



How to Use Twitter for Business



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Introduction

Twitter, the once all-powerful social media behemoth has seemingly lived many lifetimes since it was introduced to the public way back in 2006. Now, a decade and a half later, the microblogging platform has gone through so many iterations as to seem almost unrecognizable – due in large part to how versatile the social media platform is. There are 1.3 billion total [Twitter accounts](#) out there and 192 million daily active users.

Some use it for jokes and memes, others use it as their sole news source or to keep up with the latest goings on of their favorite celebrities. However, there is also an oft overlooked corner of the platform: Twitter for business.



Twitter Basics

To give a quick overview of the basics, Twitter works like this: users have 280 characters (previously 140) to write their Tweet with the option to add accompanying photos, videos, GIFs, or voice memos. Tweets appear on the timeline, which is customized to who each user follows and their general interests depending on their platform interactions.

Interacting with Tweets comes in the form of leaving replies, likes, or retweets (aka reposted on your own profile). Users can also create Twitter threads, where Tweets appear as a chain for longer stories that exceed 280 characters.

Regardless of how many versions of the platform have been released, Twitter has always stuck to this simple, straightforward structure. (The biggest change that the app ever implemented was in 2017 when they upped Tweet character count from 140 to 280).

All in all, Twitter remains a social media powertool and a valuable platform for businesses of any size.



Corporate Twitter Account Examples

@NASA

46M followers



Source: [Twitter](#)

@Youtube

73M followers



Source: [Twitter](#)

@Netflix

1.6M followers



Source: [Twitter](#)

These brands have worked hard to gain their followings and found success on the app by attracting new demographics of customers and increasing their brand awareness by logging on and leaning in to Twitter trends and memes to boost their relevance.

By the end of this guide, you'll be primed to launch your own Twitter for business account or revamp your existing one to optimize your presence on the platform.





Twitter Training Course

With HubSpot's [Twitter Training Course](#), you can learn how to develop a Twitter growth strategy that propels your business forward, choose the best Twitter content to share, and understand how to navigate the Twitter algorithm in no time.

Lessons in the course include:

The Key to Lead Generation on Twitter

The Power of Networking and Engagement

Building and Growing your Twitter Audience

[Sign up today](#)



Creating Your Profile

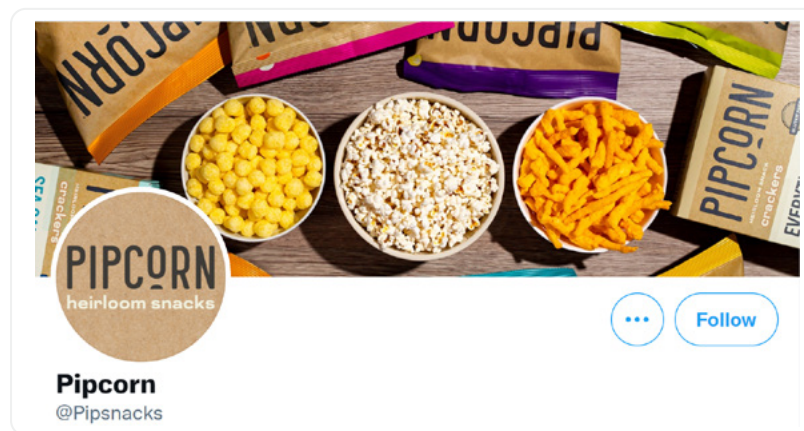
The first step in mastering the art of Twitter for business is a suspiciously simple one: creating your profile. At first glance, it appears to be the easiest step. In reality, your profile is the backbone of your entire Twitter presence and crafting your profile involves a delicate balance of accuracy and personality.

All of the information you include in your profile (and in your Tweets, but we'll get to that later) depends on your [brand identity](#). Sure, Twitter is a more personal and casual extension of your brand, but that doesn't mean you should throw your brand voice and personality out the window just to fit in on the app. To ensure you have a cohesive brand identity across all platforms and outlets, create your profile in a way that stays on brand – while showing off your unique personality and tone.

Choosing your Profile Images

Every Twitter account has two main images: the profile picture and header. Your Twitter profile image should be recognizable to your customers and fans in order to gain their trust, entice them to click the Follow button, and stand out to them as they scroll through your Tweets on their timeline. Your header image can be a more creative image that adds a dash of personality to your profile or highlights a featured campaign or promotion.

Take the profile of sustainable snack brand [Pipcorn](#) for example. Their profile picture is their signature, recognizable logo. Their header photo adds a splash of color and excitement to their page. In just two images, Twitter users have all the information they need to identify this brand on the app, while getting a sneak peek of the company's products along the way.



Source: [Twitter](#)

Picking your Twitter Handle and Username

On Twitter, there are two different ways to refer to your brand: your Twitter handle and username. Your handle is what follows the @ sign and is how users tag one another, while your username is the predominant name on your account. For brands and organizations, it is best to stick with your brand name as both your handle and username if you can. This way, it is as easy as possible for Twitter users to find your account on the platform.

You may notice brands having fun with their usernames, especially during the holidays. Since your username isn't permanent or associated with one individual account like your handle is, you can update your username for things like Halloween, then change it back after.

