

Please Retweet!

[10 Steps To Help You Extend Your Tweets To A New Audience]



Preview Summary

You are a powerful brand advocate for your company. You are the only one that can provide access to an audience that cannot be easily reached by your brand or company. By building up and reaching out to your social network you can help extend your company's or brand's message over 10-fold! Maybe even more! In fact, Dell reports that only 8% of a brand's social media followers overlap with an individual coworker's followers.

Your role is also critical to extending a brand's message. Gartner reports that 70% of a people trust a person's recommendation about a brand (e.g., at retweet) vs. 15% who trust a message directly from a brand. Your friends and network see you as an expert and you need to leverage that positioning!

This presentation reviews 10 easy steps to use retweeting as a way to extend your message to help be a part of a brand's social business strategy to reach an audience that is not currently reachable.

Thank you for your interest!

@GerryMoran



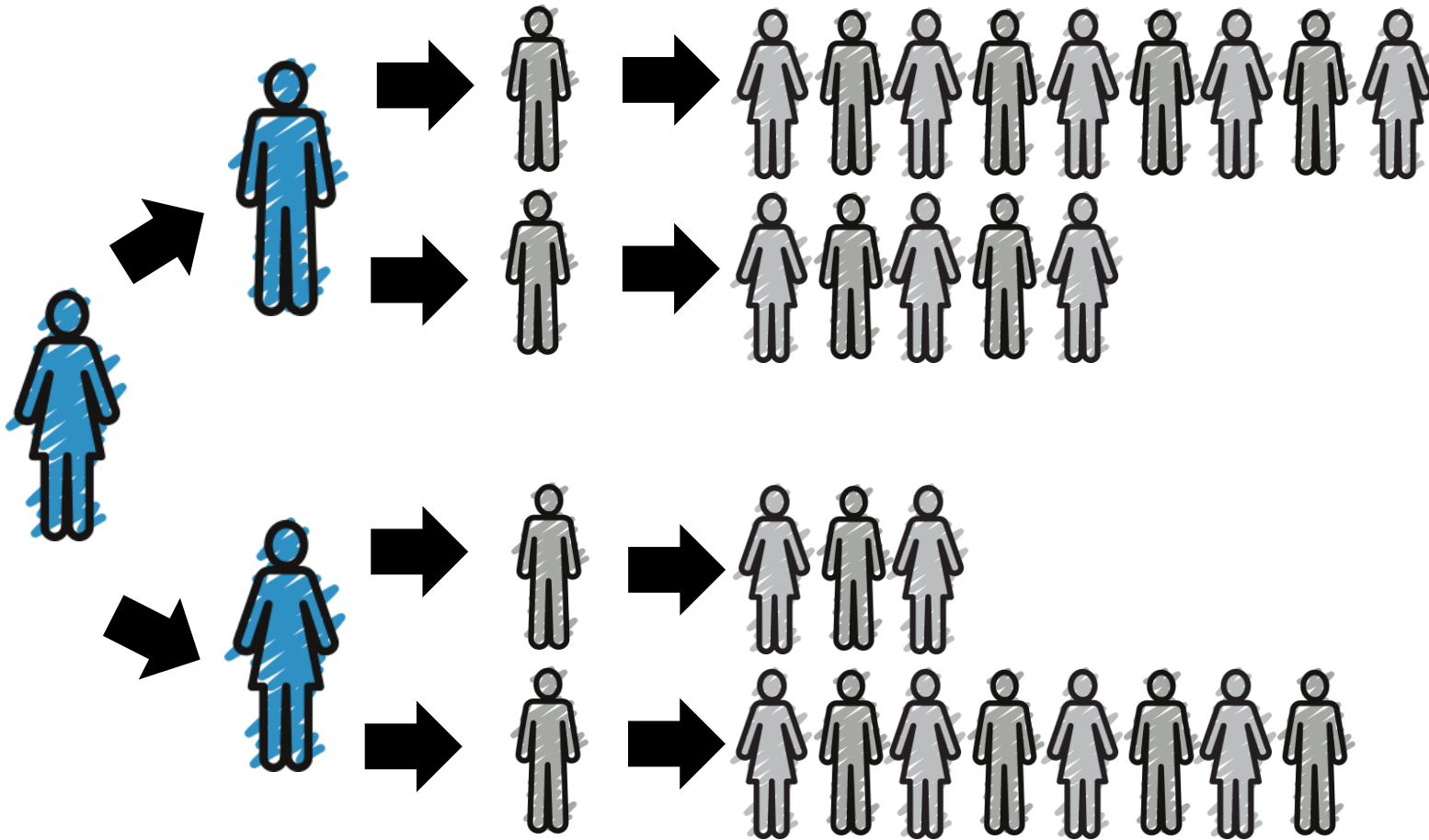
Goal: Think how to extend your brand's reach.



