

## Twitter Analytics: A Persuasive Tool for Social Media Marketing & Monitoring

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### ABSTRACT:

*One of the biggest problems social pushers face is tying together all of their social data. Huge data requires intelligent handling so as to forecast a complete picture of a brand's social media landscape, activity and audience. Attracting audience using social media are now considered as engagement and credibility, which is supposed to be the most suitable activity on Twitter. The paper attempts to study the various methods used for analyzing credibility of information on Twitter using Twitter Analytics. The paper also explores anonymous tools which perhaps is used for analyzing and visualizing Twitter network in association with mapping, intelligent publishing, analyzing influencers and competitors, tweet schedulers, measurement of impact and reach, cross platform tracking, tweeting styles and tendencies etc. so that the Twitter data can be analyzed appropriately and one can investigate its Marketing ROI.*

**Key words:** Social engagements, Social Monitoring, Information Credibility, Social Media, Twitter Analytics, Internet Publishing, Twitting Impact

### 1. INTRODUCTION

Social media analytics has always been a hurdle for Digital Marketing. The tracking and reporting of the results from social media have been a challenge to the marketers. There are various platforms available in the market that track and monitor users experience and the effectiveness. Twitter is one such for an online social network, which allows users to send short messages that are termed as tweets. The tweet can be related to any other users or any topic of interest to the users. The user can exchange messages and interact with other users on the Twitter platform and share photos and videos. Since its Inception

in 2006 Twitter has seen an exponential growth which is well over 500 million monthly active users that produces more than 900 Million tweet daily (Twittersphere, the postings made to Twitter has been extensively used by marketing professionals for interacting with the consumers, observe the strategies of their competitors and analyze the chats that are related to specific brand, product, and companies Image. The marketer to generate interest in the product, initiate discussions and building the brand image of the company, also uses twitter. Twitter is

fast becoming the most convenient mode of making big announcement and delivering company's strategic decisions to the people. Figure 1 shows Twitter network as explained by H. D. Mitsuhiro Nakamura, 2009. Here the vertices represent users. A directed edge from a vertex,  $v_1$ , to another vertex,  $v_2$ , indicates that the user  $v_1$  is "following" user  $v_2$  or user  $v_2$  is "followed by" user  $v_1$ . Generally, the retweet that is normally originated from the tweet of a user Correlated with the followers of the user of interest (M. Cha, H. Haddadi, F. Benevenuto, and K. P. Gummadi, 2010).

Twitter is a network of information that direct consumer to the information they are interested in. The tweet provides link to additional information such as photos, media and other media content. Consumer can tweet to get the latest information related to their area of interest. They can "follow" other users on the site and posts from them will then be automatically visible to the "followers". Users can "retweet" or repost the post on to another users microblog. Specific post can be tagged ; this feature of Twitter is referred to as "hash tag". Tagging of specific post make it easier for the users to search the topic in future. Marketing professionals use Twitter platform to announce event such as launch of new product and promotional event so as to influence and target current as well as potential customers (Berinato & Clark, 2010).

