

SOCIALCENTIV, TWITTER, AND SMALL BUSINESSES

Best Practices for Getting Started

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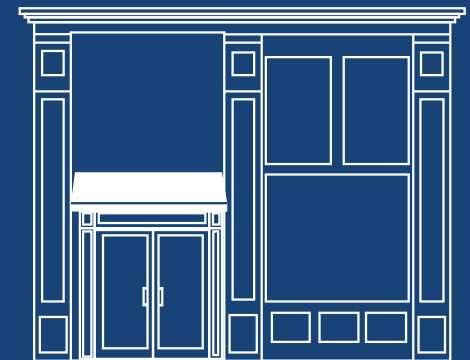
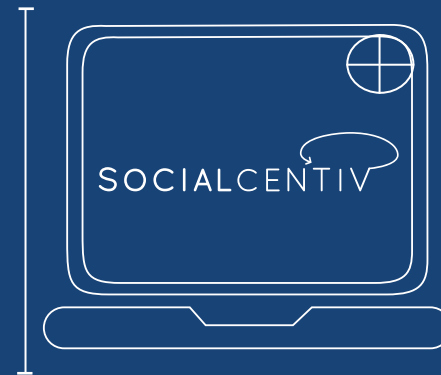


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Using Twitter for Small Business Success

If you're a small business owner who isn't leveraging the power of the Twittersphere yet, this guide is everything you never knew you wanted. Think of it as your new best friend, one that is jam-packed with tips to help you enhance your social media campaign.

Twitter provides small business owners with the power to create and manage their online presence with Tweets that are restricted to 140 characters or less. Some businesses find that such a small character count can make it difficult to effectively and efficiently get their messages across.

Twitter is essentially classified as a micro-blogging service, prompting many businesses to invent creative ways to reach out to their followers and create engaging conversations. Within this 140-character count limit, users can share a range of Web content, including text, links, images and videos.

For those using Twitter for small business marketing, consider taking advantage of the location services feature. The feature is turned off by default, allowing users to choose if they want to enable location services in their Twitter account settings. Enabling this feature helps Twitter to provide more tailored content and location-specific trends for the user. (Ever notice how you can change the Trending Topics

location to reflect trends in specific areas? That's one of the features of location services.) The location services feature can also help small business owners fine-tune their marketing efforts to customers in the areas surrounding their business location. By restricting location for marketing purposes, small businesses can target nearby customers in real time.

This is where SocialCentiv comes into play. SocialCentiv is an easy-to-use Twitter marketing software created with small business owners in mind. Small business owners can use it to find nearby customers who are already talking about their products and/or services. The app allows businesses to respond to these conversations in real time and automatically attaches a link to a business's special offer. Because you're reaching them with what they want when they want it, users see your offer as a nice surprise. That's a win-win for everyone!

QUICK TIP:

Approximately 63 percent of local searchers are more likely to use a business with information on a social media site.



Section 1:

Getting Started on Social Media: Where to Begin

Are you using social media to find new customers and engage with existing customers? Is your small business on Twitter? If you're not sure how to make the best use of the second most popular networking site¹ for your small business, you're in the right place. Here are some tips to help you get started.

