

3 TOOLS TO GROW TWITTER PRESENCE

Using Twitter, Audiense and BuzzSumo
to boost brand awareness

2017



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Enrika has a great interest in social media marketing, helping our clients with their social media presence and creating engagement with their audience. In this report, she shares how to manage your Twitter account and how to get more followers.

Don't forget that most of your audience look for you on social media, so make sure you leave the best impression!

Don't leave twitter success TO FATE

Social media is one of the most powerful, engaging and low-cost means your business can use to reach your target audience, boost your exposure and start conversations with potential customers. By the end of 2016, there were over 319 million monthly active users on Twitter worldwide, giving the platform a long reach and a potentially massive audience for your B2B products and services.

When it comes to B2B marketing, social media is only really as valuable as the number and the quality of the people

following you. If you have just a handful of people seeing your updates, the impact of any activity you do will be limited. The same goes if you have thousands of followers, but none of whom have any interest in your brand – they will be highly unlikely to ever convert into paying customers.

Quality and Quantity

Forget what you know about 'quality over quantity'. When it comes to social media followers, you need both. The goal for any social media activity is to grow awareness of your brand and, ultimately, get potential customers to contact you. Achieving this is partly a numbers game – you need a critical mass of followers to hear about what you are promoting. Yet it's also essential that they be a relevant audience – of people who have expressed an interest in the topics you are discussing.

This eBook will show you how you can use Twitter itself to grow your audience, as well as leading tools from Audiense and BuzzSumo.



Strategy + tools = success

Successfully growing your number of Twitter followers depends on several factors. Some of these are easy to control (how often you tweet), others involve more planning (deciding who to follow); some are very much 'human factors' (rubbing the egos of the people you want to follow you back), while others are more technology focused (using tech to find out what people really want to read about). Finding a good balance between these factors makes up 'the art' of growing your social media following.

There is no single tool which will help you grow your audience by itself. In fact, more valuable than any tool is an overall strategy – where you want to be, and how

you plan to get there. Perhaps you simply want greater brand awareness, or more engagement with your campaigns, or a specific number of qualified leads. Whatever your goal, we recommend using a combination of Twitter's own tools, as well as Audiense and Buzzsumo as part of your strategy. These are tools we use every day, and have seen the impact they can have on a company's success with social media.

The power of strategy

One of Fifty Five and Five's European customers, a leading provider of SharePoint-enhancing technology, implemented an 18-month strategy to grow the number of followers they had on Twitter and increase community awareness.

As a result of this strategy, they saw:



An increase of **1,280** followers in the **18-month** period



An average of **70** new followers per month



A boost in engagement, from **0.8** to **2.2** retweets per tweet and **0.5** to **1.9** favourites per tweet

Twitter account MANAGEMENT

In and of itself, Twitter offers multiple ways to grow your audience. As much as anything, Twitter account management is about using the platform effectively to find and follow relevant people who will then go on to follow you.

1.1 Twitter best practice:

While the aim of this eBook isn't to cover basic Twitter usage, remember to follow general 'best practice' for B2B marketing. When it comes to growing followers, a good place to start is to share relevant and useful content written by people that you hope will start following you.

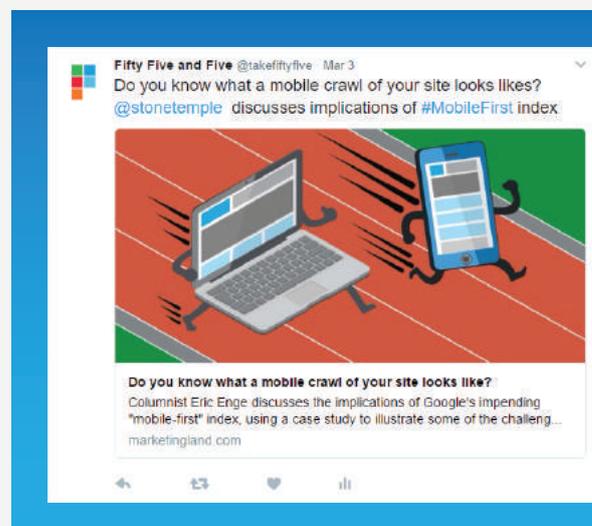
Make sure to retweet content that is fresh (never more than a couple of days old) and always mention the author of the article with an @ mention. This will ensure they are aware that you're spreading the word about them, and will make it more likely that they'll follow you back. In turn, this may well lead to them retweeting your content and spreading the word

about your brand. Other best practice tips and tricks:

