



Twitter

Twitter, with more than 500 million active users, generates over 340 million tweets daily and handles more than 1.6 billion search queries per day. More than 50% of active Twitter users follow companies, brands or products on social networks. More than 57% of all companies that use social media for business use Twitter. Twitter users are more likely to recommend brands they follow and they are more likely to buy from brands they follow.

Twitter Setup and Design

Package Name	Twitter Setup & Design
One Time Service	Time for Completion - One Month
SMO PROFILE CREATION, DESIGN & OPTIMIZATION	
TWITTER SETUP	
Twitter Profile Creation & Optimization	Yes
Background Customization of Twitter Page	Yes
Branded Content Writing for Twitter Page	Yes
Twitter Page Information Population	Yes
WEBSITE SOCIAL INTEGRATION AND ANALYTICS	

Social Sharing and Social Interaction Buttons Installed on Website and Blog	Yes
Social Media Analytics Installation - Google Analytics via Website	Yes
MISCELLANEOUS SERVICE ITEMS	
Dedicated IP Services	Yes
REPORTING AND AUDITING	
Internal Report Auditing and Analysis	Yes
Work Reports	Yes

Twitter Marketing Services Packages

Here are our Twitter Marketing Services Packages to help your business succeed further:

Package Name	Twitter Small	Twitter Medium	Twitter Large
Recommended Minimum Duration <small>- can run for one month only, if desired</small>	6 Months	6 Months	6 Months
MONTHLY TWITTER MARKETING SERVICES			
SOCIAL MEDIA SERVICES BREAKDOWN			
TWITTER MARKETING			
Tweets	10	20	30
Backlink Building from Tweets	Yes	Yes	Yes
Twitter Follower Acquisition	10	15	20

MISC SERVICE ITEMS			
Dedicated IP Services	Yes	Yes	Yes
REPORTING AND AUDITING			
Internal Report Auditing and Analysis	Yes	Yes	Yes
Work Reports	Yes	Yes	Yes
Social Media Analytics	Yes	Yes	Yes

Twitter Profile Creation & Optimization

Twitter is a real-time micro-blogging service where mini-messages ("tweets") are sent by users to share their ideas and links to sites they like. The tweets are restricted to 140 characters in length, including spaces, and this has forced many users to find creative ways to get their messages across.

To start, we'll be asking for accurate details that we can use to start building your business' own Twitter page. These include an Email Address, the desired Name of the Twitter profile, the Location of the Business, and a Profile Picture. Target keywords can also be inserted into the "About" section of the profile upon request.

If there is already a Twitter Profile that you would like us to use, we would need to ask for the access details for it (Username and Password), and we will be optimizing it for added visual appeal and target audience impact.

Background Customization of Twitter Page

By changing the background, Twitter users have the opportunity to put their own visual spin on their profile. We will be customizing your Twitter background (the background image that visitors see when they view your Profile) to help you maximize the number of followers you can get.

We'll be asking you to provide us with the images that we will customize and insert in your Twitter Profile background.

Branded Content Writing for Twitter Page

First impressions are crucial, and for many, Twitter may be the first instance where they encounter your brand. To give them a proper introduction, the content of the page must be consistent with how the brand is displayed elsewhere.

We will be writing branded content to post on your Twitter Page, with particular attention to the "About Us" section, to give customers a proper preview of the company or business. It is also important to assure loyal customers that your voice is the same, no matter where they find you.

[Twitter Profile Information Population](#)

Credibility is important in the world of social networking, and that credibility can be measured partly by how easily people can get to know you. Sharing information about yourself is a great place to start.

For the Twitter Profile, we will be uploading information and contact details that are sent to us for specific use there.

[Social Sharing and Social Interaction Buttons Installed on Website and Blog](#)

To increase customer engagement, it is ideal to give them the opportunity to interact with you. Customers who enjoy your company's services and offerings will want to know how to get in touch. While email and customer hotlines are still around, Social Media is fast becoming a preferred alternative.

To this end, we will also be installing buttons onto your website and blog that will refer customers to your Twitter Page.

[Social Media Analytics Installation - Google Analytics via Website](#)

Google Analytics has incorporated a Social feature which shows traffic data gathered through Social Media websites. This is a great tool to measure the efficiency of the Social Media campaign which is why we will install Google Analytics onto the website as part of Social Integration. We will need to request for FTP and CPANEL access to the website in order to install Google Analytics.

If the website already has Google Analytics installed, we would need to request our Gmail account to be provided Administrator access to it.

[Dedicated IP Services](#)

We use dedicated IP Services for your campaign to make sure we do not encounter any problems with Social Media site's local security.

[Internal Report Auditing and Analysis:](#)

For your convenience, we will make sure that reports will include only relevant information, and the most significant trends and inferences will be determined from the data.

[Work Reports](#)

All tasks will be tracked throughout the whole month and are reflected on the monthly report which includes all progress and final outcomes.

[Tweets](#)

With regular tweets, we will ensure that your Twitter profile has credibility and presence on the social network. An online presence cannot be successfully established without activity, and this is especially true for Twitter, where real-time updates are the main source of the platform's value.

[Backlink Building from Tweets](#)

Tweets are also a good opportunity to generate traffic to your site. By incorporating links to your site into tweets, we increase the chances of people visiting your website, where they can learn more about your services and offerings.

Twitter Follower Acquisition

For the tweets to have an impact, we must acquire followers. Any tweets we publish will appear on a follower's feed, which will let him or her read your messages. This be especially beneficial for updates with backlinks, where exposure is crucial.

Dedicated IP Services

We use dedicated IP Services for your campaign to make sure we do not encounter any problems with Social Media site's local security.

Internal Report Auditing and Analysis

For your convenience, we will make sure that reports will include only relevant information, and the most significant trends and inferences will be determined from the data.

Work Reports

All tasks will be tracked throughout the whole month and are reflected on the monthly report which includes all progress and final outcomes.

Social Media Analytics

Using analytics tools for social media, we can measure the effectiveness of our efforts to engage users. Metrics we use include mainly click counts and number of followers, but can also include favorites and replies to tweets.