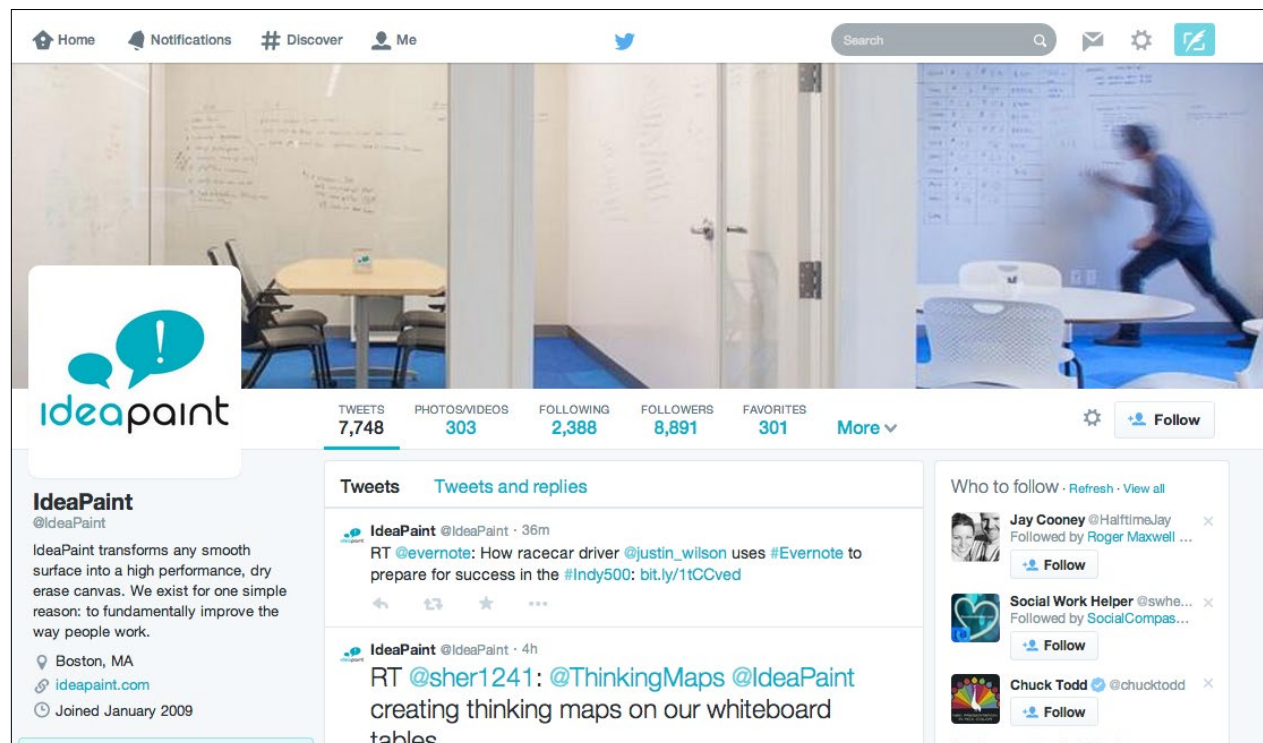
Create a Twitter Profile

If your small business doesn't already have a Twitter account, it's time to create one now. Why? Twitter allows users to find out what's happening, right now, with the people and organizations they care about. Connecting with customers is the best reason for businesses to create a Twitter account and regularly engage with others. To create a Twitter account, follow these easy steps:

1. Visit <http://twitter.com> to sign up for a free account.
2. Choose a username that best represents your business. Try to create something as close to your actual business name as possible to avoid any confusion.
3. Then build up your timeline by following other companies or individuals that are related to your restaurant or industry.

4. Next, create a complete profile by uploading a quality image, like your business's logo, and completing your bio with details about your business.

5. Complete your profile by changing your header image, adding the location of your business, and adding the Web address to your home page or blog. A great example of a small business making use of Twitter's new look is @IdeaPaint:



¹<http://www.ebizmba.com/articles/social-networking-websites>

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Getting Started on Social Media: Where to Begin

Brush Up on Twitter Basics

Now that you have a Twitter account set up for your business, it's time to start communicating with others to grow your Twitter community. Keep the following tips in mind for the best chance of success:

BE PROACTIVE ABOUT FINDING THE RIGHT PEOPLE TO FOLLOW. Look for Twitter users who are a good representation of your business's community and fit your target demographic.

DON'T START TWEETS WITH @USERNAME. When a Tweet immediately begins with a @username, Twitter restricts the visibility to only you and the person you're tweeting. Rather, begin Tweets with an attention grabber like "Hey, @username! ... " or simply insert a period before the username (.@username) to enhance the reach of your Tweet.

STRIVE FOR A WORK/LIFE BALANCE. Always keep your personal Twitter account separate from your company's account. Not only could embarrassing mistakes be made if you post personal Tweets to a business account, but such mistakes could also affect the credibility of your company's online presence.

TAILOR YOUR TWEETS. When responding to Tweets, be sure to customize your message for each conversation. It's important to make all of your



responses as unique as possible so your business can build personal, meaningful relationships with its followers.

FACTOR TIME INTO YOUR SOCIAL MEDIA EQUATION. Consider the time of day at which you will engage in conversations so you can experience the most success for your efforts. For example, if you're trying to build your restaurant's happy hour crowd, try searching for conversations mid-afternoon or a few hours before your happy hour begins.

FAVORITE POSITIVE TWEETS THAT MENTION YOUR BRAND AND PRODUCTS. Think of it as a guideline or rule to only favorite those Tweets that speak positively about your brand and/or products. Staying true to this policy will make it easier when you need to go back and find the most positive Tweets about your small business. You'll also have easy access to satisfied customers within a few clicks of your mouse in case you choose to share rewards with them later.