- Use images, video and GIFs when appropriate
- Promote your Twitter account on other digital platforms – have a link or even a 'latest tweets' widget on your website, as well as links on your YouTube channel and LinkedIn company page
- Ask your employees to share your company's tweets, especially if they are influential in your community

Key takeaways:

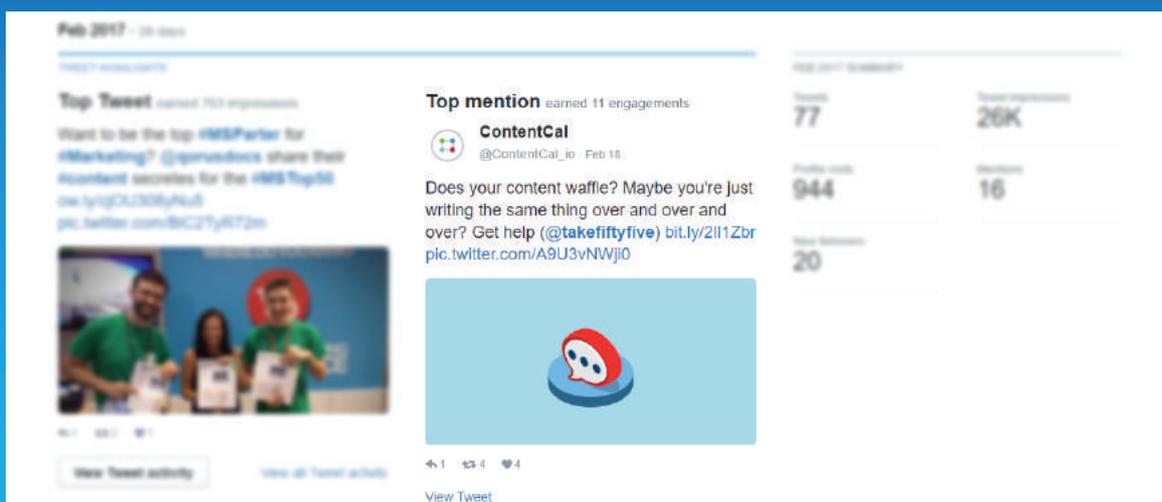
- Use 1-2 hashtags per post
- Retweet relevant posts
- Follow and retweet influential people
- Follow other users that might be interested in the things that you post



1.2 Using Twitter Analytics

Besides best practice, you can also start using Twitter's own analytics tools to understand what works and what doesn't. By using this information, you can develop a more targeted strategy for how you behave on Twitter, what kinds of content you share and increase engagement generally. Twitter Analytics lets you:

- See all your engagement statistics for most engaged-with tweets, top mentions, monthly summary etc.
- Compare engagement month on month
- See which of your tweets were most popular
- Get an instant insight into what's being read
- You can also see top mentions. If these were from someone influential in the community, Twitter Analytics can help you identify potential 'champions' or 'brand advocates'



Key takeaways:

- At the end of every month, review what has worked and what hasn't and try to work out why
- Rejig your strategy for tweeting based on this data

While Twitter is good, it's worth going beyond the platform itself if you're to really boost your number of followers. Find out more below, as we look at the Audiense tool.