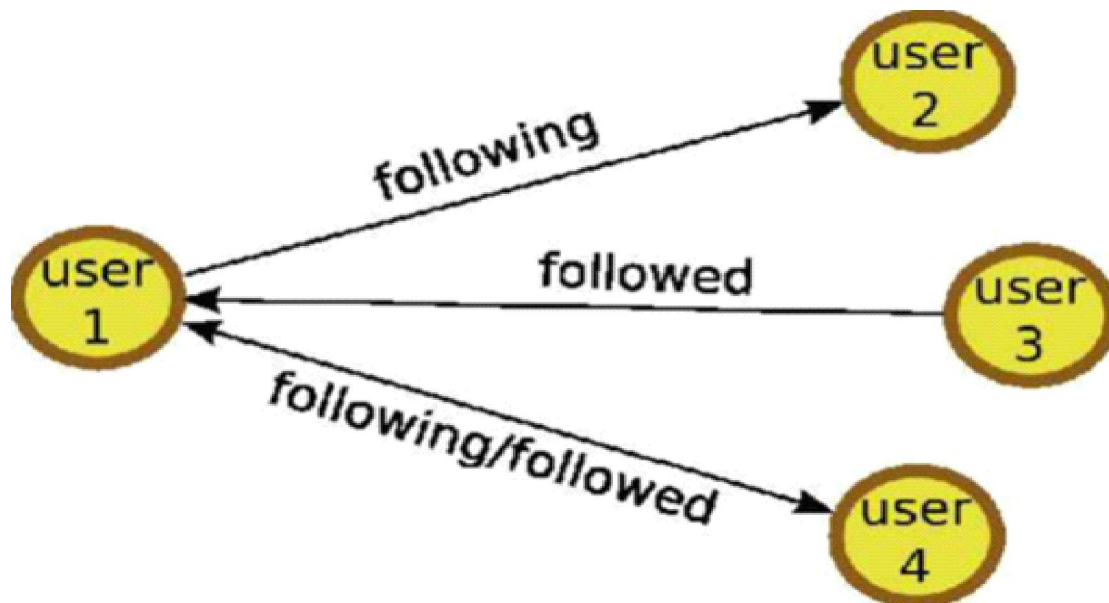


Fig 1 Following/followed relationships in Twitter

Companies monitor the sentiments / tweets about the product, brand and the company in order to address the problems faced by the consumer and eliminate any sort of negative publicity resulting from viral marketing. Companies not only are proactive towards monitoring perceptions of consumers towards their own brand but also track the perceptions of consumers for their competitive brand in order to gain market share. They can take advantage of competitor's inability to respond to the unhappy customers through social media and make themselves available, approachable and accessible to the consumers for effectively winning their trust and guiding them towards company website blog or physical Store locations (Volpe, 2008). Twitter is an easy and quick mode to connect businesses to the customers in real time. Marketers can share information about the product and services, gather real-time market Intelligence and feedback and win relationships with customer's partners and influential people. Twitter offers businesses a chance to reach an engaged audience and connects with the consumers more rapidly. Initially it was used by businesses only for customer service and Public Relations and to create buzz, but now it has become aerial time content source that provides 24 by 7 information connectivity and reach to all the consumers with the brand (Morrissey, 2010). Today Twitter has evolved from its original focus that was limited to the broadcasting of personal information and activity to real-time source of a consumer to consumer recommendation; it has changed its form from "what are you doing? To what's happening?

Twitter has become an important content sharing platform for the brands and they are using Twitter as an alternative communication for viral marketing (Thackeray, Neiger, Hanson, & McKenzie, 2008). Coca-Cola used twitter extensively during World Cup where it allowed passing around the brand information and increasing interest in the brand and enhancing the image of the brand.

## 2. OBJECTIVE

1. To study the various methods used for analyzing credibility of information on twitter using Twitter Analytics.
2. To explore anonymous tools which are used for analyzing and visualizing Twitter network

Once the Twitter account is 14 days old it can be used for free Analytics which is provided by Twitter from Analytics.twitter.com. An overview of your homepage can be viewed from which data can be drilled down and tweet, audiences, video Analytics and more can be mined through the homepage tab.

The overview screen shows total number of impressions from all the tweets. Hash tag (#) can be clicked on to gauge and see if the impressions are going up or down every month. Mentions are another feature that highlights the Twitter username and its mention on other uses profiles. Mention will help in showing the shared content to number of people who have shared your content and mentioned the Twitter username. The followers graft can be analyzed and checked if your audience is increasing or diminishing.

