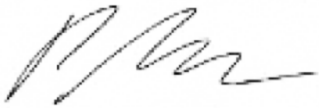# A Twitter guide for marketers

Mojave Interactive

Thanks for downloading

Thank you for downloading our Twitter guide for marketers.

We hope you find this document useful and informative. We put together this simple guide to help your brand reach customers in engaging, conversational ways. We hate spam and irrelevant interruptive advertising and believe that brands and customers can come together through relevant, engaging conversations via social media.

Please feel free to reach out to us on Twitter or by email if you have any questions.

Sincerely,

Robert Gourley
@rgourley
@thisismojave

Twitter Overview

What is Twitter

Why all the buzz?

Twitter is a service that allows users to communicate and stay connected through the exchange of quick, frequent answers to one simple question: **What are you doing?**

It's a real-time short messaging service that works over multiple networks and devices. In countries all around the world, people follow the sources most relevant to them and access information via Twitter as it happens—from breaking world news to updates from friends.

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Microblogging

What's the difference with Twitter?

Twitter is based on the concept of "micro-blogging"— that is, creating entries that are limited to a certain number of characters. This limits the amount of information users can post in one "tweet."

The limits on length make Twitter the ultimate real-time thought stream. It's the quickest way to deliver a thought, piece of news, or interesting link. It enables conversations between users, encourages pass-along through "re-tweeting" (more on that later), and it all happens as you watch. It's a simple platform, which is being used in more and more interesting ways.

When brands use Twitter, it enables fans to speak to the brand and the brand to reply. This conversation is something that Facebook, blogs and other social media tools have not matched.

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How to get started
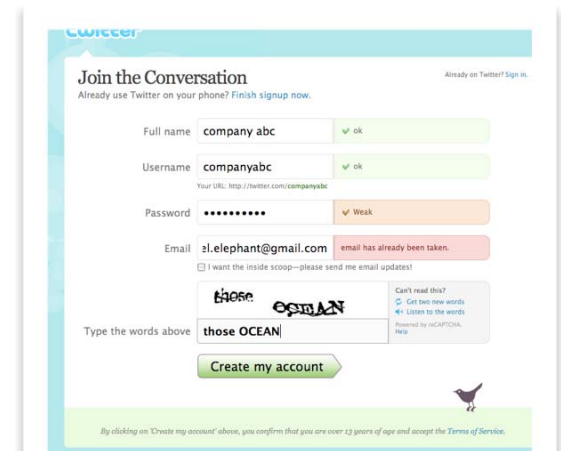
Setting up an account

First, pick a name.
Your name should be easy to remember and easy to find. This will become your Twitter URL, in the form of http://twitter.com/USERNAME.
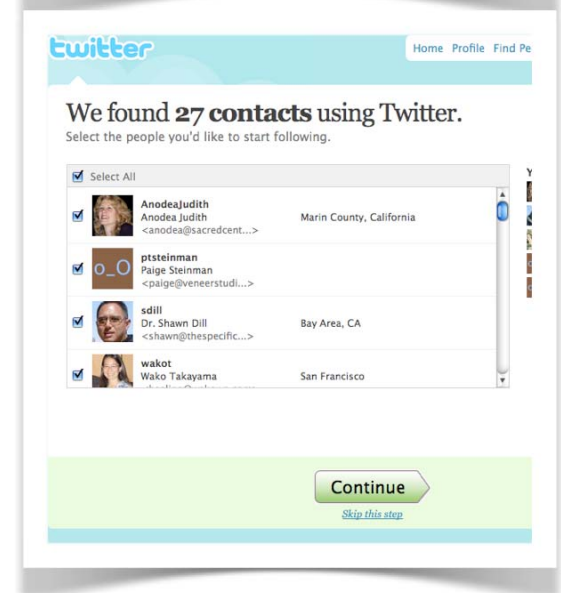
Create your account.
Click the "Join!" button on the homepage, then fill out the form.

Find friends.
Use the Contact import function to find people you know who are already using Twitter. Follow them! (This means that you have subscribed to this user and you will be able to see their updates on your homepage.)

