

## How to increase leads & sales with Twitter

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# Marketing Nutz Founders

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# Marketing Nutz

## Snapshot of our clients



SONY



# Marketing Nutz

[SocialZoomFactor.com](http://SocialZoomFactor.com)

3k Unique Visitors First  
Month Launch  
Engaged, Targeted  
Audience



[PamMarketingnut.com](http://PamMarketingnut.com)

50k-60k Unique Monthly  
Visitors  
Top Social Media &  
Marketing Blog  
30k Email Subscribers



[#GetRealChat](https://twitter.com/GetRealChat)

Twitter chat  
world largest 35-90+  
million impressions  
every week past 3.5 yrs



[TheMarketingNutz.com](http://TheMarketingNutz.com)

Agency Blog  
Targeted audience of  
decision makers in  
startups to fortune 100  
organizations



our platforms drive 50-83% conversion rates for free offers (email list growth)



# Social Business Success?



# Social Business

*“Becoming a social business transforms the organization from inside out, connecting the internal with the external in a way that enhances relationships and creates shared value for the people, the business & ecosystem as a whole.”*



# Social Media

**“Means of interactions among people in which they create, share, and exchange information and ideas in virtual communities and networks.”**

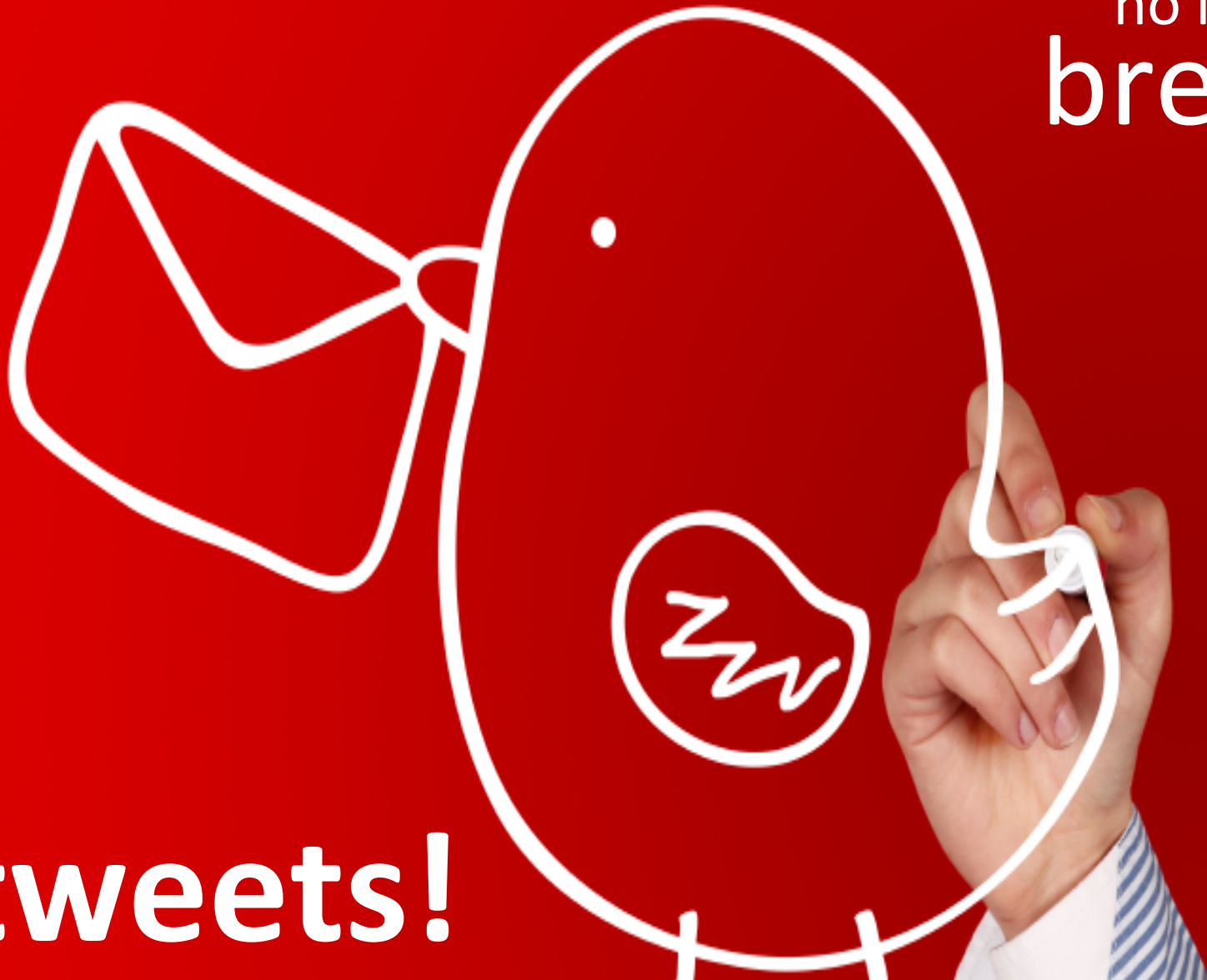




Embrace  
the  
**JOURNEY!**



news  
no longer  
breaks!



It  
tweets!



is anyone  
listening  
to you?



# Social Customer Research

- Today's business buyers do not contact suppliers directly until 57% of purchase process is complete



\* B2B Digital Evolution, Google