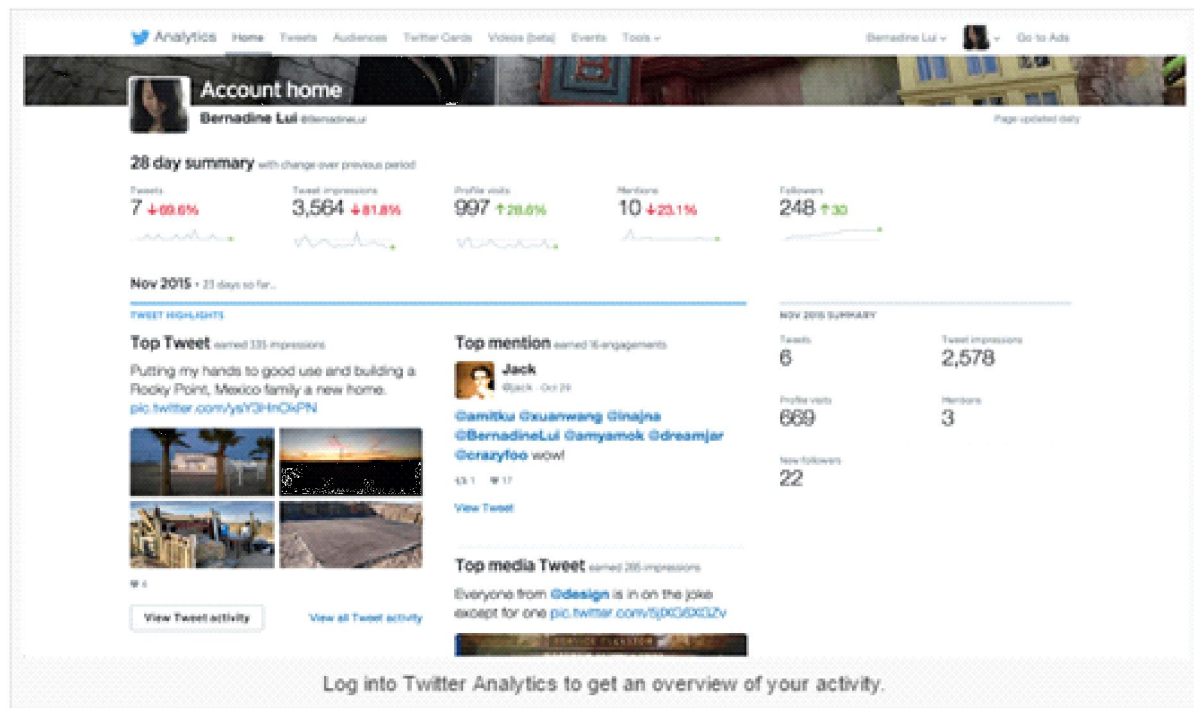


Fig. 2. The Overview screen



Fig. 3 Home Page

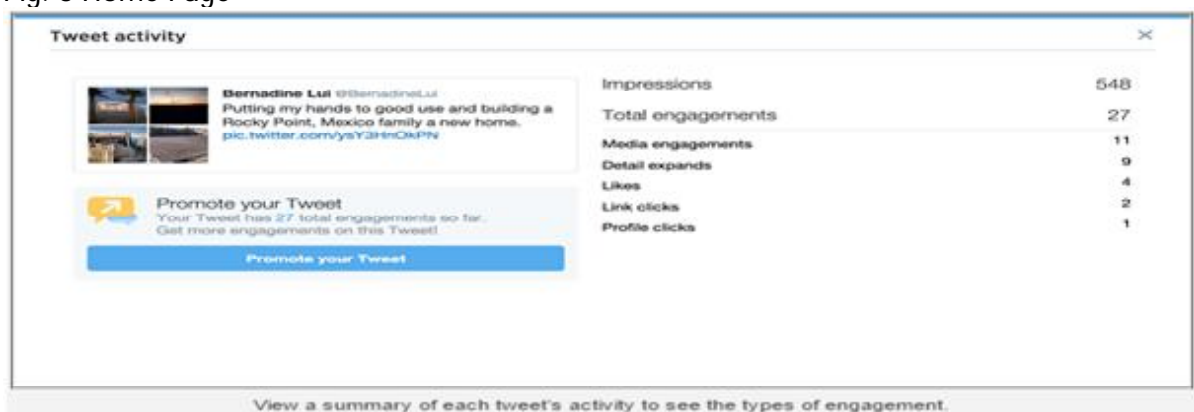


Fig.4 Tweet Activity Dashboard

The figure shows the best tweet over the last 28 days and the total number of Impressions and retweets on it. The top follower can be identified as the one who is followed by most people. A person with large following who has followed you becomes the most relevant follower, hence we should pay attention and start conversation with that follower.

Tweet activity tab helps us in exporting data and formulate graphs and charts of the Twitter activity.



Fig. 5 Tweet Activity- Group Specific Audience

This tab allows us to compare the interest of the audience along with the specific groups. Another important tab called events tab allows us to create a campaign button to target people who can be interested in a particular event.

