



How to make money from Twitter...

NATION1 2009

What is Nation1?

Nation1 started life in 2000 as a music publicity and marketing company that distributed promotional material for nightclubs and bars in Glasgow.

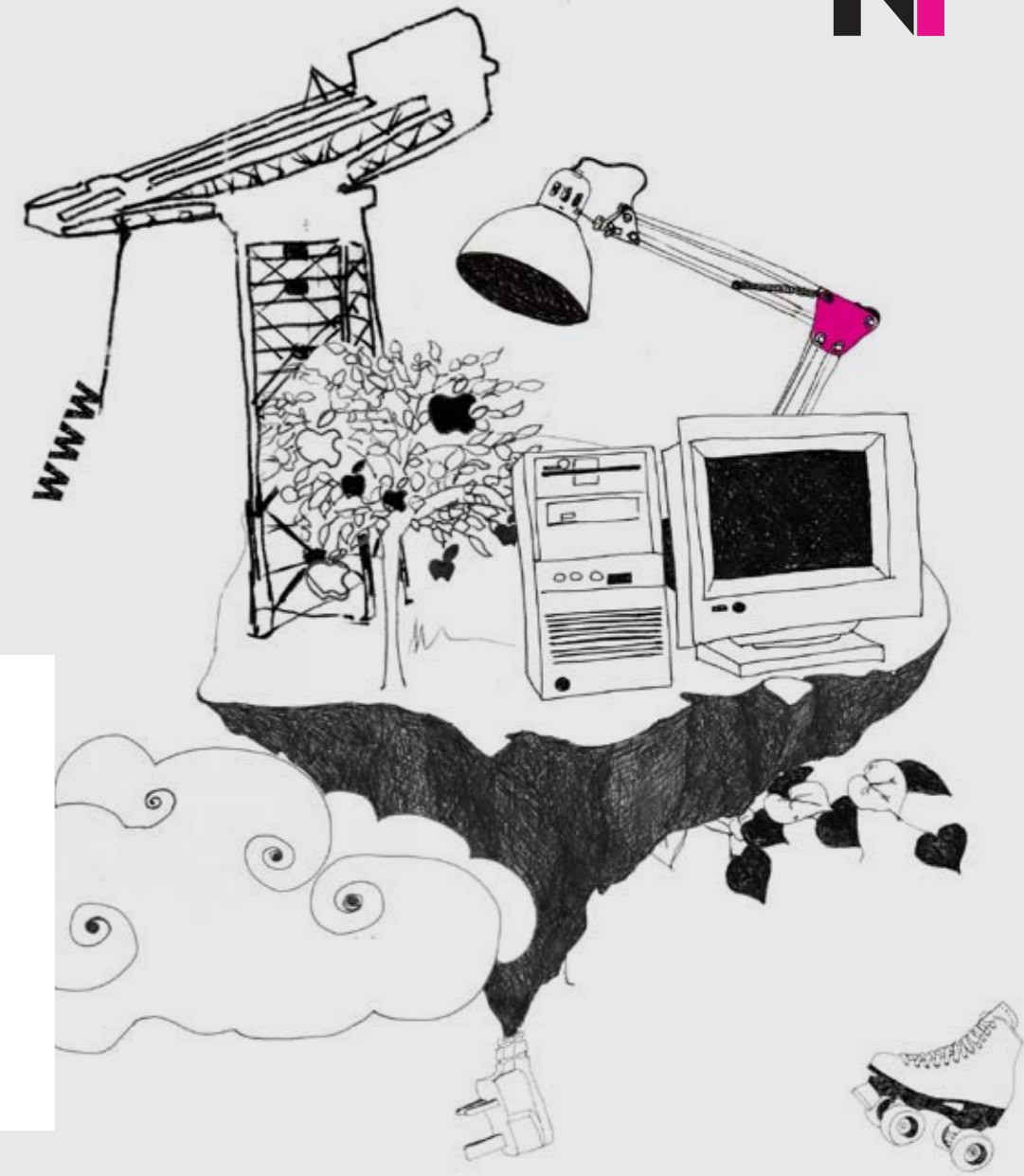
Over the years, the agency evolved to focus on youth and guerilla marketing, before finding its own niche in 2006 when it made the leap to digital. Since then the Directors have further refined the positioning to deliver niche strategies online to growth-focused clients.

We opened our London office in 2009 and have plans to expand into Mumbai in the near future. Our objective is to build a next generation communications company of substance, and to be the number one choice in niche digital marketing.

What do we sell?

Our focus is strategy; we are trusted advisors. We care and show concern for our clients.

We ensure that our clients confidently put digital at the heart of their communications and in the best measure.



What is Twitter?