HIGHLIGHT WHAT'S IMPORTANT WITH PINNED TWEETS. Twitter's new and improved profile view



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allows users to have better control of how the world sees them online. Brands can choose to pin a particular Tweet to the top of their profile, which is great for showcasing their special offers so nobody misses out.

EMBRACE TWO-WAY COMMUNICATION. Rather than relying on mass-market ads, take a proactive approach by engaging with nearby customers in real time. Consider using a Twitter marketing software like SocialCentiv, which makes it easy for your small business to find and communicate with nearby customers.

PARTICIPATE IN TRENDING CONVERSATIONS AND PROVIDE QUALITY, RELATED CONTENT. Take a look at the right side of your new Twitter profile to see which topics are trending in your area as a way to implement geomarketing into your social media marketing plan. If you see an appropriate opportunity to jump into a trending topic discussion, by all means, do so.

USE TWITTER LISTS TO KEEP TABS ON BRAND AMBASSADORS AND KEY INFLUENCERS. Twitter lists make it easy to view the Tweets of a predefined selection of users. Define users based on a number of factors, such as if they are loyal customers, competitors or industry specialists.

Dallas-Ft. Worth Trends · [Change](#)

[#SingForNicole](#)

[#KeatonNewCover](#)

Mark Jackson

Ryan Giggs

Starbucks

Warriors

Dallas

Texas

[#PLLMovies](#)

[#TFiOSToday](#)

Amplify Your Reach with SocialCentiv

The SocialCentiv software features a simple setup process that makes it easier than ever for small business owners to get started. Review the following tips for each step to make the best use of SocialCentiv for your business:

Step one: AUTHORIZE THE TWITTER ACCOUNT YOU WILL BE USING TO SHARE YOUR OFFER AND

CREATE YOUR COMPANY PROFILE.

AUTHORIZE SOCIALCENTIV to connect with your Twitter account. This enables you to conveniently reply to conversations directly from SocialCentiv.

IT'S ALWAYS best to keep your personal Twitter account separate from your business Twitter account. Don't open the door for a personal Tweet to potentially affect your company's credibility.

Step two: CUSTOMIZE THE LANDING PAGE WITH OFFER DETAILS AND BRANDING OPTIONS.

SPECIAL OFFERS are one of the best ways to convince prospects and convert quality leads for your clients' campaigns. Your offer should be the best possible deal you can provide. Keep in mind, promotions with a higher value yield higher conversion rates.

FOR INCREASED lead generation, we recommend offering at least 20 percent off an entire purchase.

WHEN DECIDING on a special offer, research what your competitors are offering and consider something similar (and better, if possible).

RUN MULTIPLE offers to compare results and see

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which offers are most attractive to your customers.

Some examples include

- buy one, get one (25% off, 50% off or free);
- 20% off your next purchase; and
- free gift with purchase.

DON'T CREATE a special offer for an existing promotion. For example, don't offer "free shipping" if that is already provided with purchases.

Step three: CREATE THE EMAIL THAT WILL DELIVER YOUR OFFER TO PROSPECTS.

CHOOSE A background color for your landing page and email that matches the branding of your business. Then, upload your business logo to customize your landing page and email so customers know which business the offer is for.

BE SURE the text for the special offer is easy to understand on the landing page and in the email.

CREATE A sense of urgency to download the special offer by using words and phrases that motivate (like "Hurry! This offer won't last long!").

MAKE YOUR offer simple to use and redeem. Too many restrictions and obstacles can lessen the value of the special offer.

Step four: FINALIZE YOUR OFFER AND START TURNING CONVERSATIONS INTO CUSTOMERS.