### 3. MATRICES USED BY MARKETERS

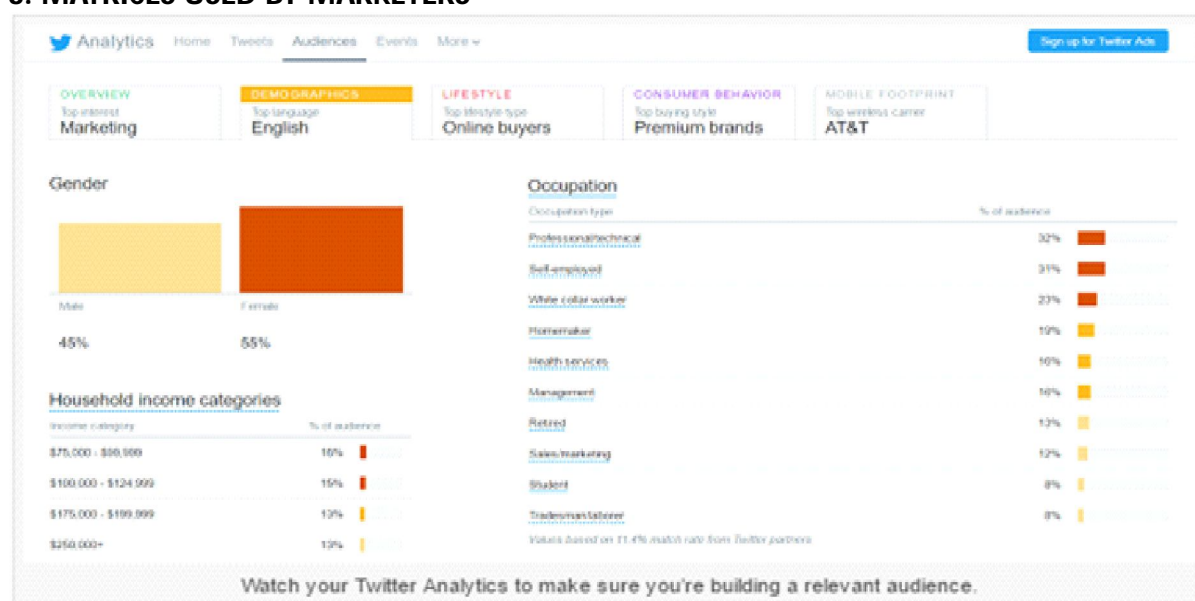


Fig. 6 Demographic Categories on twitter



Matrices are important and needs meticulous observation so that the traffic can be driven to the specific websites. Traffic in Twitter is very important as users disappear from your website immediately in case they are not attended to engage quickly. Building the most relevant and appropriate audience on Twitter is also very important. Twitter analytics needs to be given keen interest as it analyses the profile of your audience. It is the duty of social media manager to make sure that the follows and the audiences are relevant and grow that ordinance on a regular and continuous basis. This will help in driving quality traffic to the Twitter page.

#### 4. OTHER ANONYMOUS TOOLS FOR TWITTER ANALYSTICS

A major drawback of Twitter analytics is that it does not provide the analysis of competitors. This makes it very difficult to understand the strategies and policies of other platforms hence various other tools need to be used in order to understand the growth of the fall over and audiences, compares their engagement and analyzed their presence on other platforms. This data can then be used to determine the company's marketing strategies and consumer engagement strategy and provide improved services.

#### Rival-IQ

One such tool depicts the people engagement, follower growth and top tweets. Twitter analytics can then be brought in and compared with the information received through Rival IQ.