Go further with **AUDIENSE**

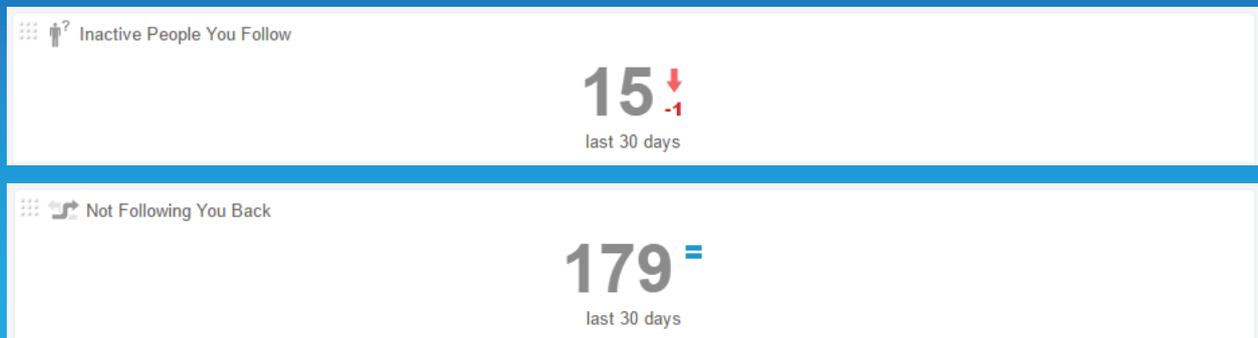
Audiense is a platform that helps you find, identify and understand individuals and audience segments on social media. You may well know it by its previous name, SocialBro (the new name and some new features were released last year). Audiense has some great features that allow you to really understand your followers, and these can be used to help grow the number of people following you, and also ensure they are 'good quality'.

2.1 Using Audiense to manage your follower number:

Audiense allows you to see how active the people you are following are. This is important because it gives you a 'real' idea of how useful your existing followers list is. It might not make for the happiest reading, but it's better to know that a proportion of your followers are inactive,

and therefore not even able to see what you post, than to carry on posting articles with a false idea of your audience size.

Audiense lets you see all the people that are inactive that you're following, or who are not following you back:



Audiense is a great tool as it not only provides general statistics, but also allows you to zoom in on specific user accounts and monitor how they're behaving. For example, it lets you see your 'Low Follow Ratio' followers:

The screenshot displays two sections of the Audiense interface. The top section, titled "You Aren't Following Back", shows a count of 898 followers with a red downward arrow and "-1" next to it, indicating a decrease from the previous period. Below this, it specifies "last 30 days". To the right of this section is a black text box with white text that reads: "Users who are following you but who you aren't following back. Sorted by number of followers. You can filter amongst these users e.g. by influence or keywords to find the ones you should be following back." The bottom section, titled "'Low Follow Ratio' Followers", shows a count of 134 followers with a red downward arrow and "-2" next to it, also indicating a decrease. Below this, it specifies "last 30 days". At the bottom right of the interface, there are links for "share", "browse", and "evolution" with a dropdown arrow.

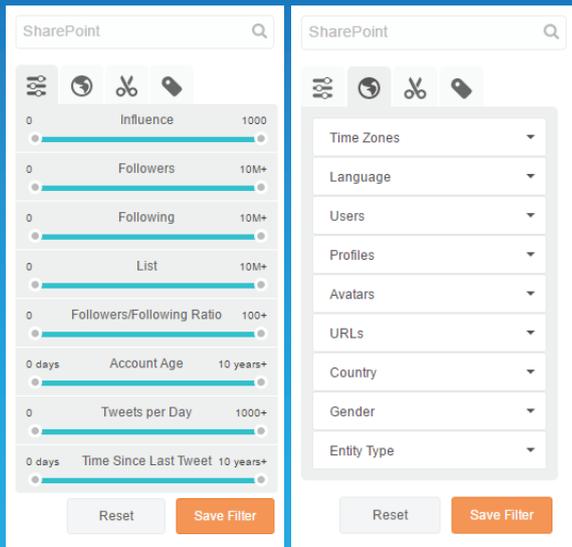
Key takeaways:

- Consider removing followers who are of little value to you
- Target content at 'high follow ratio' users, tweeting directly at them to share your content, so they will be more likely to share that content with their followers, spreading your reach

2.2 Using Audiense to discover new users:

When it comes to discovering new Twitter users, Audiense provides a useful filter that allows you to enter a specific keyword/hashtag to find all Twitter users that use this keyword in their bio.

The screenshot shows the "Discover Twitter Users" search interface. At the top, the title "Discover Twitter Users" is followed by a green question mark icon. Below the title is a search bar with a dropdown menu showing "SharePoint" and a filter icon. To the right of the search bar is a text input field containing "...this location, e.g. Sydney" and a "Search" button. Below the search bar, there is a small text instruction: "Find people to interact with searching by keywords, filters and advanced syntax to maximize your target on Twitter".