- The new word of mouth social experience?
- A great way to keep in touch and learn new things?
- A waste of time and annoying?

Follow or be followed?

Be careful of who you follow; it sometimes says more about you than what you sometimes say.



Why is it so popular?

- Twitter is built around a social object
- Social objects are what every company should get to grips with
- Unlike Facebook which is built around friendships, Twitter is built around followings
- Open nature means you can spread your conversations beyond your own circle of influence
- Its easy for a story or 'tweet' to be recycled and passed on quickly to a large audience

The Hashtag#

- By placing this in-front of your phrase or story it means people can find your story when they do a search for this term
- Stories can now explode across the world in over a just few seconds
- #Jackson brought down the service for the first time as it melted due to the number of users picking up and passing on this information almost instantly across the globe
- The press (an online blog no less) reported Jackson's death 19 minutes after the first recorded tweet announcing it



Who is using it?

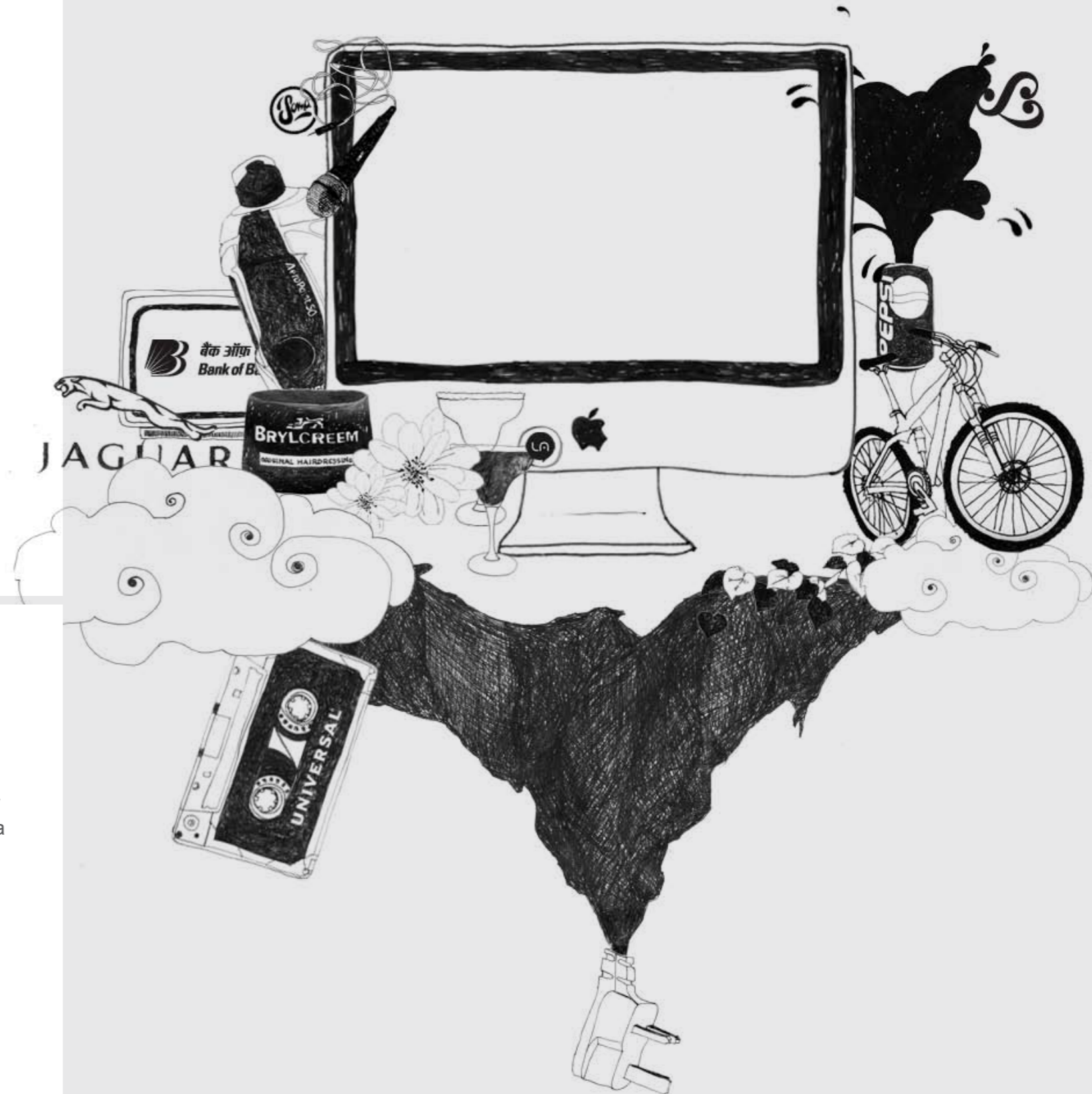
Everyone: Barack Obama, Stephen Fry, Starbucks, BA, London Cabbies, Cadburys, Dave next door, my gran, your daughter. There are 19.8m users worldwide today (in March there were 2.4m).

