



to tweet or not to tweet

#TwitterTips4Tourism

www.TwitterTips4Tourism.com

www.KeithKeller.com.au

Global Twitter Marketing
SPECIALIST

@KeithKeller

www.Twitter.com/KeithKeller

HASHTAGS (#) FOR TODAY

#ShowcaseNZ2016

#TwitterTips4Tourism

@KeithKeller

www.KeithKeller.com.au

Global Twitter Marketing
SPECIALIST

@KeithKeller

www.Twitter.com/KeithKeller

#ShowcaseSelfieNZ



www.KeithKeller.com.au

Global Twitter Marketing
SPECIALIST

@KeithKeller

www.Twitter.com/KeithKeller

SO WHY TWITTER?

310 “MILLION” Active Monthly Users
(May 2016)



www.TwitterTips4Tourism.com



www.TwitterTips4Tourism.com

Rank	Country	No. of Twitter Accounts
1.	United States of America	120 million
2.	Brazil	40 million
3.	Japan	34 million
4.	United Kingdom	28 million
5.	Indonesia	22 million
6.	India	17.5 million
7.	Mexico	12.4 million
8.	Philippines	10 million
9.	Spain	8.3 million
10.	Canada	6.7 million

www.KeithKeller.com.au

Global Twitter Marketing SPECIALIST

@KeithKeller

www.Twitter.com/KeithKeller

Explore Hashtag & Keyword SHOWCASE NZ 2016

4/7/2016

Number of Tweets

100

Number of Countries

6

ALL COUNTRIES

Number of Cities

14

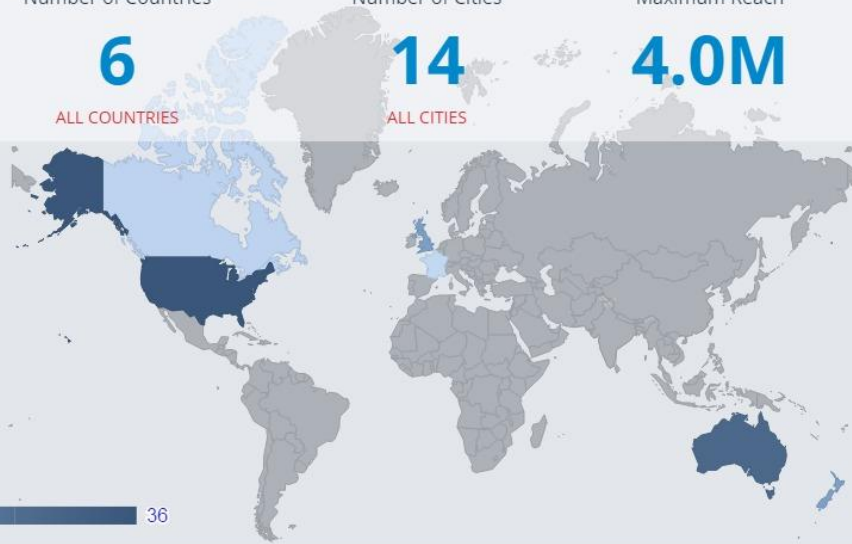
ALL CITIES

Maximum Reach

4.0M

Impressions

30.6M



Top 3 Countries 1 USA 2 Australia 3 New Zealand

Top 3 Cities 1 Melbourne 2 Philadelphia 3 London

Explore Hashtag &
Keyword SHOWCASE NZ 2016

www.TwitterTips4Tourism.com

www.KeithKeller.com.au

Global Twitter Marketing
SPECIALIST

@KeithKeller

www.Twitter.com/KeithKeller

Explore Hashtag & Keyword Keith Keller (May Report)