# Niche social networks = advocates

- 77% consumers more likely to buy new product via recommendation
- 4x-10x higher conversion rate for offers from trusted advocates





# B2B Tech Brand Web Traffic

- Twitter users visit B2B tech brand sites at higher rate (59%) compared to average internet user (40%)



\*Social Media Today

# Tweets Increase B2B Conversion

- Twitter users visit a B2B tech company's site with a higher likelihood to convert.
- Twitter users convert at 11%
- Average internet user 4%



\* Tweets in Action Study, Compete



# Want More Leads?

- B2B marketers who use Twitter, generate twice as many leads as those who don't!



\* Social Media Today

# Why Tweet?

1. Connect with new people
2. Expand your reach and amplification
3. Compete with the big dogs
4. Better service & connect with customers
5. Power of community (OPC)
6. Enhance and humanize your brand
7. Build and ignite personal brand
8. Build trust and authority
9. Increase ROI on other social networks, marketing programs and owned digital assets
10. Generate leads, increase sales
11. Market and product research, know your customer!
12. Stay up to date with news and trends



# Twitter Imperatives

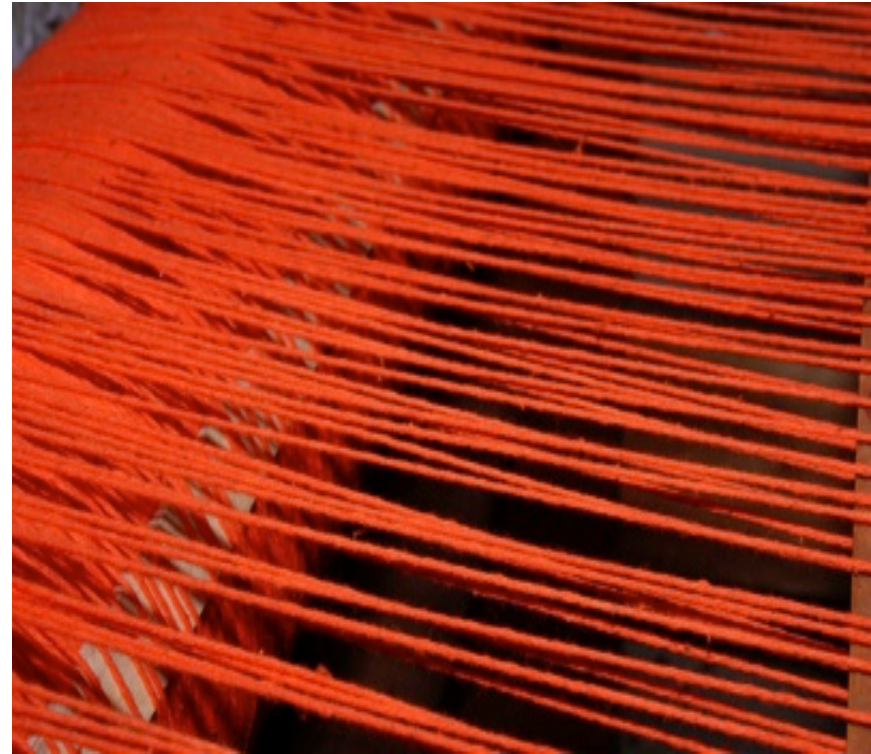
1. Success on Twitter happens off Twitter as much or more than on Twitter!
2. Have a plan
3. Develop your personal brand strategy
4. Know your audience
5. Balance art and science
6. Be human
7. Quality over quantity
8. Build your content framework & calendar
9. Listen and learn
10. Start by sharing other people's content first
11. Embrace the OPC – other people's content and community
12. Share your best stuff always