Example – a brand like [Bombas](#) can become Boo-mbas for the month of October.

Writing your Twitter Bio

The last component of your Twitter profile is your bio. Twitter bios have evolved along with the platform as a whole and users currently have the option to include general info, other Twitter handles, hashtags, locations, and links all in their bios.

Skincare brand [BeautyStat Cosmetics](#) makes the most out of their bio. They've included who they are and what they stand for as a brand, a tag to find their founder's page, a newly launched product, their location, and a link to their website all within the allotted 160 characters.



Source: [Twitter](#)

Creating a Twitter Strategy

Now that you've set up your profile, it's time to talk strategy. Sure, you can get started at any time firing away Tweets left and right, but without a concentrated strategy that aligns with your social media goals, you might as well be standing in your office, shouting your Tweets at your coworkers – like Michael Scott and how he thinks bankruptcy works.



Source: [Redbubble](#)

A Quick Overview of Posting Rules

In addition to general safety rules (no violence, abuse, hateful content, etc.) Twitter also has a handful of [account behavior rules](#) to abide by.

Twitter Rules:

- No automated account following or unfollowing is allowed
- Repeatedly posting duplicate or unsolicited replies will get flagged as spam
- Tagging unrelated Tweets with trending topics can result in account suspension
- All Tweets that include advertisements must be labeled as "Promoted"
- Organic, non-promoted Tweets including paid product placements, endorsements, and advertisements must be labeled as "Paid Partnerships"
- Posting duplicate links to flood a search result may lead to suspension

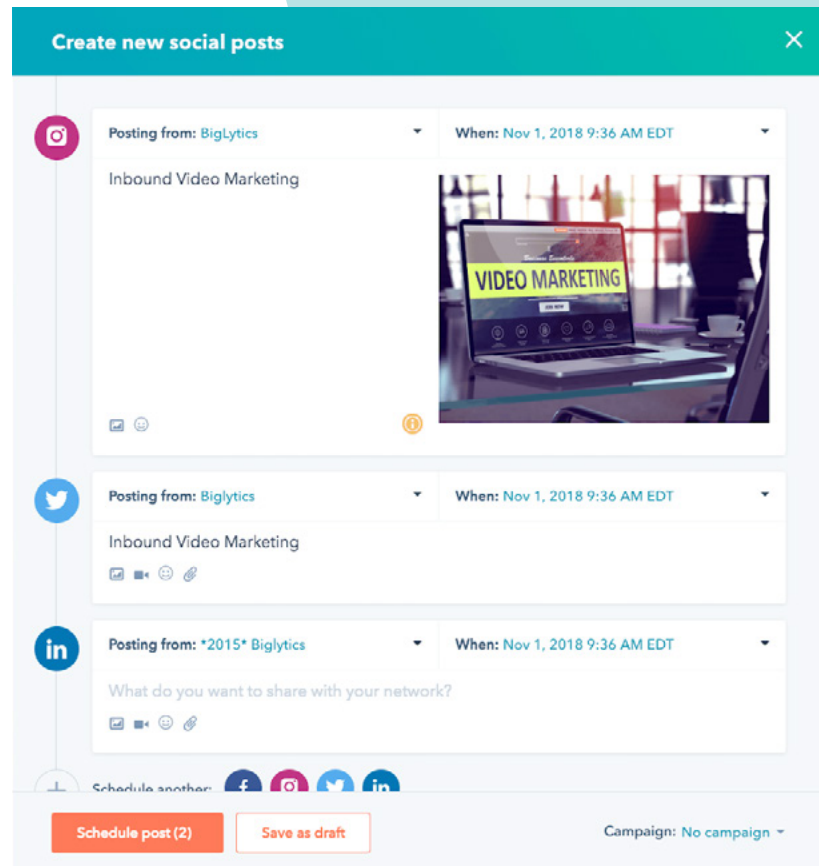


How to Choose a Posting Software

A useful tool for brands looking to make the most out of their Twitter strategy is posting software. Using an automated posting tool, you can pre-schedule Tweets then plan out time to spend engaging with replies. It's helpful to use a platform that includes an option to monitor your brand's Twitter feed and filter out things like customer service requests or questions.

With many posting software options available, choose one that allows you to:

- Create multiple Tweets at a time to post immediately or at a later time.
- Draft and schedule Tweets in bulk.
- Hone your Twitter strategy by scheduling Tweets for specific times of day based on engagement.
- View your Twitter usage holistically through automated reports.
- Easily rearrange your scheduled Tweets to optimize your strategy based on current events, trends, and engagement spikes.
- Track metrics like impressions, Retweets, views, and compare high-performing Tweets to one another.



[HubSpot's social media management software](#) includes Twitter publishing along with all of your social media platforms, which is great for brands using multiple social accounts and scheduling all at once.

This intuitive tool gives you total control over your posting strategy, while providing you with all of the data and analytics you need to adjust your strategy in order to maximize positive Twitter engagement.

Develop a Posting Cadence

How often you post will depend on your overall Twitter goals , as well as current events and platform trends. As a general rule of thumb (due to the minimal content and fleeting nature of Tweets) the more Tweets you post, the higher your engagement will be.

