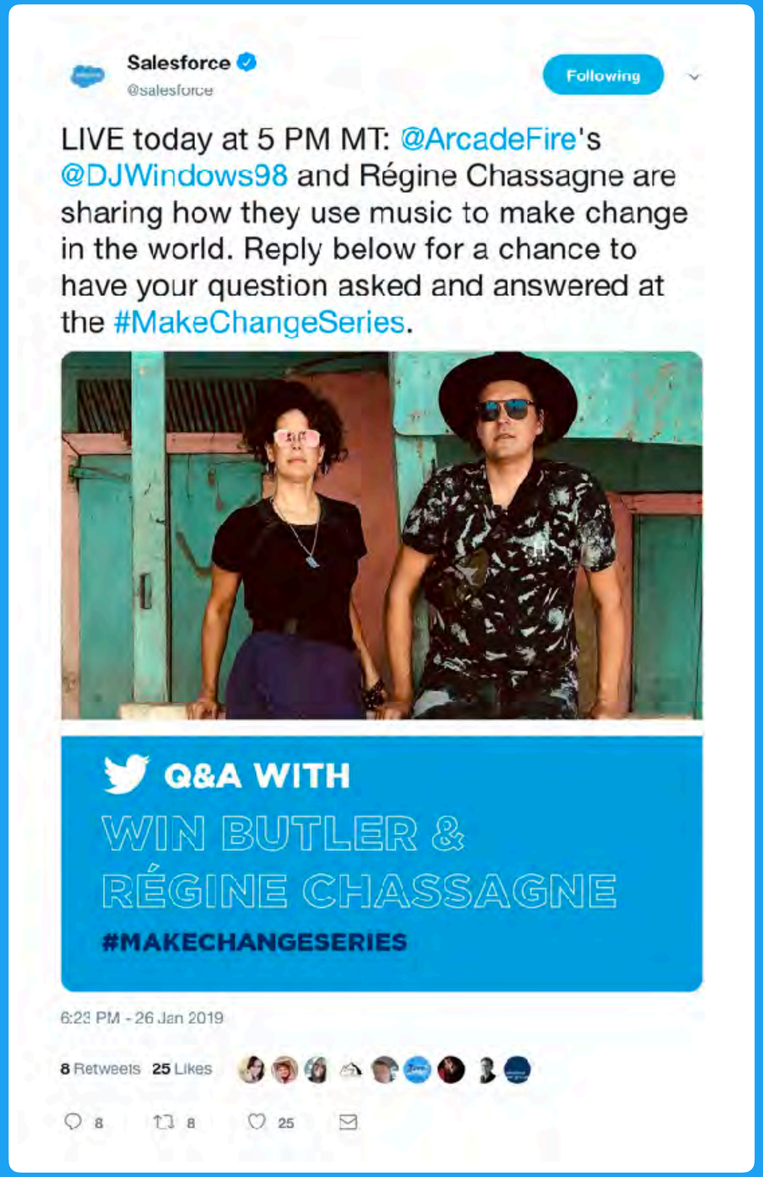
Twitter Internal Data

In-stream video ads have been shown to increase ad recall by 70% and lead to a 6% higher purchase intent compared to people who weren't exposed to video ads.

Twitter Internal Data

Images

Pro Tip: Create easy-to-adjust templates for content that you're going to be promoting a lot of, such as a speaker series.