# 1. Think Twitter Fabric



- Integrated platform that works when you are not working!
- Consistent brand architecture
- Integrated components working together as one for common objectives and goals



# Outcomes

It's not what the technology can do for you but what you can do with the technology!







**drive desired action!**

# What is home base?



- Conversion funnels are required, not optional
- Know what action you want to drive
- Don't assume people know what to do
- Measure, rinse and repeat





You have 10 seconds to  
keep em'!



# IDC Predicts 1.3B mobile workers by 2015





90% mobile users have device within arms reach 100% of time





# 2. Have a plan



- Why are you tweeting?
- What are your goals & objectives?
- How will you measure success?
- Who is your audience?
- What can you offer them?
- Eliminate random acts of marketing (RAMs)!
- What do you want to learn?



Social media  
**plugs**  
into your  
**Business**



# Don't Start with Technology

P = People

O = Objectives

S = Strategy

T = Technology

T

STRATEGY



# 3. Got Personal Brand Strategy?







YOU  
are the  
media

# Who are YOU?

- Who are you?
- What do you stand for?
- What value do you offer?
- Who do you offer value for?
- What do you need to learn?
- What are your strengths?
- What are your weaknesses?
- What's your OPCs?



# My Brand is...

- What I say
- What I do
- What I think
- What I tweet
- What I post on Facebook
- What I Instagram
- What I write in email
- What I share
- How I respond
- How I interact on & offline!
- How I drive!
- **ME!**



# YOU are your brand





# Stop the excuses

- You are not too busy
- You don't have to be a:
  - Writer
  - Programmer
  - Brand or social guru
  - Rock star



# 4. Know your audience



# Heartbeat of Social = People



Heartbeat of social = people! #DSS14

- **WHO** are you talking to?
- **WHAT** do they need?
- **WHEN** will they engage with you?
- **HOW** can you help?
- **WHERE** do they want to talk?
- **WHY** should they care?  
Why should you invest?





# 5. Balance art & science

think  
DNA,  
not  
tools





# Select tools AFTER you know WHAT you want to measure and WHY!



# 6. Be Human. Human brands...

- Think like humans
- Care about humans
- Value relationships
- Listen to other humans
- Talk like humans
- Have a personality
- Show their “human”
- Make & own their mistakes
- Are available
- Know themselves
- Know their audience
- Invest in people
- Take risk



# ABCs of Social Media

Always Be CARING!

- Listen
- Learn
- Help
- Share value
- Collaborate
- Acknowledge mistakes
- Say sorry
- Imperfect perfection
- Be human!



