

The Power of Twitter

In Digital Marketing

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What is Twitter?



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What is Twitter?

- Twitter is a Social Media network
- It is one of the most popular forms for sharing news and experiences
- You can publish posts with up to 140 characters
- **It is a party of SMS**





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Donald J. Trump ✓

@realDonaldTrump

 **Follow**

I love Twitter.... it's like owning your own newspaper--- without the losses.

RETWEETS

4,979

LIKES

5,350



10:23 AM - 10 Nov 2012



566



5.0K



5.4K



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‘Without the tweets,
I wouldn't be here.’



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Why Use Twitter?

People come to Twitter to

- Discover what's happening in the world right now
- Share information **instantly**
- Connect with people and businesses around the globe

Real time information

Value from Twitter

- Great opportunity for businesses to reach a global audience of new and existing customers
- No restrictions for sharing tweets
- Build meaningful connections with a relevant and engaged audience
- These connections can lead to actions across a network of loyal customers for your business.



Engagement = @ Replies + Retweets
+ Mentions + Favorites

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A background graphic featuring a network of interconnected nodes and lines, resembling a social media or data network, in shades of blue and grey.

HOW TO: Go Viral on **twitter**

How to be a good Tweepie - 1

Pay Attention to:

- Bio (comprehensive, cool, searchable)
- Avatar photo
- Header photo
- Include photos & videos to tweets
- Ultimate aim: Driving Traffic to site/blog

A Tweepie is a publisher claiming **attention**

How to be a good Tweepie - 2

CREATOR & CURATOR (create & share others' content)

- Follow
- Answer/Interact
- Use Lists
- Use # (hashtags)
- Schedule Tweets
(Buffer, Hootsuite, Tweriod)
- Connect with Influencers
- Be Consistent



Effective Content Marketing

- Unique
- Helpful
- Engaging

Remember: The Hero in the Story is ... your audience



Oreo Cookie 

@Oreo

 Follow

Power out? No problem.

3:48 AM - 4 Feb 2013



15,172



6,814

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AndMam ✈ @AMamas · 29/03/2016

#LoveCyprus #EgyptAirHijack #EgyptAir #travel #cyprus
#visitCyprus





Charmin 
@Charmin

 Follow

Santa's coming. Be sure to leave him something useful!

[#TweetFromTheSeat](#)

4:00 PM - 24 Dec 2015



13



15

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Analytics



Conclusions

Whether you like it or not, people will talk about you

- You must monitor the conversation
- Promote yourself and your brand
- Defend yourself against attacks





Attention!!

#twitter can be addictive

Thank you

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