5/17/2016

Number of Tweets

760

Number of Countries

38

Number of Cities

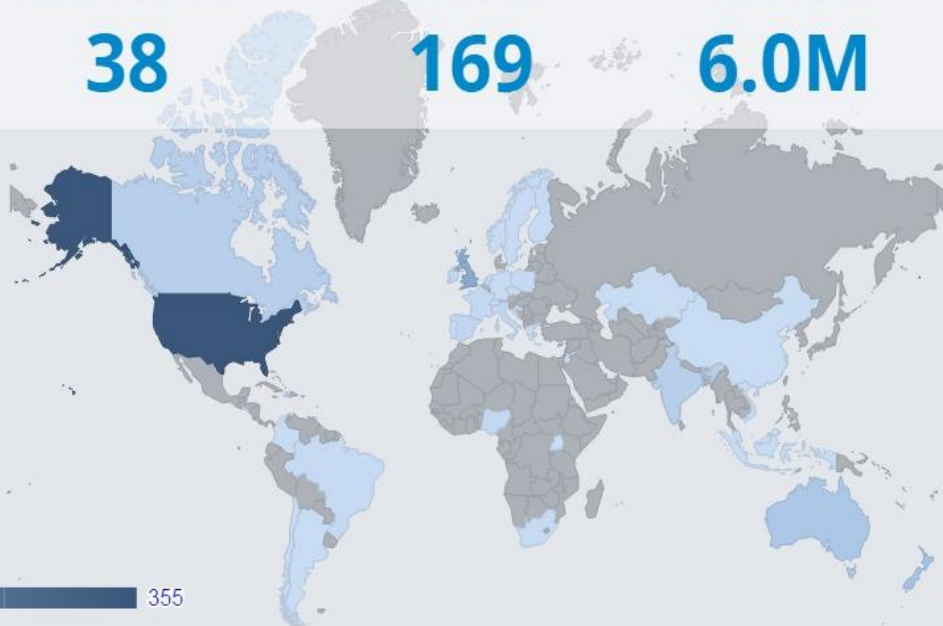
169

Maximum Reach

6.0M

Impressions

59.7M



VIEW INTERACTIVE MAP

0 355

www.TwitterTips4Tourism.com

www.KeithKeller.com.au

Global Twitter Marketing
SPECIALIST

@KeithKeller

www.Twitter.com/KeithKeller

TWEEPS MAP



ANALYZE. LISTEN. ENGAGE.

**GEO TARGETED TWITTER ANALYTICS
AND MANAGEMENT**

ANALYZE AND MAP FOLLOWERS >

www.TweepsMap.com

www.KeithKeller.com.au

Global Twitter Marketing
SPECIALIST

@KeithKeller

www.Twitter.com/KeithKeller

GOOGLE ANALYTICS

(Are you measuring your traffic?)