Does that mean you should let loose on a Twitter rant every night? Of course not. But what it does mean is that overall, the more Tweets, the better.

To add some structure to your posting cadence and the strategy you use when [scheduling Tweets](#), it's recommended that standalone Tweets (not including replies and Retweets) are posted:

14 times per week day

Between midnight and 10:00pm Central Time,
at most once per hour

7 times per weekend day

Between 3:00am and 9:00pm Central Time,
roughly every three hours

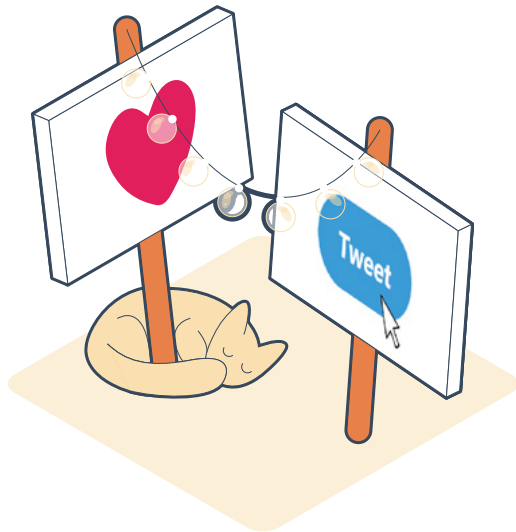
When it comes to posting replies and Retweets, they are not subjected to a set cadence because they cannot be scheduled. Instead, how you use replies and Retweets to directly engage with your followers will be decided in relation to your overall Twitter strategy.



Develop a Content Strategy

When it comes to *what* you are tweeting, this is where it's time to really let your signature and unique brand personality shine. Are you a sweet brand? Silly? Or serious? Whatever the tone of your Tweets may be, the key is that they are consistent. Your followers like knowing what to expect from their favorite brands, so if you suddenly change up your entire brand persona it will be a serious red flag for your customers and fans.

As far as the content you can post on Twitter, there are [many different types](#).



Types of Tweets + Twitter Content Ideas

Text only

A classic Tweet with up to 280 characters.

Embedded photos or videos

Up to 4 images per Tweet and videos max out at 2 minutes and 20 seconds.

Audio files

Also known as Voice Tweets, can also be up to 2 minutes and 20 seconds long.

Fleets

Pictures that only last for 24 hours.

Quote Retweets

The act of commenting on a Tweet while reposting it.

Polls

Interactive Tweets with up to 4 polling options.

Branded content

Blog posts, podcast episodes, ebooks, and more.

Spread the love

Articles from other sources.



Source: [Twitter](#)

The [type and frequency of content you post](#) will all depend on your specific Twitter goals. If you want to increase engagement, then you'll want to post fun or quirky call and response text Tweets or polls. If you want to engage in societal discourse, then you'll want to share articles from other sources and write quote Retweets.

A common mistake made by brands looking to use Twitter as a source of sales and conversions is to be overly pitchy. Twitter users are on the platform to communicate with one another, not to be marketed to. If you come in too hot with a sales pitch or product promotion in every Tweet, you run the risk of being muted or blocked by other users.

Instead, think of your Tweets as digital breadcrumbs that lead your followers down a trail toward a much more substantial relationship with your organization – if you try to move too quickly you might spook them and scare them away.

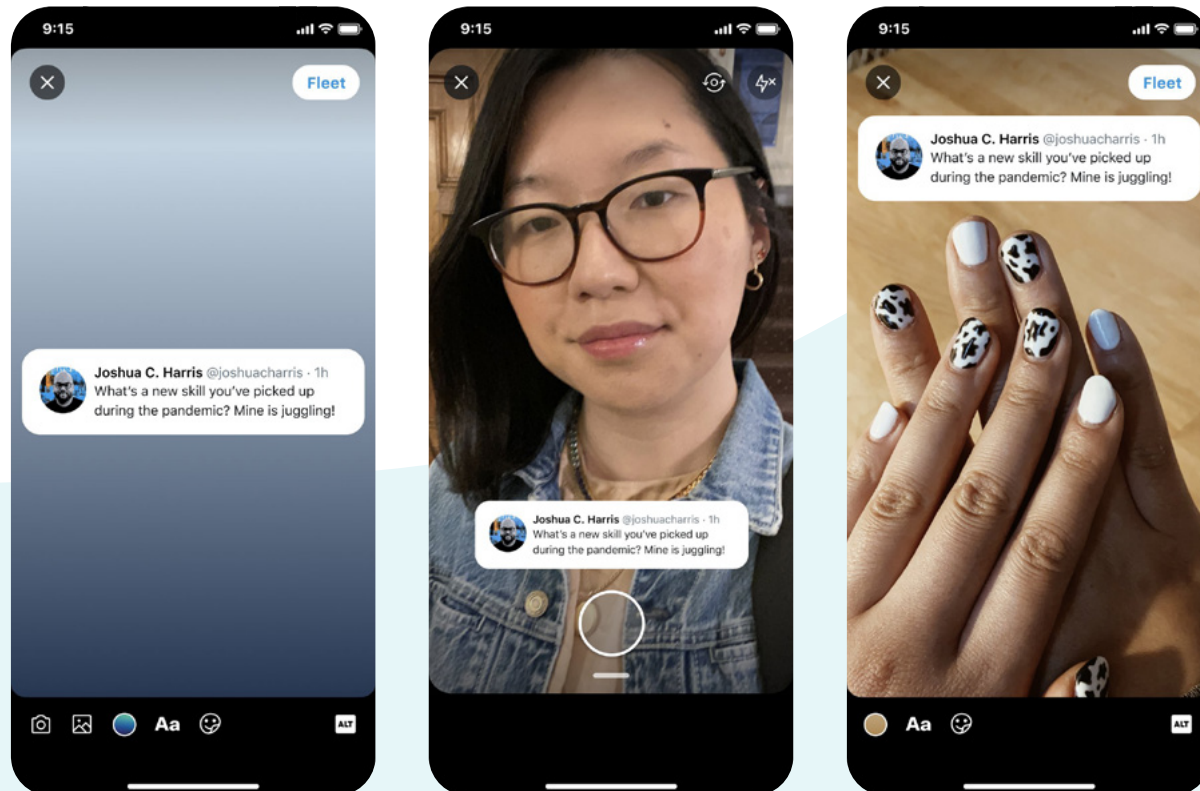
Floral design and succulent organization, [The Sill](#), makes sure to take this rule to heart. While they make sure to promote their own content and products, they also make sure to always hop in on the latest Twitter meme trend to boost engagement and relevance and connect with their audience.