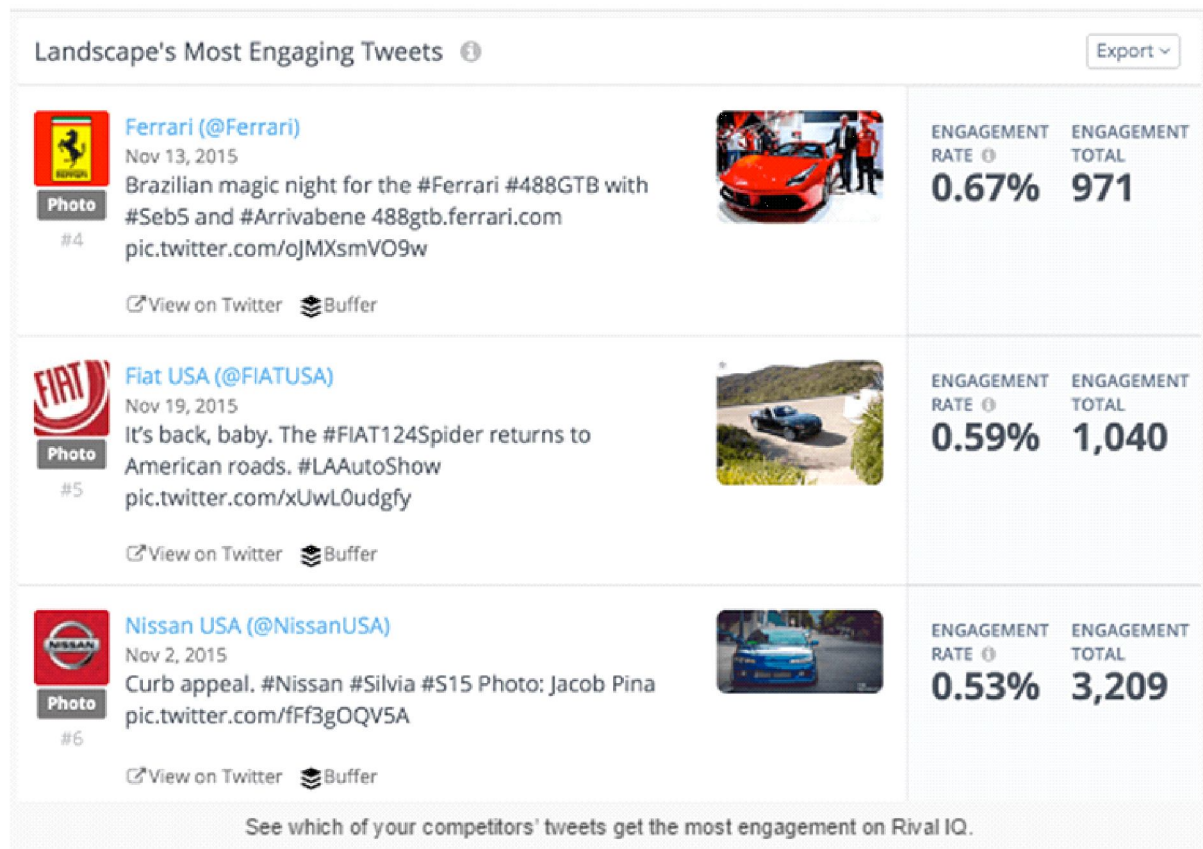


Fig.7 Rival-IQ Dashboard

All though Rival IQ is not cheap but it provides analytics across YouTube, Pinterest, Facebook, Twitter and the web to show visually where the organizations stand against their competitors.

Another free tool is called twitonomy, this allows us together in-depth information apart from Analytics. Information like a person who tweets regularly, replies and mentions constantly can be analyzed using twitonomy. This will enhance the company's observational skills and identify audiences based on the most influential and genuine follower to the least one.

Audiense (socialbro) this is another analytical tool which gives an in-depth analysis regarding people who are presently online and tweeting. This information can help companies by figuring out the best time to be online and be present to the audience. Companies can reach out to maximum number of people and get them accordingly thereby increasing their reach.

### Hoot suite Analytics

Hoot suite Analytics helps in comparing the key matrices of all the social media platforms side by side.

### Tweet Chup

This is another free Twitter analytical tool, which has the fun user interface and provides an inside view it. This analytical tool it's quite handy incase regress competitive analysis needs to be carried out

### Tweets Map

This is a wonderful aesthetically pleasing and visualization tool which can help us in locating the exact location of the followers. This is analytical tool picture to graphically represent the audiences based on their country, state or city. Other additional advantages it shows the exact percentage of follow was living in each location.



Fig.8 Tweets Map

Twitter analytics helps us in measuring audience's action and understand the behavior pattern of consumers.

- **Detail expands:** How many people clicked on a Tweet to view more details
- **Embedded media clicks:** How many people clicked on a photo or video in a Tweet
- **Engagements:** Total number of times a user interacted with a Tweet—clicks anywhere on the Tweet, including Retweets, replies, follows, likes, links, cards, hash tags, embedded media, username, profile photo, or Tweet expansion.
- **Engagement rate:** Number of engagements divided by impressions.
- **Follows:** How many users followed you directly from the Tweet
- **Impressions:** Times a user is served a Tweet in timeline or search results
- **Link clicks:** Clicks on a URL or Card in the Tweet

## 5. DISCUSSION

### Twitter Analytics and Measuring Marketing returns

Twitter marketing need to be constantly measured in order to understand the audiences and the followers and improve upon the brand image of the company. The data gathered through Twitter Analytics need to be evaluated and understood with respect to utilizing it for the benefit of the business.

The process for measuring marketing return on investment follows five steps process:

1. Use an analytical tool: In order to understand the total number of visitors and manage the traffic an analytical tool must be used. Tools such as

Google Analytics or hubspot will help in analyzing the leads that are generated through Twitter. Customer Relationship Management Solutions can then be integrated with the inbound Marketing software and Twitter marketing efforts. This makes it a two way communication between the marketing activities conducted and the sales result. These can then be compared with the leads generated and effectiveness of the Twitter marketing conducted on various channels hand question media platforms

2. Another important process is to set up tracking tokens specific to various sources from where the information is then collected. This can be done by sharing the link onto the blog post of the third party client. A tracking token can be added at the end of the link that can help us in analyzing a specific group of traffic from a particular client. For example: “ / ?utm\_medium=social&utm\_source=twitter” so anyone who clicked on to the particular link it can be understood that the data is coming from Twitter. This can be applied to various other channels as well.