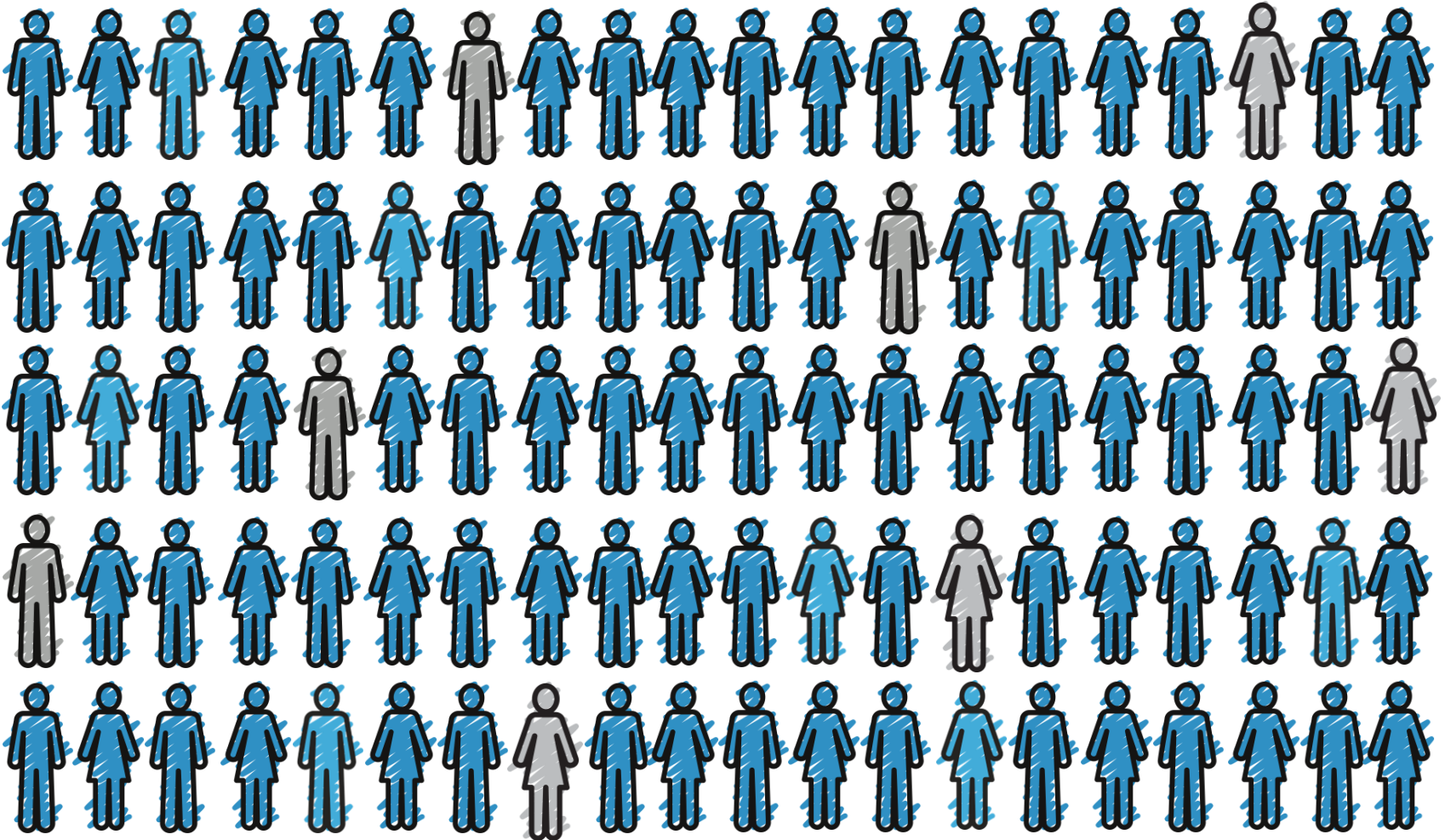
Stakeholder advocacy is key to a brand's success.