Develop a Tweet Style Diversity Strategy

Speaking of all the different types of Tweets out there – as well as mixing up your Twitter content, you also want to diversify the style of Tweets that you post. Posting solely text-only Tweets can borderline on being a bit boring. Meanwhile, tweeting too many polls in a row can look like you are desperate for engagement. A natural, approachable Twitter presence requires balancing all of the different Twitter styles to create your own unique blend of Tweets.

Using [features like Fleets](#) (temporary, 24 hour Tweets) opens up new content formats, like simultaneously sharing Tweets and responses with live video answers.

Source: [Twitter](#)



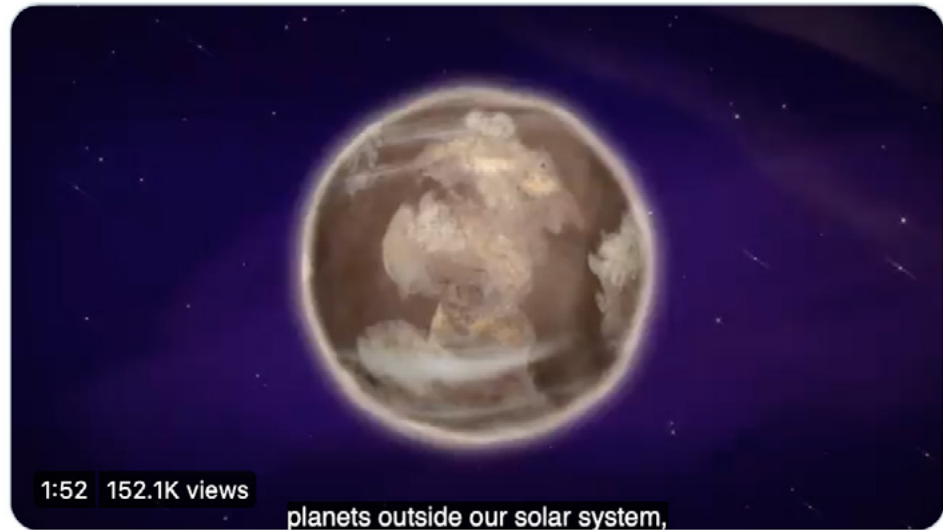
Let's take a look at how the three top brands on Twitter mentioned earlier use a diversity strategy when they tweet.

The NASA Twitter account excels when it comes to varying their Tweet style. What makes their approach so effective is how naturally they promote their own content. Take this Tweet for example. On the surface, it looks like NASA just wants to show an informative clip about the possibility of water on other planets. But due to Twitter's video maximum length rule, users can only get a taste of this video before being prompted to follow the link to NASA's Youtube account to see the rest of it.



NASA @NASA · 21h

There's a concept we use to understand the distance from a star where you might find planets with liquid water on their surfaces — water being essential for life as we know it. It's called the habitable zone. Every star has one, but they're not all equal: youtu.be/J04YN9azIn8