3. Another important feature is to use the right matrices. The Matrix recommended are as follows:

A. Twitter follower month to month growth: By pulling the number of Twitter followers and net new followers, you can get a sense of the growth of your Twitter reach monthly. For example, if you were to compute the following growth in March, you would pull the numbers from February and March: (March Twitter Followers - February Twitter Followers) / February Twitter Followers = Growth %

This monthly percentage can allow us to visualize that meeting strategies and engagement campaigns that need to be



carried out in order to boost the reach to the customers.

B. Twitter Visitor-to-Lead Rate: Similarly, by pulling Twitter visitor numbers

**(March Twitter Followers - February Twitter Followers) / February Twitter Followers = Growth %)**

This monthly percentage can allow us to visualize that meeting strategies and engagement campaigns that need to be carried out in order to boost the reach to the customers.

B. Twitter Visitor-to-Lead Rate: Similarly, by pulling Twitter visitor numbers and Twitter lead numbers, you can calculate another percentage to help you track your lead growth.

### Twitter Visitors / Twitter Leads = Visitor-to-Lead Rate

By keeping track of visitor to lead growth rate will make sure that the social strategies that has been incorporated a working out well and these lead can be then transferred to the sales team to analyse the impact of specific campaigns.

Daily goals can be created and analyzed accordingly.

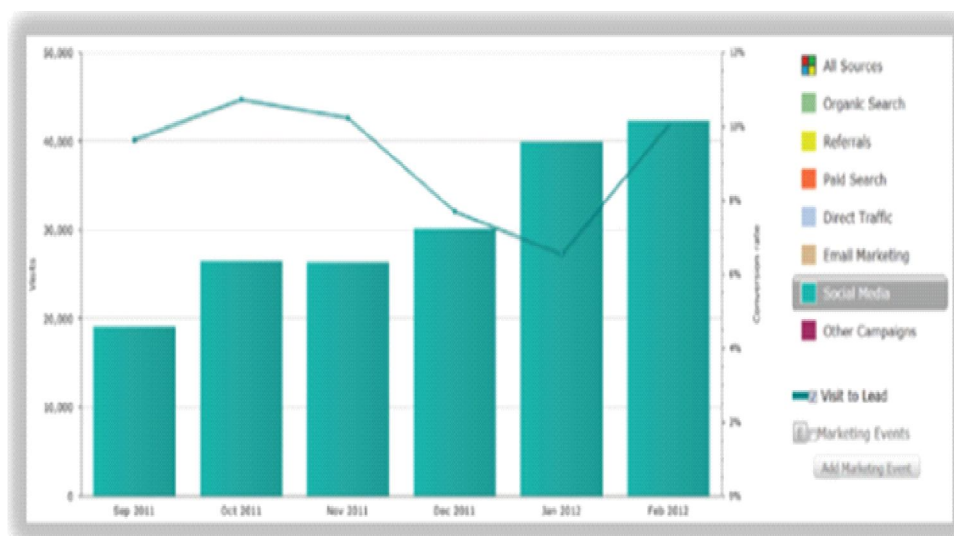


Fig.9 Hub Spot's marketing software

C. The leads further analyzed and qualified based on the tracking system. The process called lead nurturing comes handy in this regard. Leads can be identified based on the resources there interested in and they can be further educated about the product and the services offered by the company so that these leads can be driven into the sales funnel.

D. Twitter engagement can also be measured based on hash tag and social mentions.

Tools like Twitter counter, Twitter advanced search, Bitly Can enhance the user engagement and turn leads into positive customer.

## 6. CONCLUSION

Further Twitter needs to be managed smartly as it is more than just a network that engages in conversation and creating a positive brand image of the company and the product. Efforts must be made to understand if the business interest lies in investing significant amount of time on Twitter. Twitter marketing should not be made as the only method enlists the Twitter analytics data can be measured wisely and incorporated in the strategic decision-making. Twitter analytics can only give us an insight into how people are interacting with the available content and this can be used to optimize the strategy for maximum engagement and benefits.

Hence one should be smart enough on prioritizing the most important marketing initiatives that will reap in benefits for the company and offer profitable businesses from the social media network.

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