Retweets **extend reach** of a message



Only 8% overlap of followers



Source: Dell



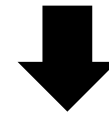
Your followers trust YOU more than a brand.

Your friends & contacts **trust YOU**



15% trust brand posts
by on social sites

Key Point



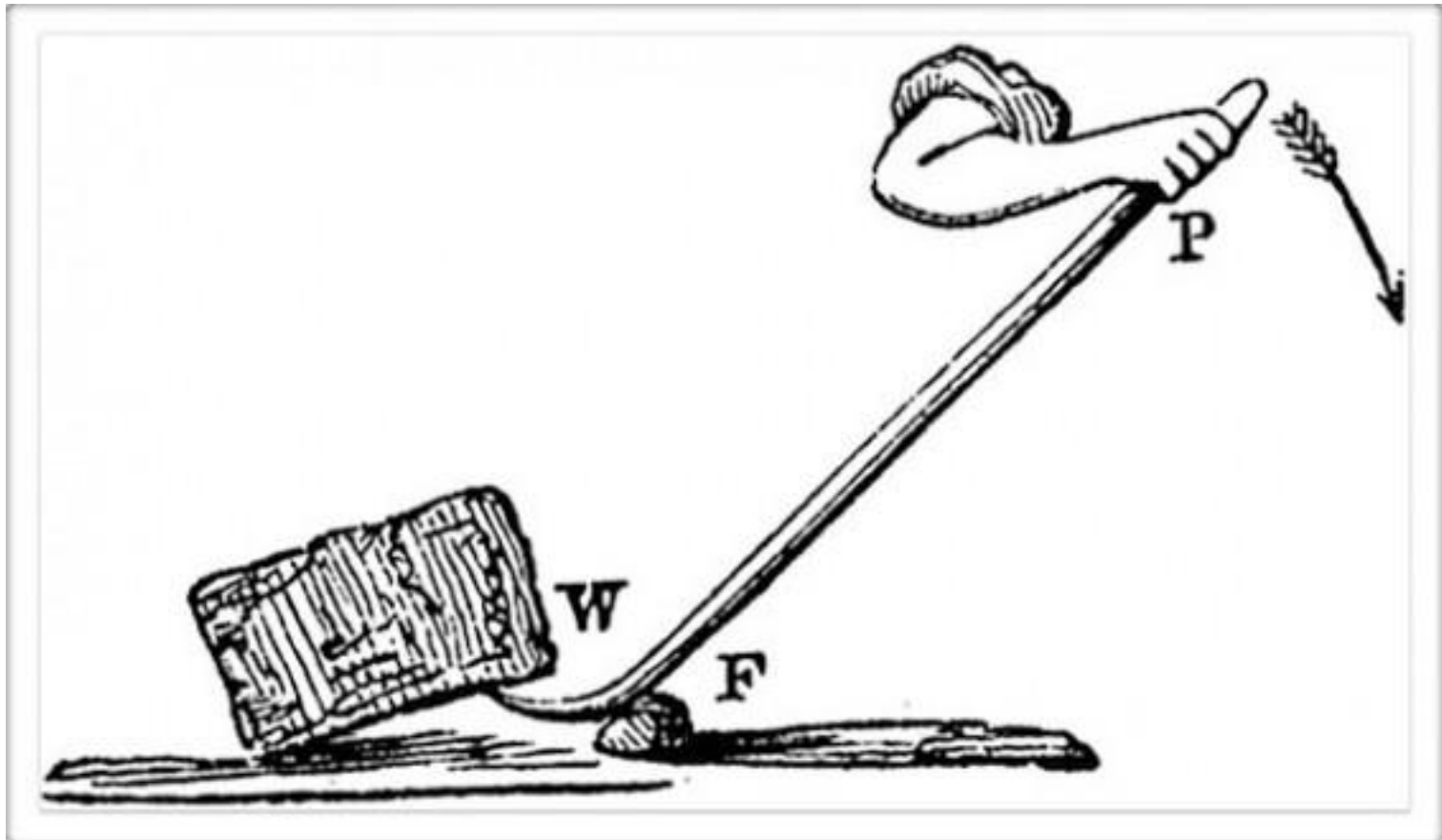
70% trust brand
recommendations
from friends