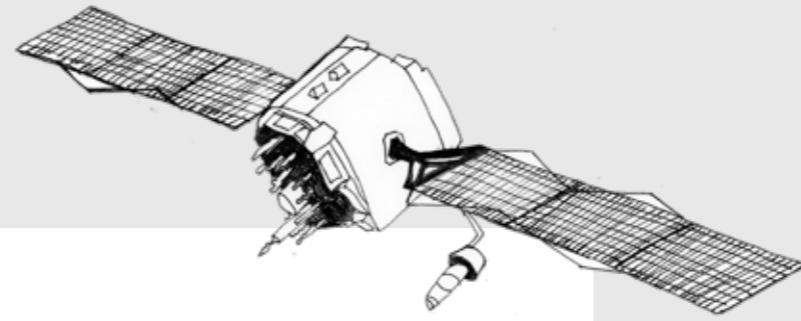
Users are becoming more engaged with the service with the average user spending four times as long on the service as they did in December.

They are usually engaged web users.

So why should you use it?

- You want to sell stuff
- The best way to sell is to engage someone in conversation
- Find key influencers on Twitter and you can guarantee they are sharing their views on Facebook and other social media
- Look to engage and generate positive publicity for your brand
- Having a proactive social media strategy is essential today for maximising public awareness
- You'll be ahead of the competition
- If done right, you'll gain respect, following and loyalty





So what should you be doing with Twitter?

Listen...

“Check out what people are saying about you, use Twitters search facility.” (Easyjet)

“In fact monitor what people are saying about you online across multiple platforms.” (Arnold Clark)

Establish Guidelines...

- Twitter is an open framework. Be aware of this (Stephen Fry & HP)
- Be sure and establish the tone of your engagement and stick to it
- Establish a set of brand guidelines for social media and get all staff to employ these

Set a strategy...

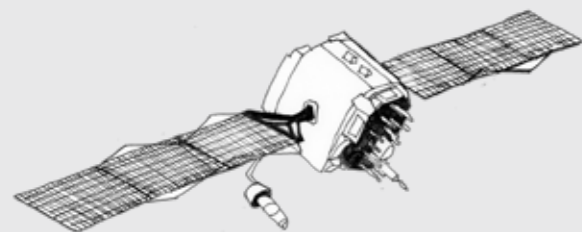
- What do you want to achieve: awareness, education, trial, drive traffic?
- Do you want a direct channel of communication?
- Who is going to manage this, the incoming messages & the regular updates?
- Do they have enough authority to speak on your behalf?
- Where are they going to get their information from, does it need to be signed off?
- The minute it stops being instant, it stops being useful. Stop doing it!
- Be your brand, set an official Twitter presence
- Embrace the web: www.twitter.com/CNNbrk

Find your brand voice...

- You have to use their media to communicate a personal tone, human face
- Transparency is essential, don't try to be something you're not
- Don't just have one online presence. (Dell have made \$3m from Twitter since they set up forth different users)

Some other advice...

- Discounts for complainants who engage or make a good point
- Surprise and delight them, get them tweeting about you
- Local marketing; “is there anyone fancies popping down to John Lewis?”
- Drive people to your site and purchase environment
- Integrate Twitter with Facebook and Youtube, even start a LinkedIn group for your industry/sector
- This gives you something to say on Twitter (which can be half the battle)



And now make cash...

- Create a Twitter account for each major city you cover: twitter.com/nation1glasgow
- Go to Topix.com and search for Glasgow, get the RSS results feed
- Go to [Twitterfeed.com](https://twitterfeed.com) and add the results to your Glasgow URL
- (You could replace Topix with your industry feed for N1 - NMA)
- Now get [Hummingbird.com](https://hummingbird.com) to search Twitter for tweets with Glasgow
- Follow that person in the hope they follow you (done right you can add 10 followers a day)
- Finally sign up for an affiliate programme in your sector
- Cream the commission and sell your stuff

Top tips...

- Monitor your brand online
- Establish guidelines, set and communicate a strategy
- Appoint an online brand guardian with the authority to manage without approval
- Be proactive
- Listen

Cooking with gas...

A good digital strategy consists of the following:

- A good website, easy to find through Google, easy to use
- Nice design
- Niche targeted microsites and possible SEO, PPC & affiliate programme
- A blog, Facebook and/or LinkedIn
- Twitter, Youtube and/or Flickr
- Forums and online PR
- Email marketing
- Analytics