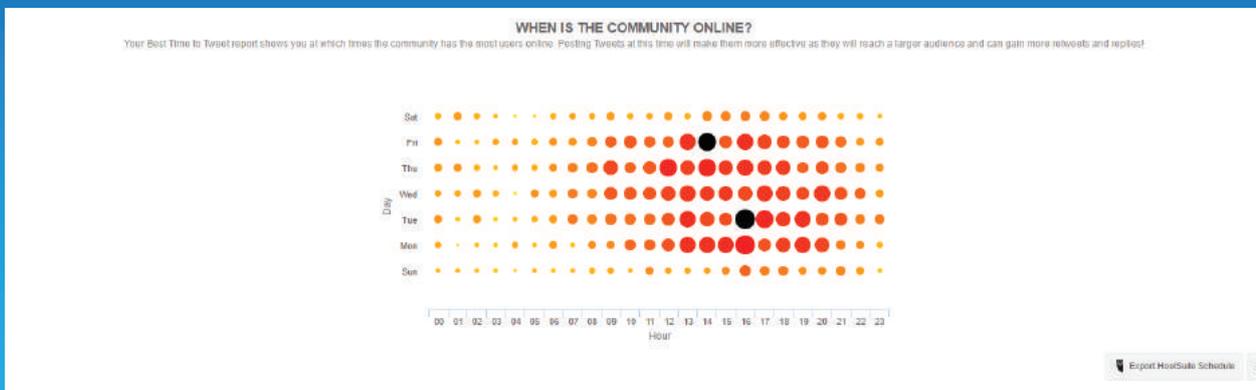
You can also use the same filters to see your current followers. This allows you to unfollow people that, for example, haven't tweeted anything in the last six months or so.

Key takeaways:

- Develop a strategy to find people with interests that are close to what you want to tweet about
- Give yourself a real view of who's following you—delete inactive 'followers'

2.3 Use Audiense to discover when it is the best time to tweet

Tweeting at a time that your followers are most active on Twitter makes it much more likely that they will react to your posts. Tweeting at the right time of the day increases the chances of user engagement, potentially leading to more people following you too.

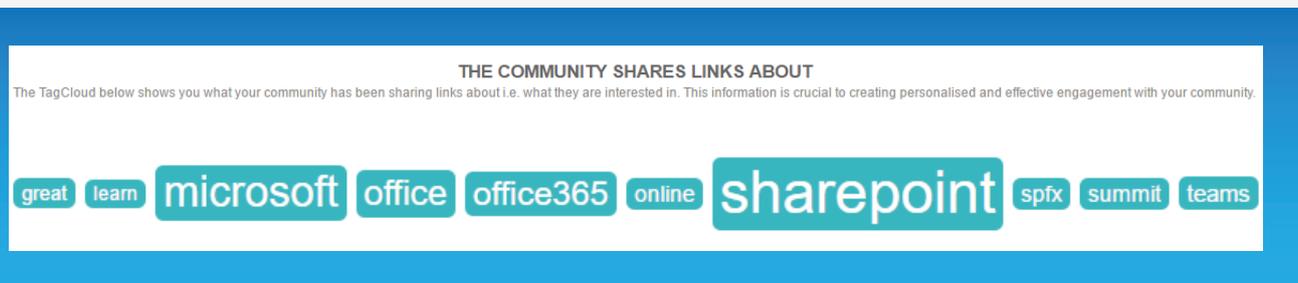


Key takeaways:

- Aim to tweet when your followers are online
- Use tools like Hootsuite to schedule automatic updates to go out at the most opportune times, so you don't forget

2.4 Using Audiense to find out what your followers want to read about

Tweeting at a time that your followers are most active on Twitter makes it much more likely that they will react to your posts. Tweeting at the right time of the day increases the chances of user engagement, potentially leading to more people following you too.