A man with glasses and a beard, wearing a dark blue t-shirt, sits at a round wooden table. His hands are clasped in front of him. Behind him is a whiteboard with the word 'EXPERT' written in green marker. A green arrow points from the word down to the man's head. The whiteboard is flanked by two large black rectangular panels.

EXPERT

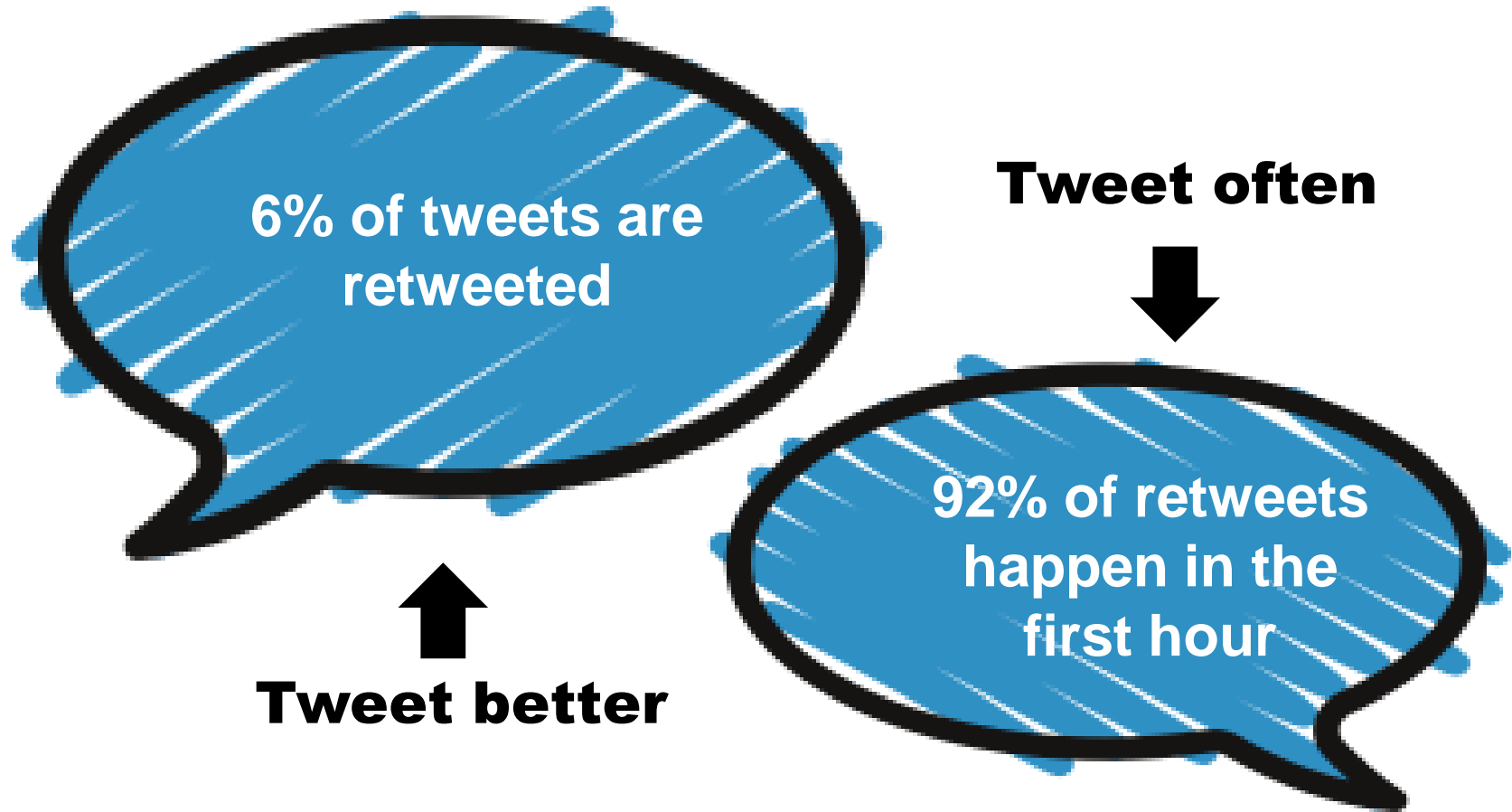
Your friends and family see you as THE expert.