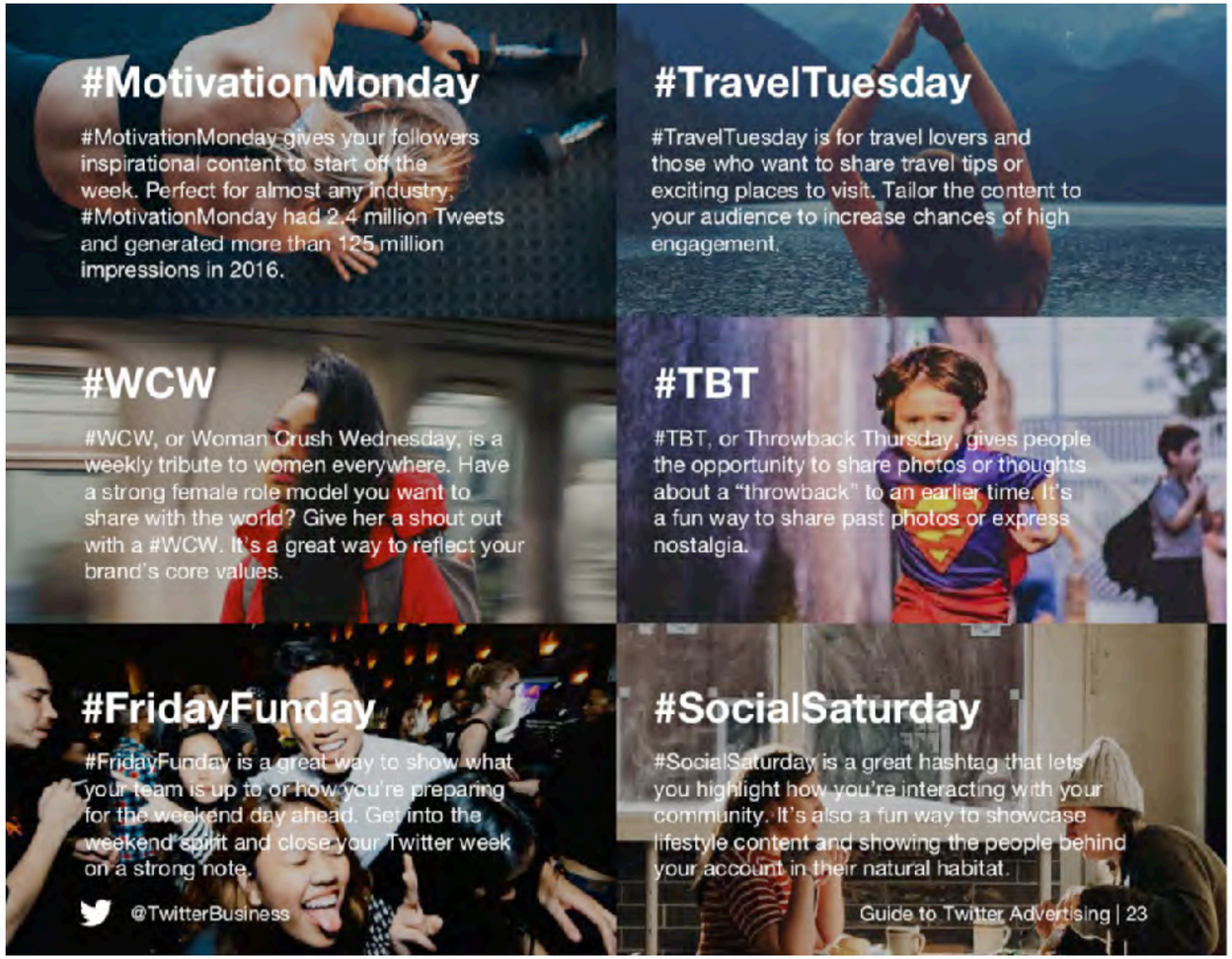
SXSW
@sxsw
Following
What started out as an inside joke amongst two self proclaimed weirdos in Ft. Worth, Texas soon becomes much more than they bargained for! Learn more about #SXSW 2019 World Premiere selection #subgeniusmovie with our #FilmmakerInFocus series! ow.ly/kXZX50kpnYO
SANDY K BOONE
What do you want the audience to take away?
"I am hoping the audience will have not one, but many, 'aah and haa' moments. Our world and government are using "cult tactics" to separate and divide us with fear. Let's find some creative ways to make civility, truth, thougfhtfulness, and empathy popular again!"
9:30 PM - 30 Jan 2019
7 Retweets 14 Likes
1
7
14