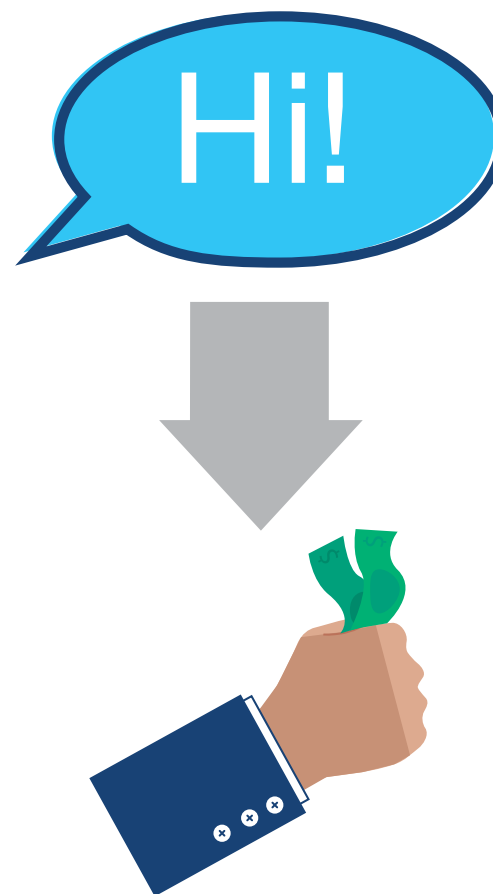
LOOK FOR people with a "specific intent" to purchase your product or service. This means people who are directly expressing a need or interest and are already posed to make a purchase. For example, someone who tweets "I'm hungry" doesn't express a specific intent compared to someone who tweets "I would really love tacos for lunch!"

AVOID RESPONDING to Twitter users with inappropriate usernames or content on their Twitter profile.

KEEP IN MIND your ideal customer demographic and avoid responding to users that don't fit into your ideal customer profile.

CONSIDER THE TIME of day at which you will engage in conversations. For example, a bagel shop would want to respond to conversations early in the morning when people are just waking up and talking about wanting to eat breakfast.

BE SURE to respond in a timely manner. Because everything on Twitter is happening in real time, it's best to provide quick responses for higher chances of engagement.



Section 2:

The New Rules on Engagement

Each Tweet provides an excellent opportunity for your small business to showcase its voice and strengthen the relationship with your Twitter community. Including a hashtag, photo or video in your Tweets definitely makes them more prominent in a feed. However, simply making your Tweets richer won't guarantee success by any means.

Social Listening

Social listening is the process of monitoring multiple digital media channels to create a strategic plan that will meet the needs of (potential) customers. Companies of all kinds can use the information they gain from social listening to better understand their potential customers and refine their Twitter marketing strategies. Here are three things you must know about social listening:

1. Social listening can help you manage your online reputation. By using social listening as the most prized weapon in your marketing arsenal, you can appropriately manage what others are saying about your business online. Businesses can find success with social listening by actively monitoring and responding to all questions and comments.
2. Social listening can help in finding new customers. Companies should always know what people are saying about them across their social media channels and review sites. Listening leads to engagement;

engagement leads to better service, improved products and new customers.

3. Social listening is easy on Twitter. As a public forum, Twitter is designed for easy listening. There are many software packages out there to help track conversations using key words and phrases but with SocialCentiv, small business owners can do more than simply listen. SocialCentiv listens for relevant conversations in real time and then helps small business owners reply to these conversations with an offer, collect contact information and automate a sharing process to exponentially increase exposure.

What's in a Tweet?

When it comes to Twitter, writing interesting and engaging Tweets is among the most important strategies for success. Sure, it's easy to write a 140-character blurb for your business. But how do you know if others are actually engaging with your Tweets, and how can you enhance the reach of your Tweets? Here are some tips to help amplify your Tweets and improve your Twitter presence:

KEEP IT CONVERSATIONAL. When writing Tweets for your small business, keep the tone casual and genuine. Write like you're talking to a customer in real life as this will help craft your Twitter voice and allow others to see you as approachable.

HAVE A BRAND PERSONALITY. This personality should connect back to your brand's marketing strategy. If your company is more laid-back and likes to have fun, show that in your Tweets. If you're more of a professionally styled company, you should go about your tweeting in a different way than a more relaxed company would. This will help to solidify your brand image in the reader's minds. Keeping your Tweets on track with your marketing strategy will also build a stronger brand image that extends past the computer screen and into relationships.

PERSONALIZE YOUR RESPONSES. Make sure to personalize your responses by using names or referring to content that was in the user's original Tweet. This not only shows that you're not just sending the same generic form to everyone but also is less likely to be seen as spam by Twitter. Show your brand's personality in these Tweets, too. This helps to come across in a way that's less robotic and spam-like and is much more likely to catch your reader's eye.

SHARE CONTENT THAT'S USEFUL. Twitter is about engagement, so consider sharing links that relate to your business or industry, asking your users to weigh in on a topic, or posting pictures that are appropriate. When it comes to sharing links and pictures, make sure they are supported with commentary so that your readers don't assume they're spam.



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The New Rules on Engagement

QUICK TIP:

Tweets with images attached are proven to receive 150 percent more retweets than those without images according to [Buffer](#).