# 7. Quality over quantity

*Your worth on this planet is not measured by your Klout score or number of followers, but by the value you provide others and the lives changed!*



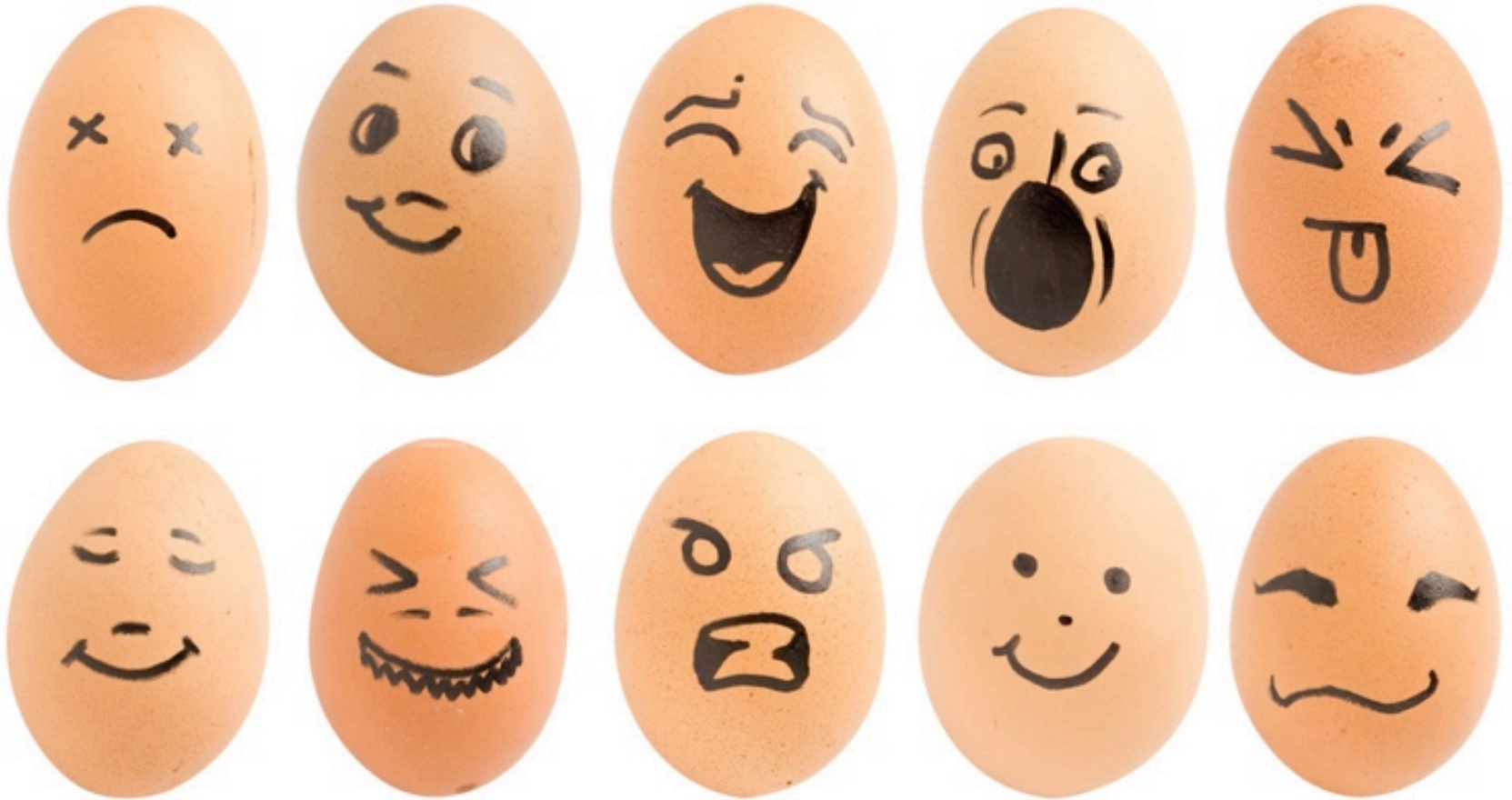
# 8. Build your content framework and calendar

- Content inventory
- Leverage what you have first
- Don't skip the brand development
- Know your audience
- Align to goals
- Message framework includes message architecture, message house, value proposition, positioning, features, benefits
- When all else fails produce & provide content that helps solves customer problems!