So, you want to leverage that trust.

What we know about retweeting





How To Write A Tweet To Get It Retweeted

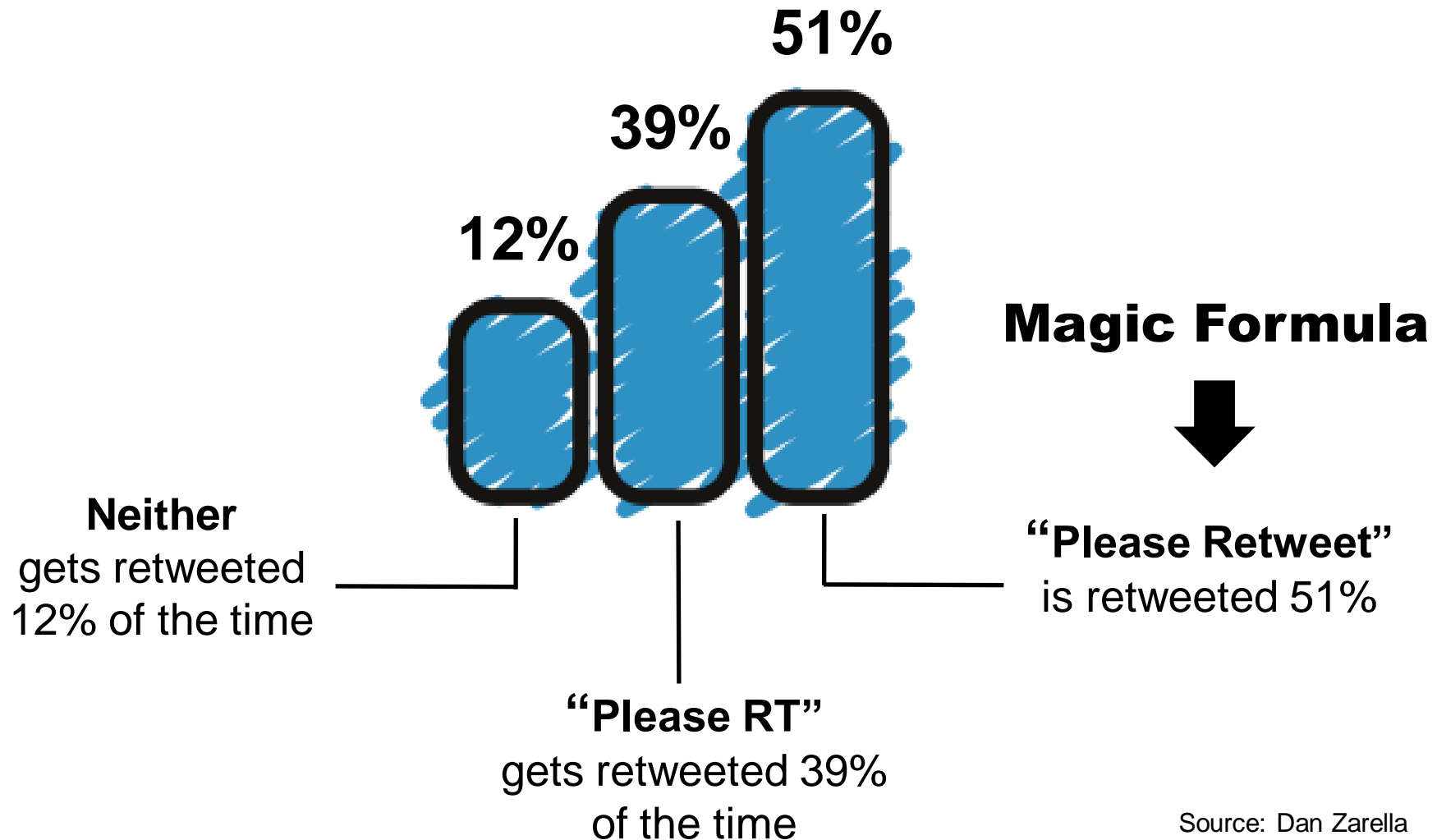




Mind your manners and say “please”.



“Please Retweet” Gets 4x More RT’s



A photograph of a marquee sign for The Rolling Stones. The sign is illuminated and displays the text "TONIGHT THE ROLLING STONES SOLD OUT" in a bold, sans-serif font. The sign is mounted on a building facade, and a small potted plant is visible to the right of the sign. The background is dark, suggesting it is nighttime.