How to get started

Your profile information appears in the upper right corner of your Twitter homepage, and gives users a brief description about who you are.

Add your profile information.
Add a quick bio for your company. Click "Settings", then fill in the "One Line Bio" field. The limit is 160 characters, but it's best to keep it under 30 or so, this way it's visible on your homepage.

Give your location.
This will help local users find you in searches.

Then, add your website URL.
For users who want to learn more about you.

One Line Bio:
(You can also add Twitter to your site here)
About yourself in fewer than 160 chars.

Location:
Where in the world are you?

More Info URL:
Have a homepage or a blog? Put the address here.
(You can also add Twitter to your site here)

How to get started

Profile visual settings

Customize your background.
Twitter has pre-made templates for your background, but a custom design is a great way to give your Twitter page a branded, more personal feel.

Use your background to list information.
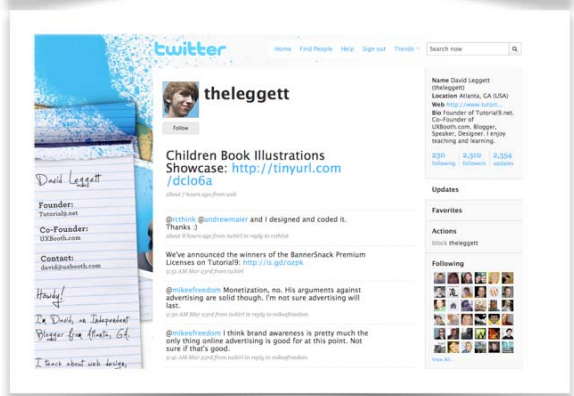Check out these Twitter users for some examples of ways to use your background to list information about your business.
http://www.twitter.com/dani
http://www.twitter.com/theleggett

Upload a photo.
Your photo will be next to all your tweets in followers' Twitter homepages. Try to resist the temptation to upload your company logo--a face is always better.

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How to get started

Build an audience.
The golden rule: the more people you follow, the more followers you're likely to get. However, it is very important to target the right audience.

Here's how.
Hopefully you're already following people you found through your email contacts, the next step is to look for people in your field. Search for major players in your industry using the "Find People" function, then look at the lists of people following them.

For example, if you're in the travel industry, go the JetBlue's Twitter feed. Add the list of people who are following JetBlue's updates. These followers already show interest in your industry and by adding them, you are widening your potential client spectrum. Your tweets will reach the right audience—people who like to travel.

If your business is local, you can search for users by location. Find all the Twitter users in your town and follow them. If they don't already patronize your business, they're likely to be interested in finding out who you are.

How to get started
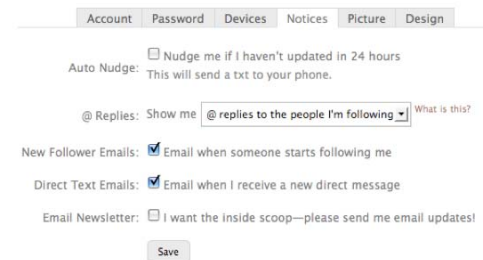
If you need to, protect your tweets.
If you're using Twitter internally or don't want everyone to be able to see your tweets, you can protect them. (This requires potential followers to send you a request before they're allowed to follow you.) You can enable protection by clicking the "Settings" button on the right side of the page. To enable, check the box on the bottom of the form that says "Protect my updates."

☐ Protect my updates
Only let people whom I approve follow my updates. If this is checked, you WILL NOT be on the public timeline. Updates posted previously may still be publicly visible in some places.

Get notifications by email.
You can stay up to date on follow requests, new followers, direct messages and get Twitter newsletters by email by going to the "Notices" tab under "Settings" and checking the boxes for the emails notifications you'd like to receive.

| Account | Password | Devices | Notices | Picture | Design |

Auto Nudge: ☐ Nudge me if I haven't updated in 24 hours
This will send a txt to your phone.

@ Replies: Show me [@ replies to the people I'm following ▾] What is this?

New Follower Emails: ☑ Email when someone starts following me

Direct Text Emails: ☑ Email when I receive a new direct message

Email Newsletter: ☐ I want the inside scoop—please send me email updates!