Use Audiense to check if you're following relevant people, and see if the interests of the people you are following match up with what you're tweeting about. Again, you can use the following bio tag cloud for this:



Key takeaways:

- Compare your 'followers' and 'following' tag clouds
- Decide if they're matched closely enough

Audiense gives you a general idea of what your followers are interested in, and when and how to reach them. However, it doesn't give you a detailed idea of what specifically they like reading, so now it's time to turn to BuzzSumo.

Learn audience interests: BUZZSUMO

BuzzSumo allows you to identify what content is working, what is shared regularly and who the key influencers are in your industry. It helps you find specific articles that people are sharing, and can also be used to show who has influence in your social networks.

3.1 Using BuzzSumo to discover new Twitter users

BuzzSumo allows you to discover articles and the people who have shared it. If you find an article or any other type of content (infographics, guest blogs, giveaways, interviews, videos etc.) that is relevant to your industry, you can search who has shared them and in this way,

discover people who have an interest in the topic. Following these contributors on Twitter can help you build a relationship, especially if you seem to have tweeted about topics that they are already interested in.

The screenshot shows the BuzzSumo search results for the query "boost brand awareness". The interface includes a search bar, filters for date, language, country, and content type, and a table of results. The table columns are Facebook Engagements, LinkedIn Shares, Twitter Shares, Pinterest Shares, Google+ Shares, Number of Levels, and Total Shares. The results are sorted by Total Shares, showing the top five articles with their respective share counts.

	FACEBOOK ENGAGEMENTS	LINKEDIN SHARES	TWITTER SHARES	PINTEREST SHARES	GOOGLE+ SHARES	NUMBER OF LEVELS	TOTAL SHARES
5 Ways To Boost Brand Awareness With Influencers	466	118	731	559	19	4	1.9K
Fox's Sponsored Snapchat Lens Boosted Brand Awareness for Empire by 16 Points	188	490	235	4	12	25	929
Marmite sales soar as price row boosts brand awareness - Marketing Week	51	183	146	8	6	12	386
3 Ways To Boost Brand Awareness on Snapchat This Week Fashion & Lifestyle PR Sourcebook PR Couture	62	157	14	8	0	1	233
Social Media Seen As Best To Boost Brand Awareness	48	75	86	4	5	5	218

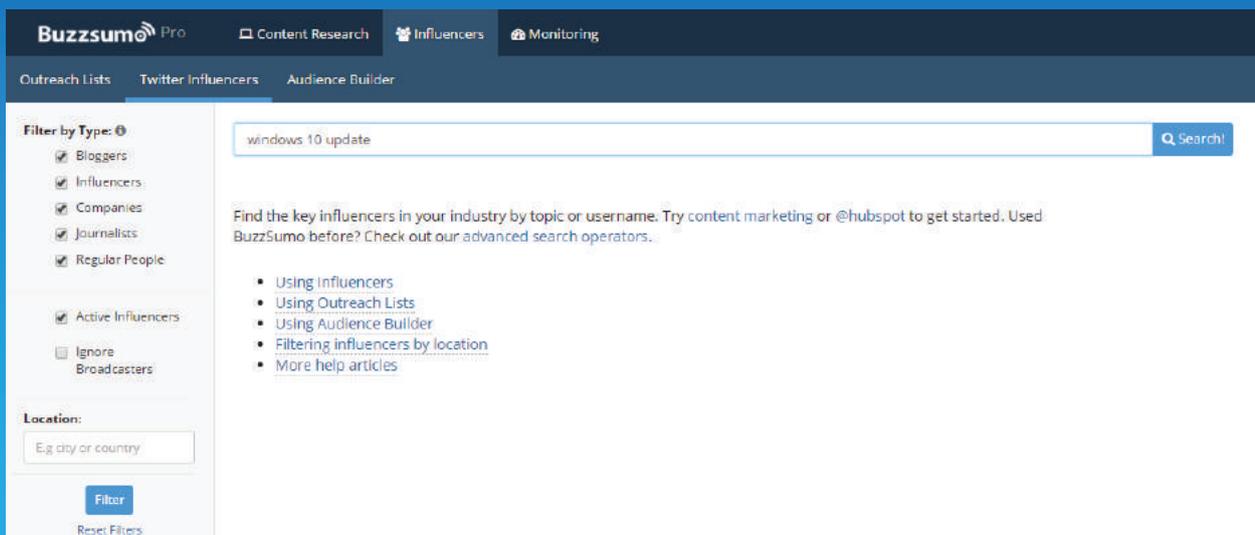
Key takeaways:

- Review the kinds of content and topics you are currently tweeting about
- Look these up in BuzzSumo and review who is also tweeting about them
- Decide if they are the kinds of people you want to be attracting
- If so, follow them!