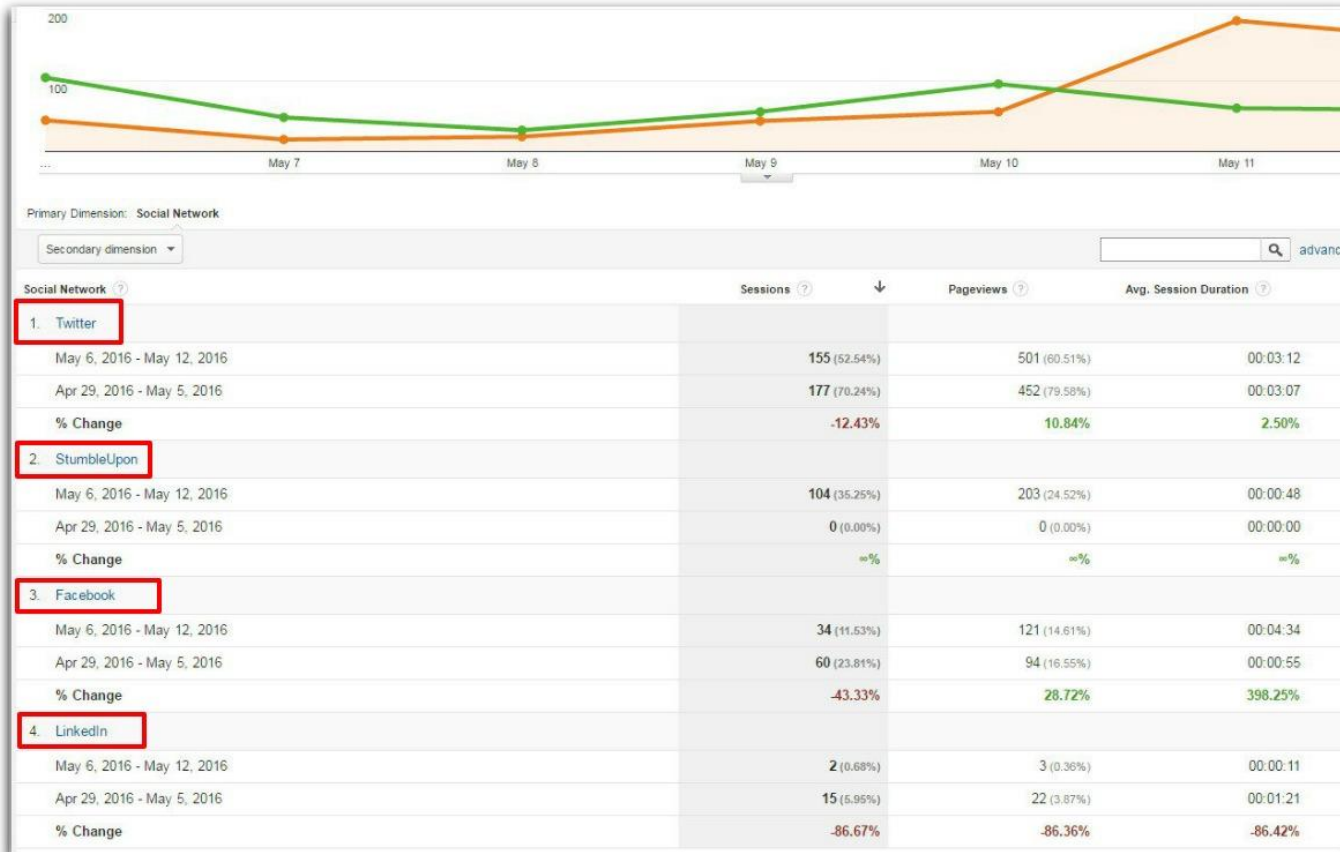
www.KeithKeller.com.au

Global Twitter Marketing SPECIALIST

@KeithKeller

www.Twitter.com/KeithKeller

GOOGLE ANALYTICS



www.KeithKeller.com.au

Global Twitter Marketing
SPECIALIST

@KeithKeller

www.Twitter.com/KeithKeller

GETTING STARTED

BE A RESOURCE

WRITE A STRONG BIO

ADD A PHOTO OR GRAPHIC

REMEMBER THE 80/20 RULE (It's not all about you)

“SHARE - SHARE – SHARE” (This is Twitter 101)

www.TwitterTips4Tourism.com

www.KeithKeller.com.au

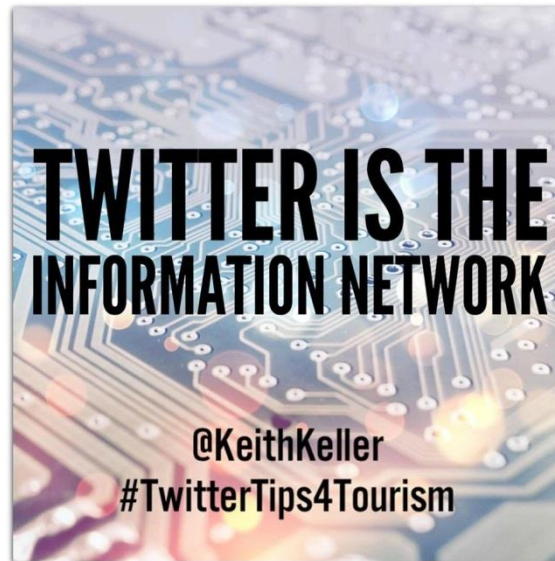
Global Twitter Marketing
SPECIALIST

@KeithKeller

www.Twitter.com/KeithKeller

BE A RESOURCE

Twitter Is About Sharing Information



www.TwitterTips4Tourism.com

www.KeithKeller.com.au

Global Twitter Marketing
SPECIALIST

@KeithKeller

www.Twitter.com/KeithKeller

WRITE A STRONG BIO

Inspire potential clients to follow you



www.TwitterTips4Tourism.com

www.KeithKeller.com.au

Global Twitter Marketing
SPECIALIST

@KeithKeller

www.Twitter.com/KeithKeller

ADD A PHOTO OR GRAPHIC

People who do this get more followers and engagement



www.TwitterTips4Tourism.com

www.KeithKeller.com.au

Global Twitter Marketing
SPECIALIST

@KeithKeller

www.Twitter.com/KeithKeller

REMEMBER THE 80/20 RULE!!
(It's not all about you)

4 out of 5 tweets should be of value to your followers

Only 1 out of every 5 tweets should be a sales related message

1 out of 10 however is a far better ratio if you can manage it

www.KeithKeller.com.au

Global Twitter Marketing
SPECIALIST

@KeithKeller

www.Twitter.com/KeithKeller

“SHARE – SHARE – SHARE”

(This is Twitter101)