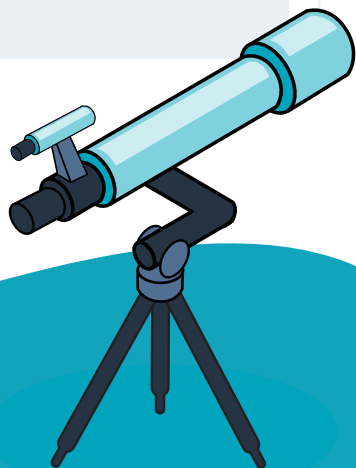
89

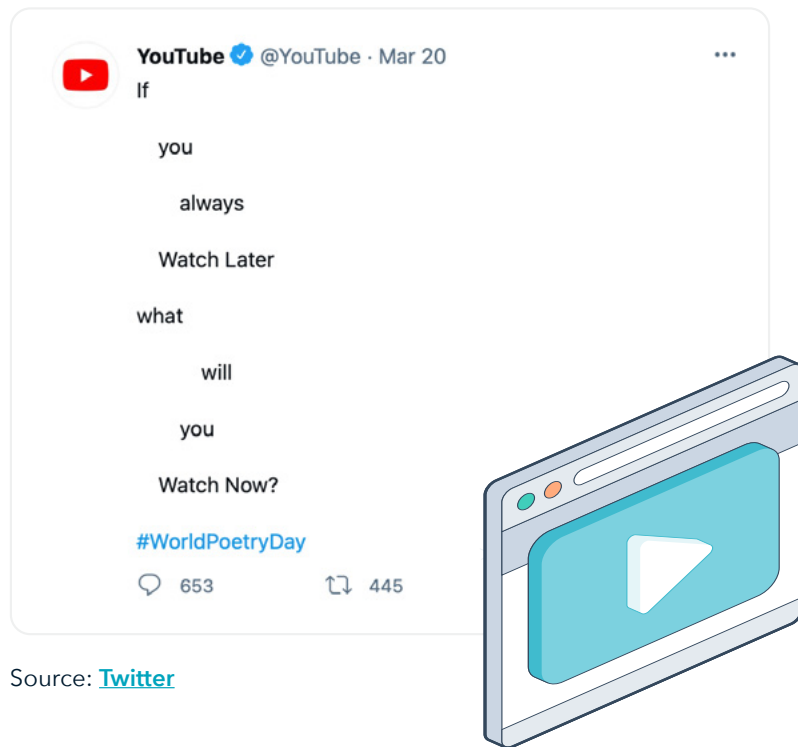
781

4.3K



Source: [Twitter](https://twitter.com/NASA)





Source: [Twitter](#)

YouTube, a video platform that most frequently uses their Twitter account to share videos hosted on their home platform, knows the importance of diversifying their Twitter presence. By posting the occasional on-brand and relevant text Tweet, they are engaging with their followers in a fresh, unexpected way – and all the while, their brand voice and personality stays consistent.

Quote Retweets are one of the easiest ways to share content and spread the love. And in the case of Netflix's Twitter account, that means spreading the love to more specialized Netflix branded Twitter accounts. Additionally, by quote Retweeting, Netflix is also able to add more information to the Tweet than was initially provided, reminding followers that they are an expert in their industry.



Source: [Twitter](#)

Develop an Engagement Strategy

On Twitter, the name of the game is engagement. After all, the platform was invented for the primary purpose of widespread communication. But don't click that Retweet button just yet – like every other aspect of your Twitter presence needs to be strategic to maximize ROI, so does how you directly engage with other Twitter users.

As mentioned before, engagement on Twitter can look like:

♡ Likes 💬 Quote Retweets
↻ Retweets 💬 Replies

Developing a lucrative engagement strategy takes time, and a fair bit of trial and error. Most importantly, direct engagement with followers should also always abide by your brand voice and style guidelines to maximize consistency and trust in your brand.

When you will like, Retweet, and reply to Tweets should be determined before you hand over the reigns of your Twitter account to your Social Media team. All posting on Twitter, including engagement, should be intentional. Remember, there are over a million eyes on Twitter at any given moment.

Sure, accidentally liking Tweets is bound to happen every once in a while – but if your business account were to Retweet an off-message or offensive Tweet, you could very quickly find yourself in some hot water.

With an intuitive analytics tool like [HubSpot's Social Media Management tool](#), you have access to extensive reports of how well your Tweets perform in great detail. You can hone your Twitter engagement strategy to optimize how you interact with the platform and your followers. In HubSpot, we recommend [setting up Twitter streams](#) focusing on things like questions or direct replies to your posts, especially during promotions or live events.



Establishing Your Goals

Now that you've created your Twitter strategy it's time to plan out your goals. You can Tweet all day and night with high engagement rates, but those numbers won't mean a thing unless you can see how they directly lend themselves to reaching your goals.

Defining your "Why" for Twitter takes time and long term strategy. First and foremost, you have to answer the question:

What Goals Make Sense for Twitter?

No two Twitter strategies are the same, because no two brands have the same intentions and goals for their Twitter presence. Here's a rundown of some of the most common goals for businesses on Twitter:



Increased brand awareness

Measured by follower count.

→ Increased brand sentiment is a newer metric tracked by using surveys to measure an audience's feelings about a brand. This can also be measured by analyzing keywords and common themes in messages with your brand.

Increased brand engagement

Measured by likes, Retweets, replies, and shares.

Increased community engagement

Measured by mentions and tags.

Increased traffic

Either to your site or specific landing or product pages.

Lead generation

Measured by captured email addresses or content downloads directly from Twitter.

High conversion rate

Measured by sales directly from Twitter.