[Save]

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How to get started

Stay connected to Twitter on your phone.
Twitter allows you to post tweets from any SMS-enabled phone. To enable the mobile feature, go to the "Devices" tab under "Settings". Add your phone number and set up your preferences for receiving messages.

When you want to post an update but are away from your computer, send the update in a text message to the number **40404**. It will automatically post as a tweet to your page.

If you have a **smartphone**, like a Blackberry, G1 or iPhone, you can download applications to send and receive tweets from your device. Click on the "Apps" link at the footer of any Twitter page to find the right app for your smartphone.
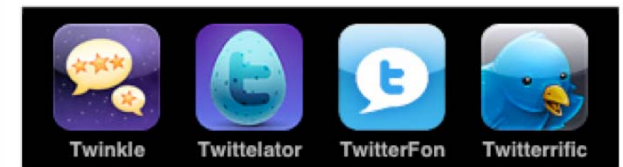
How to get started

Basic commands

@Replies
An @reply is a public message sent from one person to another, distinguished from normal updates. You can change whether you see @replies between your friends on the "Settings" page.

Direct Messages (DMs)
Direct messages are private messages sent directly from one user to another.

What is the difference between an @reply and a direct message?
If you send an @reply, other users are able to see your tweet. If you're discussing someone who is already on Twitter, you can use an @reply to communicate with them quickly and publicly. By doing so, it is possible to spark the interest and build interaction with other Twitter users.

For example:
"Just spoke with the interactive agency, @thisisMojave. They had some great ideas!"

How to get started

Basic commands

What does RT mean?
RT is short for re-tweet. This isn't an official Twitter command or feature, but people precede their updates with RT to indicate that they're re-posting another person's Twitter update.

For example:
"RT @thisisMojave"

#Group commands
#Group commands indicate that your tweet is discussing a particular topic (also functions as a "tag). When a user searches for updates related to that topic, yours will be included if the #group command is used. You can use the search function to find interesting groups and current Twitter events. For example, some groups schedule live "tweetups", where people come together to discuss a topic.

#marketing #advertising #socialmedia

Marketing on Twitter

It's not about building a channel, it's about creating conversations

Stop thinking like a marketer

Broadcasting is not the answer

It is possible to market through Twitter, but it requires a bit of a shift in thinking. Twitter is all about simple conversations; you can't use press releases, marketing copy and other one-way communication tactics and expect results. Customers want interaction—with you and with each other. Twittering is one-to-one, with the benefit of being in a public space where other customers may overhear your conversation and interact with each other on your behalf.

Know the rules

Get to know your neighbors

Every community has it's own set of rules and Twitter is no different. Before you jump into the conversation, spend some time watching and learning. You'll find that most people are very friendly and supportive, but it's best to learn the ground rules first.

The easiest way to jump in is to ask for help. This may seem strange at first because brands are used to telling people what to do. It might seem like you are making your brand vulnerable, but this is what makes social media great.

Connect person to person

People don't talk to brands, they talk to people

It doesn't matter how large your company is, on Twitter, people want to connect to a person. They are not interested in talking to your 'brand'. Make your updates personable and human, not scrubbed and polished like a press release. It's fine to be a little rough around the edges.

If you can, identify a real person to write the updates to give a face to your Tweets. For example, Comcast's Twitter account (@comcastcares) is headed by Frank Eliason, Director of Digital Care. Frank even lists his direct email and personal website on his profile which not only gives a human face to the company, it helps build trust in the conversation.

By using Twitter, Comcast is offering an alternative, less corporate confined outlet for customers to receive support. Customers are able to ask questions and be communicated with on their own turf; no more having to wait in long lines, no need to press 4 for more options!

Create a conversation

Twitter is a two-way street

Some companies might eye Twitter as another 'channel' to conquer. This kind of thinking is dangerous with interactive marketing. Social Media is not about building a channel, it's about **creating a conversation**. Your job should be to get people talking by posing questions, asking for input and connecting people as a trusted third party.