# 9.Listen more than you talk!





# 10 & 11. Embrace OPCs

## Other people's community & content





# 12. Share Your Best Stuff Always!



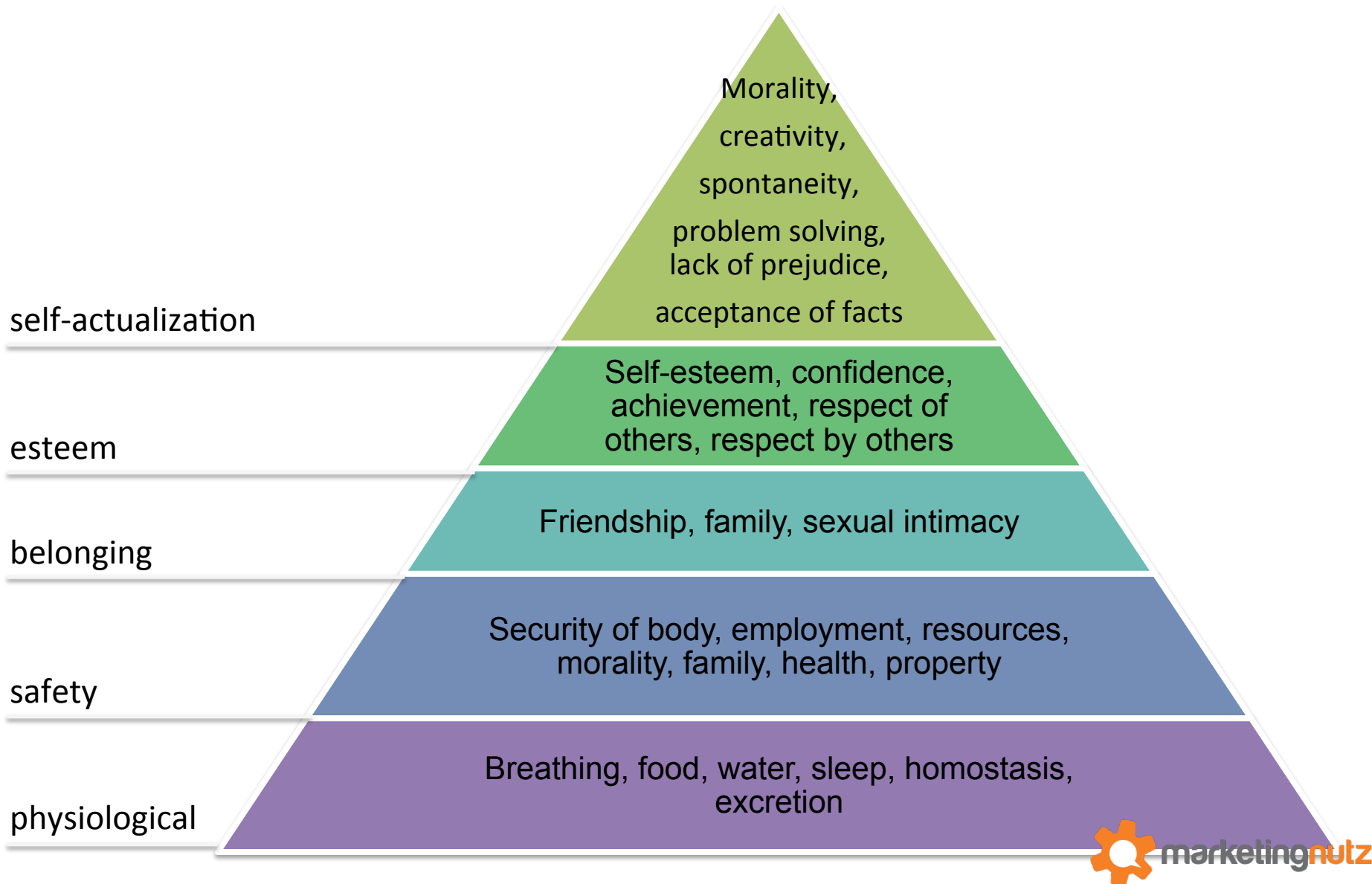
Be a curator of goodness!

# Instead of cats...

- Entertain
- Educate
- Inspire
- Help
- Tell stories



# Maslow's hierarchy of needs





# Hierarchy of social community inspiration



# Questions?



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