SXSW
@sxsw
Following
Raise Hell: The Life & Times of Molly Ivins (@MollyIvinsFilm) is about the political columnist and Texas maverick that spoke truth to power and gave voice to those that had none! Explore more about this documentary with our #FilmmakerInFocus series. #SXSW
ow.ly/VPkn50kQAI0
JANICE ENGEL
What do you want the audience to take away?
"How important it is to VOTE! To learn and take their civic responsibility with pride and action. It is up to us to do 'the heavy lifting', as her good friend Jim Hightower says. And how important Molly Ivins was, and is to our democracy, our sense of finding a way to agree to disagree and get back to unpolarizing our country. Democracy demands this and depends upon this. Molly knew that!"
4:00 PM - 7 Feb 2019
5 Retweets 11 Likes
5
11

Tweet length and #hashtags

#

Pro Tip: Only add a hashtag if you are linking to a broader conversation.



Tweet threads

Pro Tip: You can post a full Tweet thread simultaneously.
Try using it for a multi-Tweet announcement or a mini lookbook.

Follows and Retweets

Pro Tip: Find good accounts to improve yours – both publishing good Tweets and Retweeting fills your account with good content.

GAIL SIMONE @GailSimone · Feb 6
Dear @Wendys, do you prefer the Marvel or DC universe?
60 342 2.7K
Wendy's @Wendys · Feb 6
Marvel
142 843 6.4K
Marvel Entertainment
@Marvel
Following
Replying to @Wendys @GailSimone
hey, @Wendys
I THINK WHEN I WENT THROUGH THAT DOOR I KEPT SAYING OVER AND OVER IN MY MIND...
I NEED TO GO TO TAHITI.
I NEED A MILLION DOLLARS.
I NEED A NEW GIRLFRIEND.
3:46 PM - 7 Feb 2019
949 Retweets 9,404 Likes

DC @DCComics · Feb 7
Replying to @Marvel @Wendys @GailSimone
135 687 6.4K
Wendy's @Wendys · Feb 7
Now that we're all here, new Amalgam comics when?
173 612 4.5K
Hector Navarro @Hectorisfunny · Feb 7
WENDY'S:
GIF
I love you so much
12 308

Voice

Pro Tip: Don’t be afraid to alter your usual brand guidelines to create a more bold and human-sounding Twitter.

Shutterstock
@shutterstock

#FyreFestival? You don't need millions of dollars to create buzz for the next big thing you just need Shutterstock. It’s not stock, #ItsShutterstock | https://shutr.bz/2Wqp3yB

39 242 975

Moosejaw
@MoosejawMadness

Getting ready for the big game. Jk, balancing a baguette on my dog's head.