Successful customer support

Measured by customer satisfaction scores and customer experience.

How to Establish and Track Goals

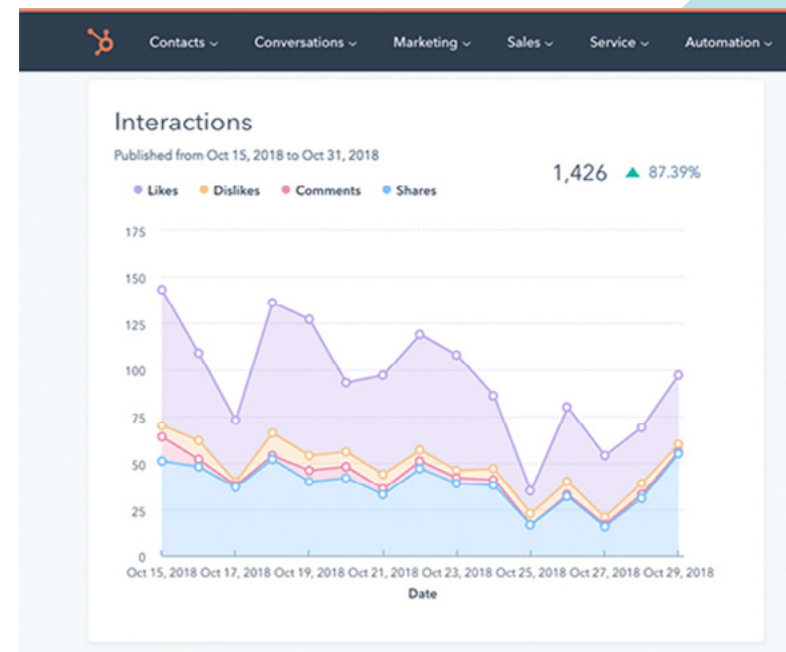
If you're in the early stages of your Twitter for business strategy or are looking to revamp your company's Twitter presence, it is a good idea to create both short and long term goals for yourself. Otherwise, you may never know how successful your Twitter strategies are.

While you could choose one of these goals to work towards by spinning a wheel and letting the random hands of fate decide for you, it is in your best interest (and the interest of your company) to establish your goals along with your marketing and social media teams.

The goals you choose for your Twitter presence should in turn lend themselves to even engagement, lead generation, and conversion goals for both your social media presence and your brand overall. Only once you define your goals, you will have a jumping off point to track future performance against, optimize campaigns, and report on month over month. It'll give you something to celebrate when you get your thousandth follower or hundredth like.

When you properly track your goals, you can begin to see a more holistic view of your audience. You will be able to see how they prefer to interact with your brand on Twitter, down to every like.

One solution to help with Twitter goal tracking is to utilize a social media tracking software tool. The most intuitive, detailed social media tracking software – like [HubSpot's Social Media Management Software](#) – will have the ability to track your goals for you through intricate reports. Then, all that's left for you to do is analyze your tracking reports to see how your Twitter efforts lend themselves to reaching your goals.



Expand Your Audience with Twitter Advertising

Now that you've got a firm grasp on how you are going to use Twitter to work towards your social media goals, it's time to expand your audience on the platform. Whether you have been tweeting for a while now or are still at the starting line of your Twitter campaign, there is no time like the present to grow your Twitter audience. Luckily, Twitter offers a user-friendly way to generate natural audience and follower growth through Twitter Ad campaigns.

Twitter Advertising 101

There are three different Twitter Ad campaigns you can choose from to run, and the one you choose will depend on which of your goals you are aiming to hit:

Awareness

This campaign is designed to maximize your ad's reach. You pay per 1,000 Tweet impressions.

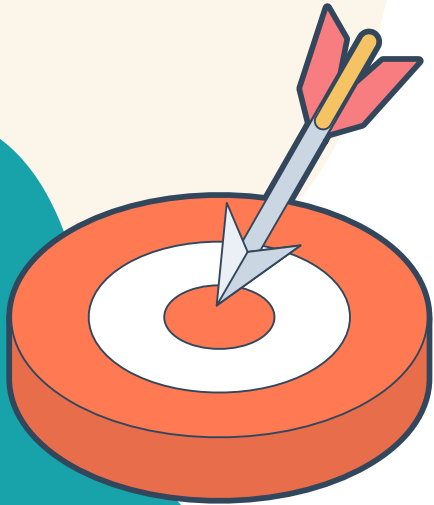
Consideration

This campaign is focused on getting users to interact with your Tweets and your brand as a whole. You pay per video views, website clicks, followers, or engagements (depending on the goal of your campaign).

Conversion

This campaign is focused on increasing your app engagements. You pay per app click.





One primary perk of running Twitter Ad campaigns is that because the cost is based on how lucrative they are for the brand, you are charged in accordance with how successful your campaign is. If your ad campaign doesn't really take off like you expected, you don't have to worry about the price of it. Instead, you can chalk an unsuccessful Twitter ad campaign up to a learning opportunity, take your data and lessons learned, and focus your efforts on nailing the next one.