**TONIGHT
THE ROLLING STONES
SOLD OUT**

With tweets, it's all about the headline.

Use your headline to get retweets

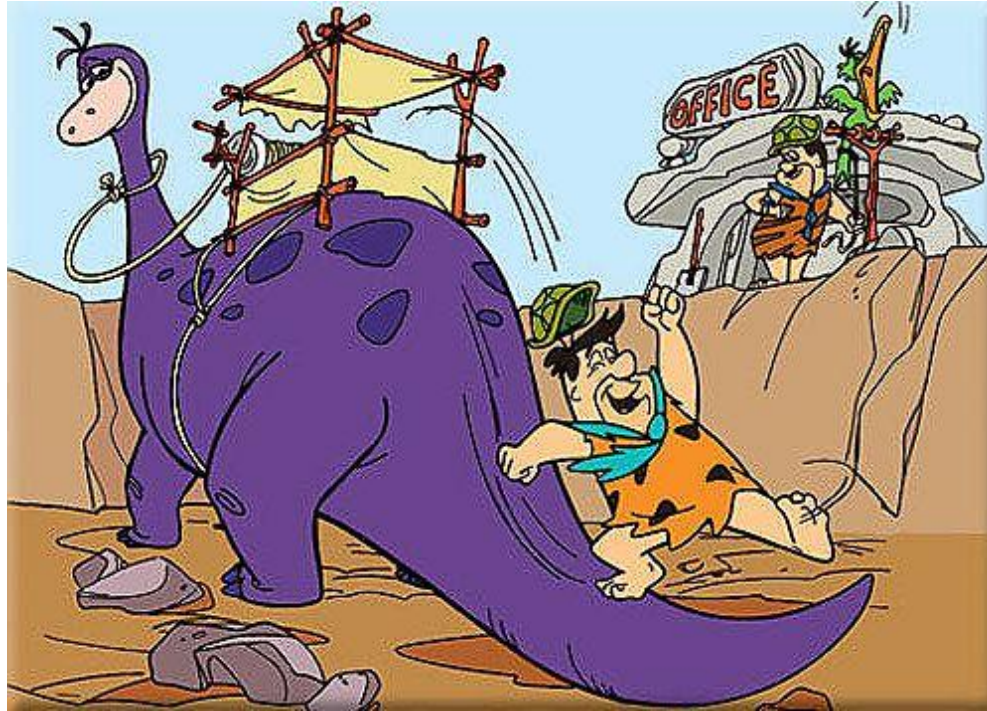
Run Your LinkedIn Profile Like A PPC Campaign And Get Found More Easily ow.ly/mmi2O 13 clicks 25 Jun 2013, 6:40 AM Pacific time	0	2
#Infographic To Measure Your LinkedIn #SocialSelling Success. ow.ly/mmhXC 12 clicks 25 Jun 2013, 5:40 AM Pacific time	1	3
How To Pick The Best Keywords For Your Blog ow.ly/mmhQH 15 clicks #contentmarketing 25 Jun 2013, 4:40 AM Pacific time	1	4