It's important to make sure that this content is relevant and useful to your customer base, as well as presented in a way that is consistent with your marketing strategy.

RESPOND IN REAL TIME. Unlike traditional marketing tactics, real-time marketing allows businesses to communicate with their online communities in real time. Make it a habit to check your social networks for notifications throughout the day. Be sure to answer questions, resolve issues, and share your own updates about your business as soon as possible.

Photos, Videos, and Quality Content

With Twitter's restrictions for Tweets to adhere to a 140-character count limit, many businesses are employing their creative assets to set themselves apart from the crowd. But finding truly engaging content can be exhausting, especially when your main gig consists of running a business. Here's how to add a little spice to your Tweets to enhance engagement:

USE PHOTOS. Because a picture is worth a thousand words, sharing pictures on the micro-blogging network seems a viable solution. Twitter's latest design makes images more prominent, and that's something we can get behind. Make use of this new feature by sharing high quality images with your

followers such as a behind-the-scenes look at your business, informative graphics for special offers, and much more.

SHARE VIDEOS. We're in a visual generation, and video is the newest approach to marketing strategy. Consider sharing videos that show a behind-the-scenes aspect of your business, giving your followers insights on what happens on any given day. Also, keep your videos short and sweet as engagement often drops significantly after about 30 seconds. Vine and Instagram make it easier than ever before to create, share, and discover videos.

INCLUDE QUALITY CONTENT. If content is king, what's the queen? Many people say it's the research put forth in creating said content, while others say it's the context in which the content is delivered. Whatever the "queen" of your content may be, there are a few factors that regulate what's quality and what's not. Content must be relevant, informative and valuable to those who are accessing it. Here are some tips to keep in mind when creating content for your small business:

QUALITY CONTENT ADDRESSES THE NEEDS OF A SPECIFIC AUDIENCE. To create a smart content marketing plan, you need to know the kind of customers you're targeting. Who are they? What are their interests? Why should they care about your

company and brand? Capturing an audience with the right key words is a great way to address your audience's needs.

QUALITY CONTENT IS JARGON-FREE. Your customers shouldn't have to decipher the meaning of your content. Knowing your audience is a significant factor in deciding the language you can use.

QUALITY CONTENT DOESN'T SOUND SALES PITCHY. Content shouldn't sound like an advertisement, but it does need to have a subtle marketing message that can be tied back to your business strategy. The best content creates desire for what you're offering without trying to close a sale.

QUALITY CONTENT HAS AN EASY-TO-READ STRUCTURE. You want your content to look appealing. Headers, subheadings, bullet points, graphs, quotes, etc. help to organize your content. Avoid lengthy paragraphs and separate your content into separate consecutive posts if it is too long.

QUALITY CONTENT INSPIRES ACTION. Quality content addresses the needs of a specific audience. The content you deliver should pique the interest or stir emotion in the customer. If customers have found your discussion personally relevant, they're more likely to engage in a conversation.



Section 3:

Intent-Based Marketing

Intent-based marketing is a successful way to reach potential customers. Providing goods or service customers are actively seeking when they're seeking it gives you an edge over competitors and shows you're in touch with your target market. But what happens when you can't determine intent from simple human behavior? Now that intent-based marketing is becoming so commonplace, it's getting harder to identify intent.

WE'VE ALL encountered a similar issue: Say one of your friends on Facebook posts a link to a website where he or she got a good deal on baby shoes. You don't have a baby and aren't planning on having one for a long time but you're curious and easily distracted, so you click the link. The next day you check your email, and there's a banner ad advertising baby shoes. This ad follows you around site-by-site. Next thing you know, your boyfriend uses your computer, sees a banner ad for baby shoes and then you have to explain to him why you were looking at baby shoes in the first place. You were simply exercising a behavior, not purchase intent but it's difficult for businesses to distinguish between the two.

COMPANIES COULD be spending a majority of their budget targeting consumers who have no intention to purchase from or contact them. So what are some ways you can maximize your intent-based marketing and reach out to potential customers who really do want to interact with your business?

FIND OUT EXACTLY WHAT THEY WANT. In the age of social media, people aren't shy about voicing their wants or needs. Just do a simple Twitter search of "need food," and you'll find thousands of people letting the world know they're hungry. This eliminates the guessing game when it comes to determining intent versus behavior.

GIVE THEM A TARGETED OFFER. Once you identify a potential customer's want or need, you can reach out to that customer with a targeted offer. If you see that one of your Twitter followers tweeted that he or she is hungry, you can reach out to the follower with a personalized offer to visit your restaurant for a free drink or side with an entrée purchase. The intent is there, and you have fulfilled a need while enticing a new customer.