Creating a conversation requires something that many marketers are not used to: actively listening to customers. This back and forth motion is what makes social media wonderful and helps build an emotional connection between your brand and consumers. Since consumers now have more choices and are able to jump from brand to brand in an instant, this relationship has become more crucial than ever.

Promote a dedicated ambassador

Make Social Media a part of your plan

Social Media outlets like Twitter work best when they are frequently updated. You'll find that the most prolific companies on Twitter have tens of thousands of updates. This may seem like a lot of work, but it doesn't have to be; these updates tend to be short, quick and off-the-cuff.

We find that it works best when our clients designate a single person internally to act as a social media liaison. Doing so will ensure that the updates occur more frequently and result in less clutter. This social media ambassador can then begin to build relationships with key customers and these customers are then able to act as brand ambassadors for you.

It's a good idea to internally develop or hire a company like Mojave to establish the "rules of engagement" for your ambassador. This allows them to decide what conversations they should participate in and which ones should get escalated within your organization.

Have something to offer

Give people a reason to follow you

People love to pass on information and if people are following your brand on Twitter, they are already showing a proclivity to your message. So why not reward them? Offer inside information, special offers or just one-to-one conversation with customers who follow you through Social Media.

Once you have been using Twitter for a while, you'll notice key people that like to talk about your company. These people are worth more than you can imagine! Encourage users by converting them into brand ambassadors: Invite them to your private product launches, let them contribute to new feature requests, ask them how you can improve. Not only will you gain firsthand, unfiltered information on how your products are used in the real world, you'll also activate a network of ambassadors to give you the best thing you could ask for: positive word-of-mouth.

Twitter and your website

Integrate your messaging

Twitter is a very flexible technology which is what makes it so powerful. The fact that Twitter can be set up to automatically update your followers every time you post a blog entry or that any RSS feed can be re-broadcasted through your Twitter postings, are great examples of Twitter's strengths. However, be careful not to abuse this, as too many automatically generated posts will make you lose that all-important human factor.

Another great option is the ability to add buttons, badges and widgets to sections of your other sites (articles, pages, etc.) so that visitors are able to "Tweet" it's contents. Each article or page can be linked with a button that allows customers to send an update to their followers with a quick blurb and a link to your page. Again, people generally only Tweet interesting or compelling content and a list of products or features may not be very intriguing to them.

Find awesome add-ons here:
http://twitter.com/badges and http://sharethis.com/

Tracking Conversations
Listen and Learn

By using the @reply feature, it's easy to discover people talking about your brand. The Twitter search function also allows you to search by your company or product name. Use these tools to discover the things being said about you in real-time.

More advanced tools also exist that allow you to graph conversation activity over time, as well as monitor positive and negative sentiment amongst users. Mojave uses these tools and monitors reports for clients, to provide more in-depth understanding about what people are saying; this helps us to develop better conversations.

Stay on top of what's being said about you by frequently checking your @replies; you might be surprised by what you find.

Brands successfully using Twitter

Some companies that use Twitter effectively

Zappos (http://twitter.com/zappos) - CEO tweets about day to day activities at the Zappos office, funny and interesting encounters as well as new product information.

*Followers love to hear about company shenanigans!

Whole Foods Market (http://www.twitter.com/wholefoods) - A good example of promoting your company's core values and beliefs. Whole Food's tweets discuss answer questions on related current events, healthy living, and product information.

*Tweeting about mainstream news that directly relates to your business provides an opportunity for users to participate in discussion.

JetBlue (http://www.twitter.com/jetblue) - JetBlue does a great job of providing customers with promotional offers and travel tips.

*If you've got "inside information" that you don't mind sharing, people appreciate all the help they can get!