15% of retweeted tweets never get clicked.



Timing matters if you want to be retweeted.

Tweet At The End Of The Day



Tweets between 3PM and 5PM get the most retweets ... and Friday's are the best! And others say ... tweet between 12PM and 2PM, so you just need to pay attention.



Don't tweet about you or your company so much.


Tweet Retweetable Words

- | | |
|------------|--------------------|
| 1. You | 11. Please Retweet |
| 2. Twitter | 12. Great |
| 3. Please | 13. Social Media |
| 4. Retweet | 14. 10 |
| 5. Post | 15. Follow |
| 6. Blog | 16. How To |
| 7. Social | 17. Top |
| 8. Free | 18. Blog Post |
| 9. Media | 19. Check Out |
| 10. Help | 20. New Blog Post |









Including links in your tweets is key to RT success.

>50% of tweets with links get RTed

 **SAP North America** @SAPNorthAmerica 3h

If you ordered a meal that came out incorrect, you'd send it back, right? Do you do that with #data? spr.ly/6018Z6fk #IT

 Hide summary  Reply  Retweet  Favorite  Buffer  More



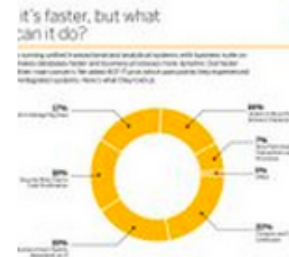
Business Innovation

Great Data! So, How Long Before We Learn Something From It? -...

By **Business Innovation** @Biz_Innovations

Did you know someone can run a marathon before businesses can find insight in their data? Is your business being held back too?

[View on blogs.sap.com/innovation](http://blogs.sap.com/innovation)



3

RETWEETS

1

FAVORITE



9:00 AM - 28 Jun 13 · Details

Flag media



Size matters when it comes to the tweet length.



Keep you tweets to **70-100 characters**



Gerry Moran @GerryMoran

25 Jun

How To Pick The Best Keywords For Your Blog ow.ly/mmhQH
[#contentmarketing](#)

[Collapse](#) [Reply](#) [Delete](#) [Favorite](#) [Buffer](#) [More](#)

4
RETWEETS

1
FAVORITE



SCALE: 140 characters

By @GerryMoran

Another
MarketingThink.com
Social Media Blueprint

How To Build The Perfect Retweet

Rev. Feb. 10, 2013

Original Handle. Use @username to ensure readers and author are aware of attribution

Coaching: If you get a thank you for the RT, continue the conversation with the author

Link. Keep the original link, but shrink it to track metrics

Coaching: Make sure the link still works

RT @GerryMoran 4 Reasons To Start Retweeting Today owl.y/grUdh
great #contentmarketing advice!