Share great articles and interact with your followers

This is the essence of how Twitter works

www.KeithKeller.com.au

Global Twitter Marketing
SPECIALIST

@KeithKeller

www.Twitter.com/KeithKeller

SCHEDULING YOUR TWEETS TO SAVE TIME



www.TwitterTips4Tourism.com

www.KeithKeller.com.au

Global Twitter Marketing
SPECIALIST

@KeithKeller

www.Twitter.com/KeithKeller

SOME GOOD TIMES TO TWEET

(Based on the Time Zone You Are Targeting)

8am

1pm

4pm

8pm

www.TwitterTips4Tourism.com

Rank	Country	No. of Twitter Accounts
1.	United States of America	120 million
2.	Brazil	40 million
3.	Japan	34 million
4.	United Kingdom	28 million
5.	Indonesia	22 million
6.	India	17.5 million
7.	Mexico	12.4 million
8.	Philippines	10 million
9.	Spain	8.3 million
10.	Canada	6.7 million

www.KeithKeller.com.au

Global Twitter Marketing
SPECIALIST

@KeithKeller

www.Twitter.com/KeithKeller

BUFFER (My Preference)

Buffer is the easiest way to save time on social media

Simplify your social routine by scheduling posts on all of your social media networks.

[Start Scheduling Posts on Social Media](#)

www.BufferApp.com

www.KeithKeller.com.au

Global Twitter Marketing
SPECIALIST

@KeithKeller

www.Twitter.com/KeithKeller

HOOTSUITE (A Good Alternative)

Get serious about social
Join the 10+ million professionals who trust Hootsuite. Get started for free.

[Sign in with Twitter](#) [Sign in with Facebook](#) [Sign in with Google](#)
[or create a new account](#)

Using social media for business? [See Business Plans](#)

Social media management for any organization

Manage social networks, schedule messages, engage your audiences, and measure ROI right from the dashboard.

[**www.HootSuite.com**](http://www.HootSuite.com)

www.KeithKeller.com.au

Global Twitter Marketing
SPECIALIST

@KeithKeller

www.Twitter.com/KeithKeller

TWITTER MAGIC 123



www.TwitterTips4Tourism.com

www.KeithKeller.com.au

Global Twitter Marketing
SPECIALIST

@KeithKeller

www.Twitter.com/KeithKeller

TWITTER MAGIC 123

- (1) Follow First**
- (2) Follow Back**
- (3) Follow Up**

www.TwitterTips4Tourism.com

www.KeithKeller.com.au

Global Twitter Marketing
SPECIALIST

@KeithKeller

www.Twitter.com/KeithKeller

(1) FOLLOW FIRST

Follow 30 people a day for 30 days
(#Twitter3030)

Follow 900 people every month
(300 - 400 of should will follow you back)

www.TwitterTips4Tourism.com

www.KeithKeller.com.au

Global Twitter Marketing
SPECIALIST

@KeithKeller

www.Twitter.com/KeithKeller

FOLLOW FIRST (Variation)

Follow 60 people a day for 60 days
(#Twitter6060)

Follow 3600 people every 60 days
(1800 - 2000 of them should follow you back)

www.TwitterTips4Tourism.com

www.KeithKeller.com.au

Global Twitter Marketing
SPECIALIST

@KeithKeller

www.Twitter.com/KeithKeller

(2) FOLLOW BACK

**Check who has followed you the previous day
and follow back the ones that interest you**

www.TwitterTips4Tourism.com

www.KeithKeller.com.au

Global Twitter Marketing
SPECIALIST

@KeithKeller

www.Twitter.com/KeithKeller

(3) FOLLOW UP

Take some time to chat to the people that have retweeted you or have followed you from the previous day

www.TwitterTips4Tourism.com

www.KeithKeller.com.au

Global Twitter Marketing
SPECIALIST

@KeithKeller

www.Twitter.com/KeithKeller

Free eBook & Podcast Series



www.TwitterTips4Tourism.com

www.KeithKeller.com.au

Global Twitter Marketing
SPECIALIST

@KeithKeller

www.Twitter.com/KeithKeller

Contact Details

www.Twitter.com/KeithKeller
(@KeithKeller)

keith@globalsocialmediacoaching.com

www.TwitterTips4Tourism.com

www.KeithKeller.com.au

Global Twitter Marketing
SPECIALIST

@KeithKeller

www.Twitter.com/KeithKeller

THANK YOU!!



www.TwitterTips4Tourism.com

www.KeithKeller.com.au

Global Twitter Marketing
SPECIALIST

@KeithKeller

www.Twitter.com/KeithKeller

Any Questions?



www.TwitterTips4Tourism.com