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Twitter Applications

Twitter Applications

Extending Twitter into your workflow

TweetDeck
TweetDeck is a desktop application that lets you organize your follows into groups and tracks your @replies and direct messages.
http://www.tweetdeck.com/beta/

Seesmic & Twhirl
Similar to TweetDeck, Seesmic and Twhirl are desktop applications that also allow you to manage multiple accounts, so you can separate your work and personal accounts, for example.
http://twhirl.org, http://seesmic.com

GroupTweet
If you're using Twitter for internal communication and want to keep messages private, this app lets you broadcast Tweets only to a group of specified users.
http://www.grouptweet.com/

gTwitter
If you use Linux, there's a desktop client for you, too. http://code.google.com/p/gtwitter/

TwitterMail, TwitterIM, and OutTwit
Tweet from your email, IM and Microsoft Outlook. http://www.twittermail.com/, http://www.twitterim.com, http://www.outtwit.com

Twitter Photo and Video

How to use pictures and video to engage your followers

TwitPic
Share photos with your friends on Twitter with Twitpic. No signup is required, just login using your established Twitter account. TwitPic is the most popular, but you can also try these other photo sharing services: **Twitxr and 2Tweet.**
http://twitpic.com, http://www.twitxr.com, http://2tweet.com/

Twiddeo
Twiddeo is a powerful but simple service that let's you do one thing very well: Twitter updates with Video. Upload from the web, your camera phone and record from your webcam.
http://beta.twiddeo.com

MobyPicture
Directly share photos with all popular social sites: Facebook, Twitter, flickr, blogger, Vimeo, and more.
http://mobypicture.com

TweeTube
Share your favorite videos quickly with short URLs. TweeTube lets you track the visits and comments from the people that follow you on Twitter.
http://www.tweetube.com/

Twitter On Your Smartphone

Feed your Twitter addiction away from your computer

Tweetie
Tweetie is a fast, full-featured Twitter client for iPhone and iPod touch.
http://www.atebits.com/software/tweetie/

PocketTweets
PocketTweets is a Web-based Twitter client for the Apple iPhone. See the latest tweets from your contacts, update your status remotely, or see what's happening around the world by viewing the public timeline.
http://pockettweets.com/

Twitterberry
TwitterBerry is mobile client for posting updates to Twitter. It works over the data network, so you don't need to use SMS.
http://www.orangatame.com/products/twitterberry/

jibjib
jibjib is another open source J2ME Twitter client designed for all Twitter-ers on the road. One hand controls the wheel and another hand tweets along the road. http://sugree.com/project/jibjib

Twitterfon
Another Twitter app for the iPhone. This one is free! http://www.twitterfon.com/

Twitter Analytics

Discover stats and trends, analyze your progress

Twitalyzer
Plug in your username for quick statistics on your clout, influence, and the quality of your tweets.
http://twitalyzer.com/twitalyzer/

Tweetburner
Track the links you share to see if your followers are interested.
http://tweetburner.com/

Twit(url)ly and Twitmeme
Find the most popular links on Twitter.
http://twitturly.com/, http://www.twitmeme.com

TweetStats
Graph your Twitter statistics.
http://tweetstats.com/

Twitterholic
Find popular Twitter users (and check out their methods).
http://twitterholic.com/

Twitter Fun Stuff

Who says tweeting can't be fun?

The Twictionary
From Attwaction to Twoosh, keep up on all the Twitter lingo, both common and obscure.
http://twictionary.pbwiki.com/

Who Should I Follow?
Get personalized recommendations to find new friends. http://whoshouldifollow.com

Twittercal
Automatically add events to your Google Calendar by DMing them to @gcal. http://twittercal.com/

TwitterFone
Send tweets via voice. http://www.twitterfone.com/

LOLWRUS
Combine tweets and Flickr images to create funny photos (similar to LOLCATS).
http://lolwr.us/

Twitstori
A beautiful real-time stream of users tweets.
http://twistori.com

Twittearth
See tweets from all around the globe.
http://twittearth.com/

About Mojave

About Mojave

Who are we, anyway?

Mojave is an agency that develops interactive experiences that encourage participation over interruption.

We think the current advertising model is broken. We know that customers are tired of being interrupted by tangential messages. We believe that building an affinity to your brand is about engaging people emotionally and making a connection at their level. We do this by blending memorable content with targeted interactivity and social media. Our concepts are crafted to inspire consumers to begin or elevate an existing relationship with your brand. This is not a short-term branding exercise, but a relationship that inspires customers to take targeted action.

Our solutions use interactive tools to drive to an end result; deeper engagement from customers and increased loyalty with your brand.

MOJAVE

Thanks!

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