



"WE BRING CUSTOMERS TO **YOUR** FUN STUFF
THROUGH SOCIAL MEDIA"

***WHY* Businesses Need Twitter**

By

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Chief of Client Stuff



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Copy of Today's PowerPoint Presentation

Will be Provided by

Giving Jason (me) a Business Card

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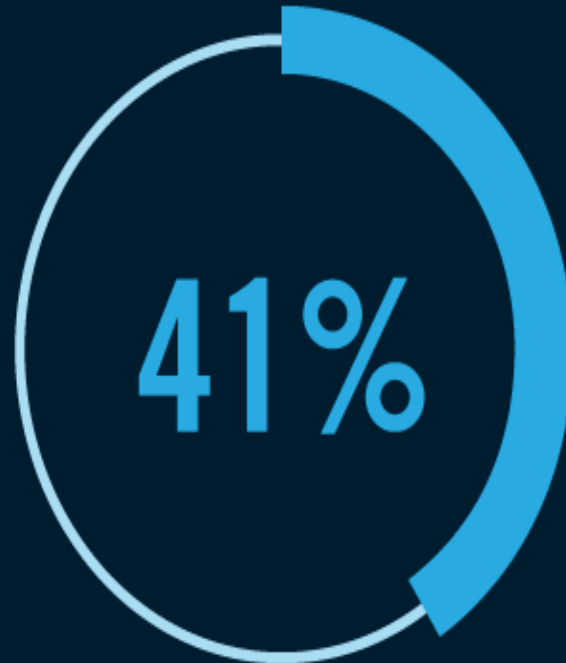
FACEBOOK FANS

On average, fans spent an additional \$71.84 on products for which they are fans of, compared to those that are not 'fans' on Facebook.

Fans are 28% more likely than non-fans to continue using the brand.



Fans are 41% more likely than non-fans to recommend a fanned product to their friends.



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FACEBOOK

FACEBOOK FANS

In a recent survey conducted by Syncapse, 20 brands were evaluated to see the economic potential of having fans on Facebook. Below are some of the results for the most recognized brands.

McDonald's



Starbucks



Xbox



Playstation



Nutella



Avg. amount spent by a Facebook Fan

Avg. amount spent by a non-Facebook Fan

Coca-Cola



Nike



Victoria's Secret



Motorola



Nokia





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A Few Twitter Stories


- Fun City Social Media
- Bull Publishing Company

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Doug Cook
@cook


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 **cook** Doug Cook
Nebbiolo ftw #marcmad
26 Mar

 **cook** Doug Cook
Last week: snow. Yesterday: thunderstorm. last night: crazy wind. I miss San Francisco, but I realize how much I missed real weather, too.
19 Feb

 **cook** Doug Cook
Quiet, warm morning here in Boston. The snow is melting!
18 Feb

 **cook** Doug Cook
The governor of California is a big guy. #ellerdale
31 Jan 10


 **cook** Doug Cook
ahnuld is the governor of california. #ellerdale
31 Jan 10

 **cook** Doug Cook
Conan O'brien is not a fictional character. #ellerdale
31 Jan 10

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 **About @cook**

31 Tweets	1 Following	48 Followers	4 Listed
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Cook Train Eat Race <http://cooktraineatrace.com>

Jason Bahamundi
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Jason Bahamundi
@CookTrainEatRce Lewisville, TX
This is the official twitter page of the site Cook Train Eat Race. I am passionate about healthy living that revolves around cooking, eating, training & racing.
<http://cooktraineatrace.com>

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Tweets Favorites Following Followers Lists

CookTrainEatRce Jason Bahamundi
@lvnstrong @UltraMamaC @batgrlSullivan Do the Stars need a player? Maybe a 5'6" thug to garner PIM?
1 hour ago

CookTrainEatRce Jason Bahamundi
@lvnstrong @UltraMamaC @batgrlSullivan so if I pick up hockey I have authority to take a nap?
1 hour ago

CookTrainEatRce Jason Bahamundi
@vrljc yeah that will definitely help and all your training goes into that as well. It's going to be an epic weekend in 19 days.
1 hour ago

CookTrainEatRce Jason Bahamundi
@tmbrunnerfirst sent me to @OnlineShoes_com to try to win a pair of @brooksrnning shoes. I'm hoping for the T7s. Enter the #giveaway
2 hours ago

CookTrainEatRce Jason Bahamundi
@vrljc nice low HR too. You are so ready for #IMLP.
2 hours ago

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Curious how Jason Bahamundi uses Twitter?
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About @CookTrainEatRce

7,456	2,001	1,662	53
Tweets	Following	Followers	Listed

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A Few Twitter Stats

*"190 million unique visitors come to
Twitter every month."*

"140 million Tweets per day."

"460,000 accounts created per day."

*"In a given week, users send a billion
tweets."*

-- March 2011



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Best Practices for Twitter

- Everybody is Selling Something.
- What is in a Twitter Name?
- Where & How does “Tweeting” Take Place?
- The Two True Purposes of Twitter.
- Follow People that Matter to Your Business, Follow Your Clients.



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How to Use Twitter

- Be Real.
- Tweet at Least Daily.
- Tweet 3-4 Times a Day.
- Stay on Topic 90% of the Time.
- Keep an Eye on Your Direct Message.
- Reply Back to People that Follow You.
- Data mine appropriate followers.

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June 6th, 2011 –

Apple Announces
Twitter to be a part
of the new iOS5
Core which runs
iPads, iPhones,
etc.





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Jack Dorsey – Co-Founder Twitter

This means that you'll be able to sign in to your Twitter account once and then tweet with a single tap from Twitter-enabled apps, including Apple's apps—Camera, Photos, Safari, Contacts, YouTube, and Maps. And developers of all of your favorite apps can easily take advantage of the single sign-on capability, letting you tweet directly from their apps too.

Building Twitter into iOS 5 truly creates the easiest way to share everything that's happening in your world. Take a picture, tap "Tweet". **Tweeting has never been simpler.**

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TWITTER

VALUE OF A TWITTER FOLLOWER

Below is an estimated worth of a Twitter account with 33,000 followers.

Monthly Investment



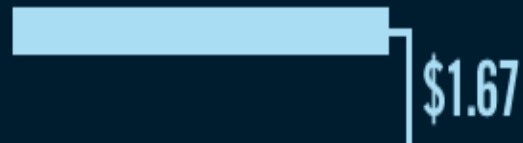
Monthly Return



Monthly Value of Follower



Monthly Cost per Follower



ROI: 43%

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CASE STUDY @DELLOUTLET

In the case of @DellOutlet, they sought to expand their brand awareness heavily through Twitter. These are the ROI results they generated soon after their Twitter page was launched.

**\$3
MILLION**



From Twitter followers who clicked through its posts to the website to make purchases.

**\$1
MILLION**



From Twitter followers in a 6-month span.

CASE STUDY @OLDSPICE

Sometimes the benefit of social media is its ability to create a central forum for new consumers. In the case of the Old Spice brand, a new commercial was launched which generated a lot of media attention. The Twitter and Facebook page became a rallying point for these new adoptees.

**2700%
INCREASE**



There was a 2700% increase in Twitter followers.

**800%
INCREASE**



There was a 800% increase in Facebook followers.

**300%
INCREASE**



There was a 300% increase in traffic to the brand site.



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**You Focus on Running Your Business,
We Focus on Bringing You Customers!**

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