Benefits of Running Twitter Ad Campaigns

- Due to Twitter's advanced targeting capabilities, you can narrow your ads to directly target the exact audience you want to reach based on demographic, audience features, location, event targeting, and interests.
- Twitter Ads are bid on auction-style, meaning you get to decide how much you pay for each billable action instead of paying a flat rate.
- You set the budget for your campaign and there is no minimum spending requirement. Instead, you set a daily budget for your campaign and once you reach that limit your ad is pulled to prevent overspending.
- You have total creative freedom over your Twitter Ads, and you are encouraged to include captions, photos, and videos.

Learn how to set up a Twitter ad campaign from start to finish

What Makes a Great Twitter Ad?

Let's take an in-depth look at some of the most successful Twitter ads out there to find out what exactly makes them so great.



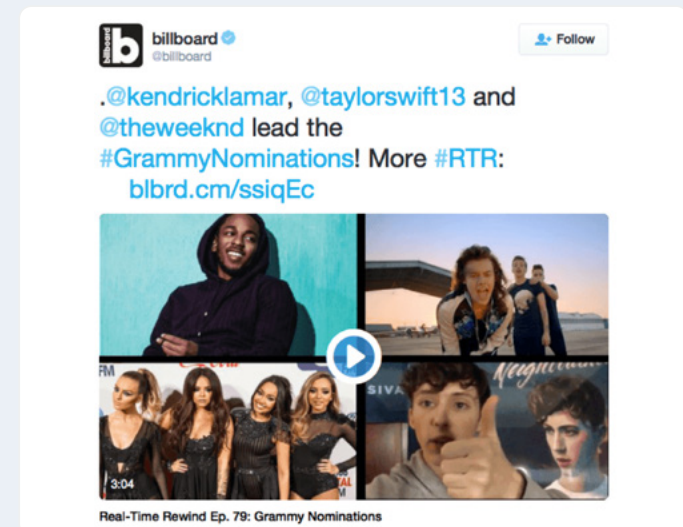
Source: [Twitter](#)

Verizon

The best Twitter Ads out there grab your attention before you have the chance to scroll past them. Verizon incorporates bold, eye-catching text that stands out both in terms of design and content. On top of that, this Twitter Ad also serves as an unmissable CTA, directing users to engage with the Tweet (and brand) further, and in a seamless fashion.

Billboard

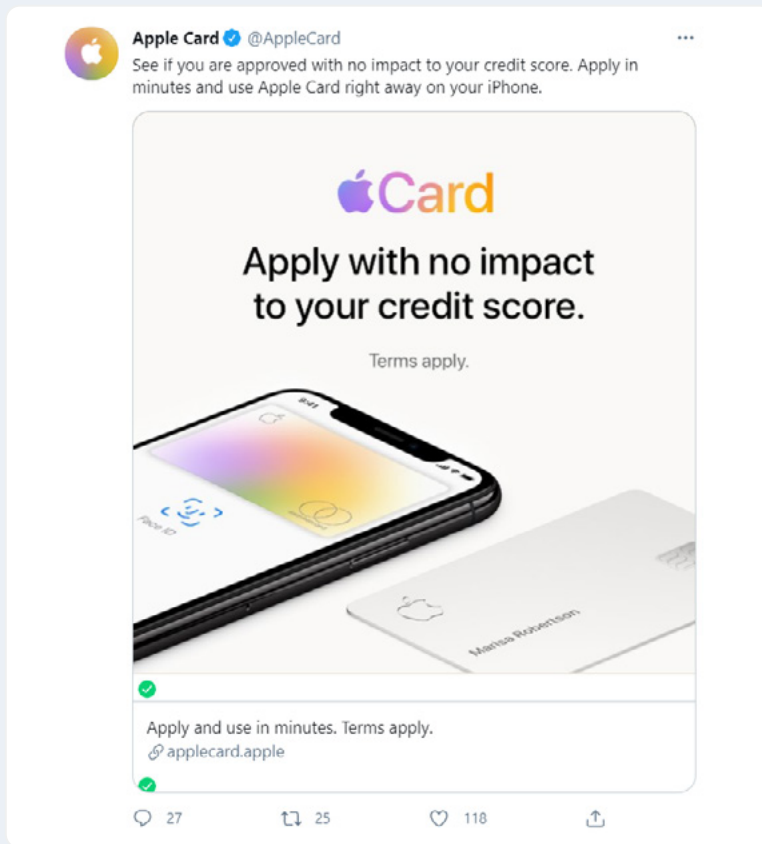
By combining the embedded photo and video features to create this unique Twitter visual, Billboard ensures that everyone who sees their ad will be curious for more. The catchy visual combined with the relevant hashtag and celebrity tags makes this a Twitter Ad that can be interacted with in multiple ways, in addition the classic replies, likes, and Retweets.