03 03 33

03 Feb 2019

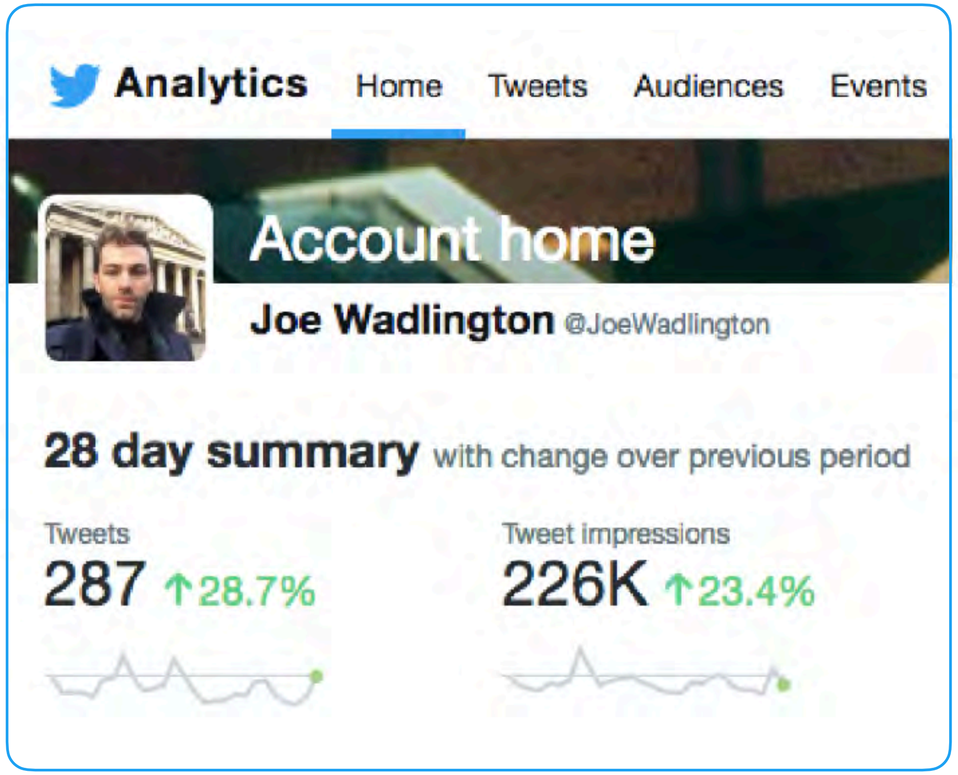
Home
Moments
Notifications
Messages
Search Twitter
Tweet
Tweets 24.3K
Following 6
Followers 174K
Likes 6,270
Moments 1
Following
Pop-Tarts
@PopTartsUS
This is the official account of Pop-Tarts and it's a very serious matter
United States
PopTarts.com
View broadcasts
Joined June 2010
Tweet to
Message
Tweets
Tweets & replies
Media
Pinned Tweet
Pop-Tarts @PopTartsUS · 6 Mar 2018
Public service announcement:
1. Pop-Tarts are not ravioli
2. Pop-Tarts are not sandwiches
3. There will never be a Tide Pod flavored Pop-Tart
Have a nice day
712
11K
44K
Pop-Tarts @PopTartsUS · Feb 11
Who to follow · Refresh · View all
MoonPie @MoonPie
Follow
Kellogg's @KelloggsUS
Follow
Steak-umm @steak_u...
Follow
Find people you know