3.2 Using BuzzSumo to discover influencers

Having several influencers among your followers is very useful indeed. Influencers are people who have many followers and a lot of domain authority – a retweet of one of your posts can bring

you significant exposure. BuzzSumo has a section called Influencers where you can look for influential people. This section has some filters that help to find the right people for your organisation.



In this search, you can put either a keyword/phrase or full name. The results will show you their authority, how often they get retweeted and how many followers they have.

The screenshot shows the Buzzsumo Pro interface with search results for 'windows 10 update'. The results are sorted by relevance. A table on the right lists the top three influencers with their respective metrics:

	PAGE AUTHORITY	DOMAIN AUTHORITY	FOLLOWERS	RETWEET RATIO	REPLY RATIO	AVERAGE RETWEETS
Daniel Rubino @daniel_rubino	74	70	57.4K	24%	56%	4.0
MSPoweruser @mispoweruser	62	57	102.9K	1%	0%	7.0
Windows Central @windowscentral	70	70	356.8K	3%	1%	18.1

Being able to view page authority, domain authority, number of followers, retweet ratio, reply ratio and average retweets, you can see all criteria without having to do further account analysis of individuals. What's more, you can also check what content these accounts are sharing.

The screenshot shows a modal window titled 'Links shared by @daniel_rubino'. It lists various links shared by the user, including articles and videos. The table below summarizes the data for each link:

Link Description	Date	Other Sharers	Reply Ratio	Average Retweets
Our first look at Star Wars Battlefront II coming on April 15	Mar 29, 2017	0%		
Legion shows us what television has to do to become truly no...	Mar 28, 2017	30%	50%	4.0
The definitive Windows 10 Creators Update review	Mar 29, 2017	0%		
The terrifying B teaser trailer is not clowning around	Mar 29, 2017	0%		7.0
Valerian and the City of a Thousand Planets Teaser Trailer 2...	Mar 29, 2017	0%		
Daniel's Badge on Untappd	Mar 28, 2017	0%		
Daniel's Badge on Untappd	Mar 28, 2017	1%	1%	18.1
US consumers lose privacy protections for their web browsing history	Mar 28, 2017	0%		
Razer Blade Pro 2017 nabs THX certification and an overclockable CPU	Mar 28, 2017	30%	30%	12.7
Daniel's Badge on Untappd	Mar 28, 2017	0%		
Fitbit app updated with new tools for tracking your sleep cycle	Mar 28, 2017	0%		
Standing desk, balance boards and more of Modern Dad's office ...	Mar 27, 2017	33%	33%	1.1
Unigram Preview - Windows Apps on Microsoft Store	Mar 27, 2017	20%	20%	1.9

Key takeaways:

- Save time by finding the real influencers in your industry
- Target your energies on building contact with them

Save time and improve your SOCIAL MEDIA PRESENCE

No individual tool can outweigh the value of a well-planned marketing strategy. The real goal here is to use these tools to make your social media strategy more effective, save yourself time when it

comes to finding the right followers and to help you start tweeting about the kinds of content that are most likely to reach more people who will find your content interesting or relevant.

Want help designing your campaign with a team that has proven experience of boosting social media followers for B2B marketing campaigns?

Contact Fifty Five and Five today.



Fifty Five and Five ABOUT US

Located in Central London, Fifty Five and Five are a full service digital marketing agency dedicated to Microsoft Partners.

Founded by Chris Wright, a former IT consultant with many years' experience working with Microsoft Partners, we are a growing team of marketers, writers, web and graphic designers.

Born out of a recognition that Microsoft Partners face a unique set of challenges when it comes to B2B marketing, our goal is to help brands define and differentiate themselves. We do this differently by combining understanding with ability – we translate our knowledge of the Microsoft ecosystem through all our work.



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