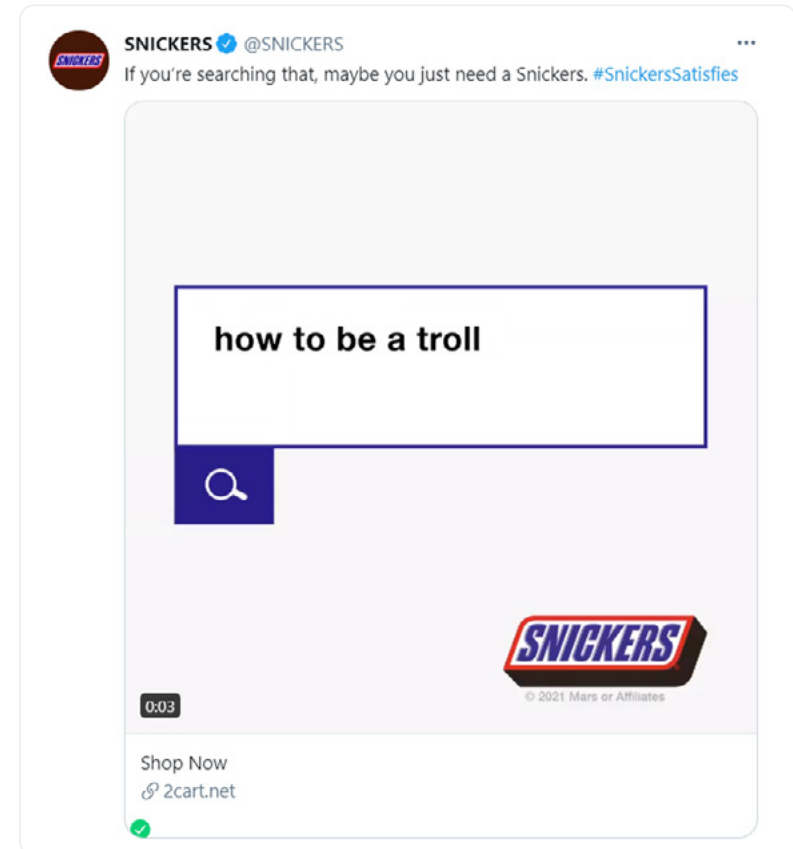
Source: [Twitter](#)

AppleCard

Apple uses their recognizable branding to promote their new offering, AppleCard. By addressing the user's pain point or concern up front (impacting their credit score), and telling the user they can start using their new card in minutes, Apple gets a lot into this short, persuasive, to-the-point ad.



Source: [Twitter](#)



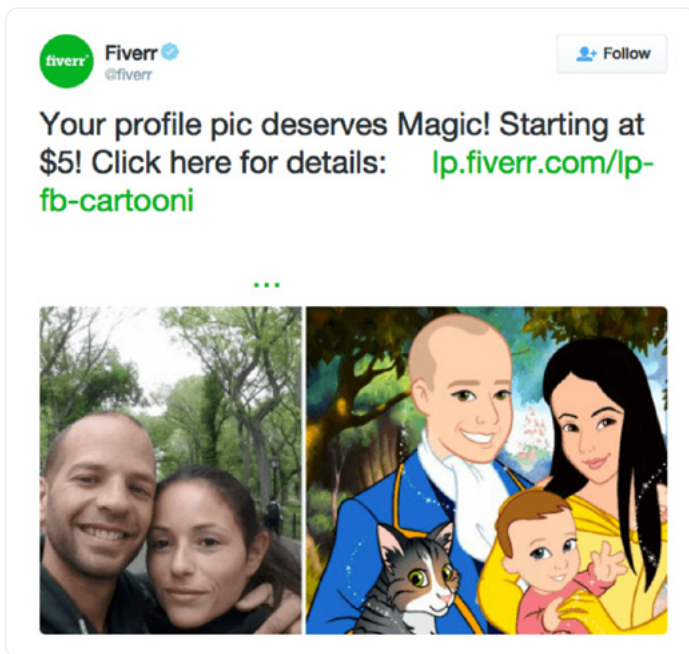
Source: [Twitter](#)

Snickers

Snickers' ad is eye-catching and relatable. With a modern, internet-focused twist on the "You're not you when you're hungry" ad campaign, Snickers uses video and Millennial/ Gen Z language to speak to their target audience. The Tweet is simple and direct, allowing the CTA to take the spotlight and drive the viewer to shop.

Fiverr

Freelancing community Fiverr takes a creative leap with this Twitter Ad. Instead of showcasing their own logo and products, they are choosing to show off an eye-catching creation by one of their clients. Similar to [user-generated content, or UGC](#), nothing screams “community oriented” quite like incorporating one of your client’s products into an ad campaign instead of showcasing your own.



Source: [Twitter](#)

Closing

Whether you have just downloaded the Twitter app for the very first time or you’ve been cutting your teeth on the app for years, it’s never too late to create or update your Twitter for business strategy. Maybe the last time you evaluated your Tweets was back when you had 1,000 followers and now you have 25K! Time for a rethink of your goals, approach, and resources.

If you’re looking for a helping hand along the way, HubSpot’s [Social Media Management Software](#) is here to provide you with all you need to run the Twitter campaign or account of your dreams.

Benefits of using the software include:

The ability to build campaigns and publish right to social.

To option to create keyword monitoring streams so you never miss out on conversations.

Out-of-the-box social reports that show you exactly how to increase your ROI.

Get a demo today