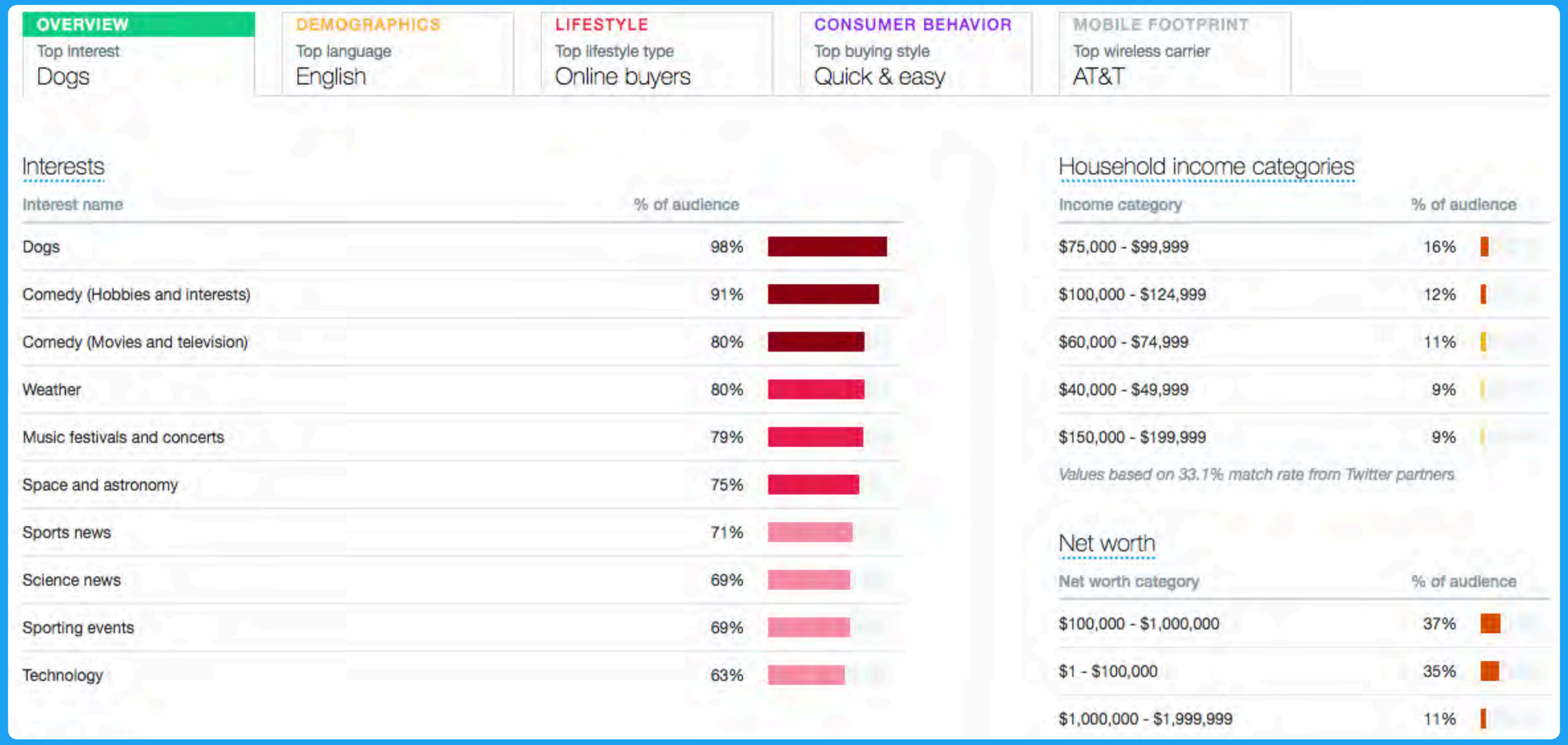
Building strong campaigns

What does each campaign do?

Know your audience

The analytics.twitter.com “audience” tab shows information like their interests, mobile footprint, and buying habits, which can inform what part of your audience you need to grow as well as the best way to engage who is already reading your Tweets.





OVERVIEW
Top Interest
Dogs

DEMOGRAPHICS
Top language
English

LIFESTYLE
Top lifestyle type
Online buyers

CONSUMER BEHAVIOR
Top buying style
Quick & easy

MOBILE FOOTPRINT
Top wireless carrier
AT&T

Interests

Interest name	% of audience
Dogs	98%
Comedy (Hobbies and interests)	91%
Comedy (Movies and television)	80%
Weather	80%
Music festivals and concerts	79%
Space and astronomy	75%
Sports news	71%
Science news	69%
Sporting events	69%
Technology	63%

Household income categories

Income category	% of audience
$75,000 - $99,999	16%
$100,000 - $124,999	12%
$60,000 - $74,999	11%
$40,000 - $49,999	9%
$150,000 - $199,999	9%

Values based on 33.1% match rate from Twitter partners

Net worth

Net worth category	% of audience
$100,000 - $1,000,000	37%
$1 - $100,000	35%
$1,000,000 - $1,999,999	11%

“Being data-driven is definitely helpful, and experimenting with new content every week is rewarding in the long-term. From December to July 2017, we measured a 45% increase in engagement by optimizing our content and testing small innovations every week.”

—

Clementine Berlioz,
Senior Social Manager at @HelloFresh

84%

of Twitter users made an online purchase in the past month, compared to 74.5% of non-Twitter users.

31%

of Twitter users made a mobile purchase in the past month, compared to 12.2% of non-Twitter users.

Twitter Internal Data

Campaign quick tips

1

Emphasize urgency

2

Discount by percentages

3

Ask questions

4

Be open

5

Flash the logo

Questions?

Host
@JoeWadlington from
@TwitterBusiness

Moderator
Jen Gustavson
Content Director, @NewsCred

Thank you!

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February 2019