



TWITTER MARKETING PLAN WORKSHEET

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INTRODUCTION. What do they say? *Failing to plan is planning to fail.* This worksheet helps you begin to brainstorm a step-by-step Twitter marketing plan

TWITTER ACCOUNT CONCEPT. Take your Business Value Proposition, and adjust it (if necessary) so that it makes sense for your Twitter page. What angle can you give it that will be in synch with the fast-paced, newsy, keep-in-touch pace of Twitter? If Twitter is a party, what type of party are you going to throw on Twitter?

TARGET CUSTOMERS. Define who needs your product or service. Segment these customers into specific groups, often called mindsets or personas. Who wants what you have? Are they on Twitter? Indicate if so, and explain what are they “doing” on Twitter -

Type 1: _____
Type 2: _____
Type 3: _____

- Yes, our customers are on Twitter. No, they are not.
- Kinda sorta (e.g., ONLY during a major tradeshow)

TWITTER MARKETING VALUE. Summarize the marketing value, if any, you see in Twitter for your company:

We see marketing value in Twitter: a lot some neutral not much

The primary value(s) from Twitter to our company are:

- Interacting with existing customers Finding new customers
- Being discovered via Twitter Staying in contact with customers
- Social sharing, customers will likely share (retweet) our content
- eWOM Customer Continuum, nurturing customer evangelists
- Trust indicators: we need to be on Twitter to look substantial
- Using Twitter to interact with influencers (e.g., @journalists).
- Using Twitter #hashtags to comment on, and catch the wave of timely topics

TWEET INTERACTIVITY. Why will potential customers “follow” you on Twitter? What will they “get” out of it? And for individual tweets, why will they favorite, interact with, and even retweet your tweets?

They will follow us on Twitter because: _____

They will read / favorite our Tweets because _____

Tweet Concept #1 _____
They will like this type of tweet, because: _____

Tweet Concept #2 _____
They will like this type of tweet, because: _____

Tweet Concept #3 _____
They will like this type of tweet, because: _____

TWITTER RESPONSIBILITY. Who will be responsible for Twitter marketing at your company?

- Twitter set up issues: _____
 - Text issues / content: _____
 - Graphical / photo issues _____

- Twitter content issues: _____
- Finding other people's content to share: _____
- Creating our own content to share: _____
 - Text content : _____
 - Image / photo content : _____

We plan to tweet via Twitter:
_____ times per day / week / month

OTHER THOUGHTS AND IDEAS ABOUT TWITTER. Having researched a) whether your potential customers are on Twitter, and b) what competitors are doing on Twitter (and/ or companies to emulate in terms of their marketing, even if not in your industry), what general thoughts, concepts, "big picture" ideas do you have about Twitter?

We see potential in Twitter for our business marketing plans because:

After we've set up our Twitter account, we believe we can do the following types of tweets and they will help us grow our Twitter community because:

We will measure our success on Twitter by the following metrics: