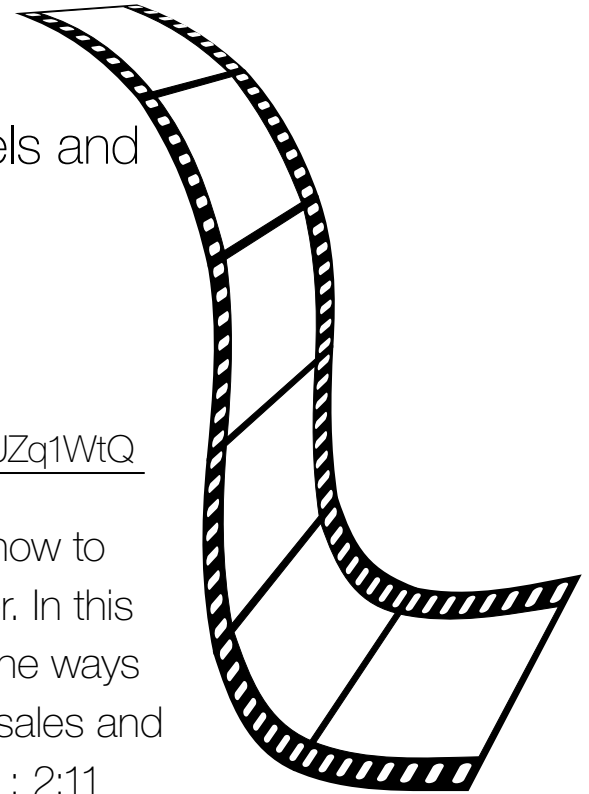




video case



chapter 2 E-commerce Business Models and Concepts

case 2.1 Twitter for Business

watch the video at

<https://www.youtube.com/watch?v=BGirUZq1WtQ>

summary

Twitter is a very simple tool to learn how to use, but a very difficult one to master. In this video, you will learn about some of the ways businesses can use Twitter to drive sales and improve perceptions of their brand. L: 2:11

case

As most know by now, Twitter allows users to express themselves by creating content in the form of “tweets” and sharing them with followers. For the majority of users, Twitter is a great way to get news and other content delivered in bite-size form from friends, public figures, and businesses, while also allowing users to distribute this type of content to their own followers. Other types of users derive different benefits from Twitter. For journalists and news organizations, Twitter is the fastest way to deliver breaking news and other work to their audiences. For celebrities, Twitter is a unique and personal way to interact with fans, sometimes one-to-one, but more often on a one-to-many basis, like Katy Perry does with her 108 million followers. This complex web of social connections has helped Twitter grow into an online juggernaut with a reported 330 million monthly active users as of 2018.

continued

Twitter has focused mostly on growing its base of active users, but these social connections don't represent a viable business model on their own. That's why Twitter has also continued to innovate and provide tools for another type of user: companies of all shapes and sizes looking to find new customers amidst the flurry of tweets and conversations. What better place for a company to advertise than a social network where users are already talking about the things they're doing and the products they enjoy using? Twitter's goal is to monetize its platform with marketing and advertising techniques that don't feel like traditional advertising, just the way Facebook and Google do.

Maintaining an active Twitter presence is just as important and as useful for Fortune 500 companies as it is for smaller local businesses. The video briefly mentions several companies who launched unique Twitter marketing and outreach campaigns, such as American Express, Morton's Steakhouse, and Burberry, but the possibilities for marketing on Twitter are limited only by users' imaginations. Businesses can ask their followers to tweet pictures of themselves using particular products, and award prizes or special deals to the most creative submissions; they can engage with customer service requests on a one-to-one basis, earning valuable customer loyalty in the process; they can request that their followers retweet particular tweets, extending their reach to their followers' networks as well; or they can participate in trending hashtag topics that are relevant to their business to increase their exposure.

These techniques are simple and cost-effective even for smaller businesses—most of them are baseline features of Twitter and cost nothing but time and energy to execute. However, Twitter has continued to launch new ways for businesses to better engage with their followers online. The Twitter Analytics series of tools allows users to gain deeper insight into their Twitter experience. With Twitter Analytics, users can quickly isolate and compare their account's most popular tweets, obtain valuable demographic knowledge about their followers, and track mentions and keywords to better understand the conversation surrounding their business. Twitter Analytics also has tools to identify an account's most influential followers—people with social influence who are particularly devoted to the brand and products. Working together with these users can be tremendously helpful for any business.

Twitter Analytics can also measure the impact of other types of Twitter marketing efforts, such as Promoted Tweets and Promoted Accounts, which improve a company's results in different types of Twitter searches for certain topics. Users can also measure the impact of Twitter's fledgling Twitter Cards feature, which is an embeddable "card" with the capability of displaying pictures, videos, and text together in various combinations. The value of

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Twitter Cards to marketers is that they stand out from regular text tweets, especially on mobile devices, leading to higher rates of clicks and retweets. Twitter Analytics and services like Promoted Tweets and Promoted Accounts are paid services that Twitter hopes will become indispensable to all businesses.

Twitter's revenues have grown steadily since it launched an IPO in late 2013, suggesting that more and more businesses are taking advantage of these services. However, it has not yet shown a profit, although its losses are narrowing. Twitter's financial performance has affected its stock price, and its future prospects are uncertain. Still, Twitter and its associated vocabulary have become fixtures in today's social media landscape. Even if it doesn't achieve profitability as fast as investors would like, there's still time for Twitter to develop the right mix of free and paid services to get there eventually.

video case questions

1. How have American Express, Morton's Steakhouse, and Burberry's used Twitter?
2. What steps does the video indicate a company should take to get started on Twitter?
3. What are some Twitter features and products that businesses can use that are noted in the video?