PROVIDE SIGNIFICANT SAVINGS TO YIELD POSITIVE RESULTS. Businesses should provide valuable special offers that will attract potential customers with something they can't find elsewhere, like 20 percent off their next in-store purchase. Do some research and investigate what your nearby competitors are offering in terms of discounts and promotions. Then think about what you can offer potential customers and how you can essentially "win" their business.

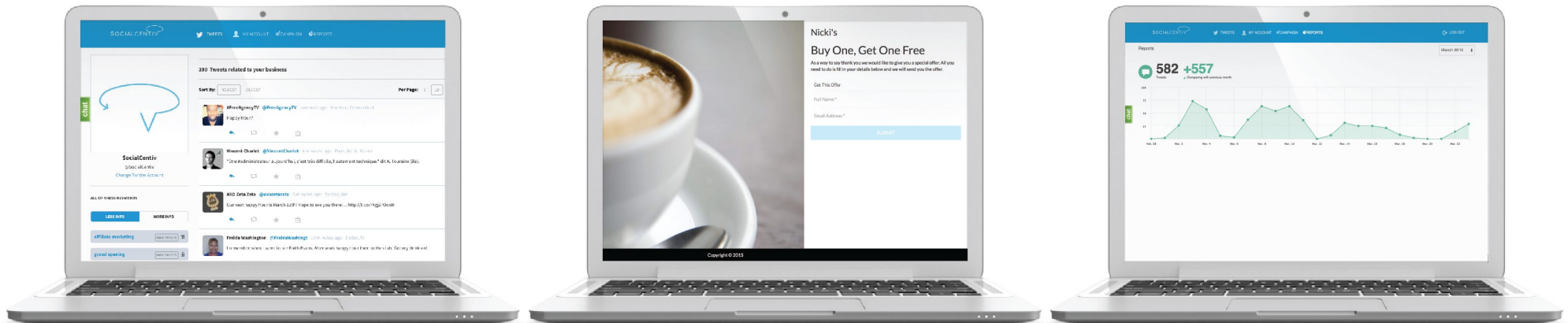
MAKE IT HARD FOR THEM TO SAY NO. By offering them what they want when they want it and giving them a compelling offer, you can make it hard for

them to say no. By personally targeting potential customers, you are maximizing intent-based marketing and discovering customers with real intent.



How SocialCentiv Helps Small Businesses

SocialCentiv is a marketing application for lead generation on Twitter that allows small and medium-sized businesses to run effective intent-based marketing campaigns. We provide all the tools you need to find conversations on Twitter in which consumers are talking about buying your product or service, respond to them with an offer, and capture new leads.



How SocialCentiv Works



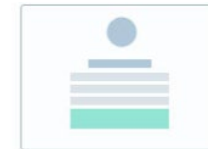
REACH CUSTOMERS ON TWITTER.

Potential customers are expressing an interest in your products, services or information related to your business. SocialCentiv helps you find those Tweets when and where they're happening.



RESPOND WITH AN OFFER.

Reply to these tweets in real-time with a discount, promotion or relevant information and your response shows up in the potential customer's Twitter feed as a natural conversation.



GROW YOUR BUSINESS.

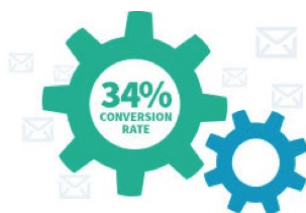
SocialCentiv connects your business to what's meaningful to potential customers in your neighborhood or the entire nation. Responding in real-time with an incentive gives potential customers what they want, when they want it.



How SocialCentiv Works

TARGETED CONVERSATIONS

Our powerful Web application gives you all the tools you need to combine social listening, marketing automation and social incentivization into one, easy-to-set-up campaign. With industry best practices built in, you'll be responding to your first conversation in minutes. Here are some of the super-awesome features the SocialCentiv app provides:



MARKETING AUTOMATION

Landing pages and automatic follow-up emails are built into the system for lead capture and automated offer delivery.



STRAIGHT FORWARD REPORTS

Intuitive, real-time data displays profiles and photos of consumers who received your business's offers.



INDUSTRY-SPECIFIC BEST PRACTICES

With predefined industry keyword options, landing pages and emails, you'll have a great starting point for your campaigns that can be configured to meet your needs.





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