RT. Place "RT", the abbreviation for retweet,

Character Count.
Modify original message

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How To Build The Perfect Retweet.

test performance

characters

140-character count limit doesn't mean you need to use the entire space!

Keep the **source's handle** in your RT



Julie Knight @JulieKnight

14h

Lessons Learned....I hope? Tnx RT @GerryMoran Ways To Avoid
Being A Lazy Retweeter ow.ly/mqZKV

Expand

Keep the RT in front author's handle



..

Make sure the **link still works**



Jo-Anne Redwood @joanneredwood

22h

RT @GerryMoran: Use A Sentiment Analysis Report To Be A
Better Social Seller & Marketer #Infographic bit.ly/17AqVsW

Expand

..

Add your 2 cents to the retweet



Elizabeth Gaines @eagaines

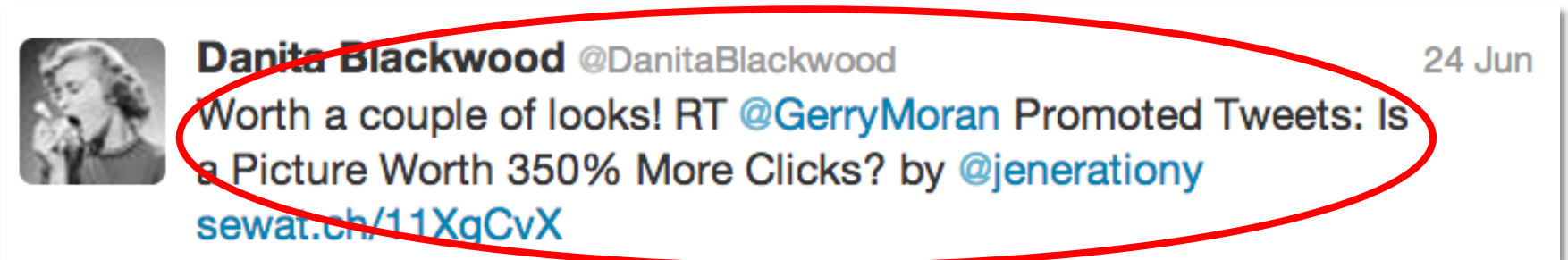
25 Jun

Good advice from @GerryMoran. RT: Run Your #LinkedIn
Profile Like A PPC Campaign And Get Found More Easily
bit.ly/14oGjIP

Expand

..

Modify message to for best length



..

SCALE: 140 characters

By @GerryMoran

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Original Handle. Use @username to ensure readers and author are aware of attribution

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Coaching: Make sure the link still works

RT @GerryMoran 4 Reasons To Start Retweeting Today owl.y/grUdh great #contentmarketing advice!

RT. Place "RT", the abbreviation for retweet, in front of the message

Coaching: Never just click on the RT button (that's lazy)

Your Message. Add your "two cents" and hashtag to add value for your followers

Coaching: Place your message in front of the RT to test performance

Character Count. Modify original message to fit into under 120 characters for additional RTs

Coaching: Keep your tweet closer to 100 characters

← 140-character count limit doesn't mean you need to use the entire space! →



So, what's your next step?



Your **Next** Steps

1. Start asking for the retweet
2. Use a headline format to get your tweet retweeted
3. Tweet in the afternoon to get retweeted
4. Don't tweet about you!
5. Use the top 20 words, not all in one tweet, to get retweeted
6. Include links in your tweets
7. Keep your tweet length between 70-100 characters
8. Place a RT in front of the author's handle when retweeting
9. Make sure the links always work
10. Add your two cents and POV to the retweet
11. Contact Gerry Moran at 215-817-4085 or Gerry@MarketingThink.com for a social media coaching session.

Thanks!



@GerryMoran

gerry@marketingthink.com

215-817-4085

MarketingThink.com

Social Media And Marketing Coaching Blog



/MarketingThink



/GerryMoran