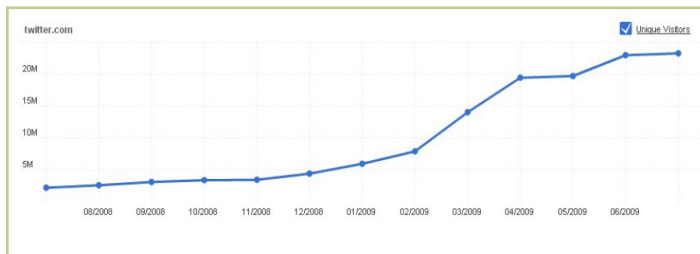


How to Win Customers with Twitter

SOCIAL MEDIA TECHNIQUES THAT GET RESULTS

Twitter Soars with Popularity

Today, Twitter, a free micro-blogging service, is the constant buzz of the mainstream media. The site, a recent winner of the 2009 "Breakout of the Year" Webby Award, allows users to send and read other users' updates, known as tweets. Tweets are short text posts of up to 140 characters and are displayed on a user's profile page, which can be read by a user's friends or followers. In the past year, Nielson Research confirmed that Twitter's traffic grew at a rate of 1,382% year-over-year and is now the third most used social network, behind Facebook and MySpace.



Twitter.com's One Year Website Growth (May 2008 – May 2009), Source: Compete.com

Twitter Improves Customer Service

Twitter's exponential growth has encouraged several brands, companies, and individuals to join the site and connect with customers. From Comcast (@comcastcares) to Zappos (@zappos), several companies use the micro-blogging website to improve customer service, share company updates, and engage followers with industry specific news.



Real-time search results of "Comcast" on Twist, a free Twitter search website, www.twist.flaptor.com

For example, Frank Eliason who manages Comcast's Twitter Account, proactively searches Twitter for customers who need technical assistance. Eliason uses Twitter trend searching websites, such as Twist, to quickly identify customer needs posted on Twitter. After identifying a customer's need, Eliason responds to the customer's tweet and

works to resolve the issue. Eliason's quick response significantly helps Comcast establish its reputation for superior customer service. In fact, *Business Week* recently named Eliason "the most famous customer service manager in the US."

Similar to Eliason searching for tweets relating to Comcast, businesses and individuals can use Twitter to search for news relating to their company, competitor, or industry. Additionally, brands can find individuals who may be interested in their product or service.

8 Twitter Strategies To Win Customers

Brands, Companies, and Business Owners can implement the following strategies to successfully leverage Twitter:

Create a Custom Background

Creating a custom Twitter profile is a clear way for customers to quickly understand a business and learn ways to connect with a brand. Additionally, a custom background enhances a user's first impression of an organization. For example, Zappos' Twitter account lists important business email addresses and customer service numbers. The short display of information allows users to quickly find relevant information and connect with the brand.



TIP: As customers seek short amounts of information on Twitter, keep the description of a business, or brand to one to two sentences on a Twitter background.

Engage Community

From posting retweets to sharing a quote of the day, a business can implement several content sharing strategies to engage a Twitter community. The goal of Twitter is to engage a community for the long-term and not jeopardize relationships by inundating followers with an abundance of short-term promotional coupons.

Repurpose Content

Twitter is an effective tool to introduce content to followers. For

example, a company can post a short description and include a link to a company website, blog, or newsletter. If followers are interested, they will click the link and visit the promoted update.

TIP: Using a URL consolidation tool reduces a link under Twitter's 140 character limit. Additionally, using a link consolidation tracking tool, such as www.cli.gs, will help brand managers analyze the click through rate of each posted link.

Post ReTweets

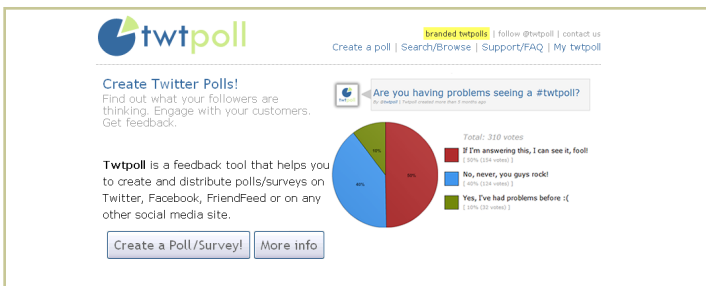
If a company posts retweets from Twitter followers, it will encourage a brand's followers to reciprocate the action. Twitter users tend to reward users who repost content either by thanking them in a tweet or retweeting their content in the future.

Randomly Reward a Follower

If a company or brand randomly rewards a follower with a free promotional item, such as a t-shirt or exclusive coupon, other Twitter users will be encouraged to follow the account. A brand or company can dedicate a day, such as Monday or Tuesday, to reward a random follower. The goal is to build relationships with current followers and provide an incentive for new Twitter users to follow the account.

Ask a Question/Survey

Twitter is an effective tool to stimulate conversation and engage a community with questions. For example, a business can conduct a poll about a new product or ask an opinion about a particular topic. When companies post interesting or thought-provoking questions on Twitter, it inspires discussion among their followers. It's especially impactful to target Twitter followers who themselves have a large following and extensive reach. Often times, they are gifted micro bloggers who can add great momentum and credibility to your discussion. The goal of asking questions is to stimulate conversation, increase @replies, and learn what the community thinks about a product, service, or brand.



TIP: Using a Twitter poll service, such as Twtpoll, helps measure the results of each online survey. <http://twtpoll.com/>

Quote of the Day

Posting a quote of the day encourages Twitter followers to regularly visit an account. The quote can be an inspirational celebrity, famous speaker, or company executive. The goal is to provide an incentive for Twitter users to regularly visit a Twitter account and encourage retweets in the community.

Connect Your Customers



A successful Twitter strategy also incorporates connectivity tools to reach your target audience. For example, adding a "Retweet" button allows visitors to share a site's content on Twitter. The more times a link is "retweeted," the more consumers learn about the website. Similar to a columnist writing a review about a book or movie, allowing visitors to share and repost links on Twitter helps to increase its authenticity.

About Trinet

It takes a team to implement an effective Twitter strategy and make sure that it is effectively integrated with an organization's marketing materials. Want to discuss how your organization can start implementing social media tools, such as Twitter, to help connect your customers? Call us today!

Trinet Internet Solutions, Inc. is a full service web firm headquartered in Irvine, CA with an East Coast office in the metro Washington, D.C. area. Founded in 1995 and now an award-winning agency with hundreds of clients, the company has grown to have expert capabilities in web strategy consulting, web design, advanced development and custom application programming along with web campaign management, support and maintenance.



Trinet's dedicated consulting team works strategically to balance your company's online endeavors.

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