

20 Awesome Tricks to Make Your B2B Lead Generation from Twitter Explode!

On a second thought...

Instead of 20 tricks wouldn't you rather want just a one-liner that answers how you can get Twitter to make your B2B lead generation go "boom"?

Ready?

Here comes:

“ Use your tweets to build trust among your followers so you can drive them to optimized landing pages where they'd convert into email subscribers. ”

Now let's unpack this, shall we? Something like this:

1. Use [your tweets]
2. to [build trust]
3. among [your followers]
4. so you can [drive them]
5. to [optimized landing pages]
6. where they'd [convert]
7. into [email subscribers].

["Your tweets] – as in “make sure your tweets engage your readers”

1. When to tweet?

According to [Neil Patel](#), the majority of Twitter users are on the Eastern Standard Time, so ideally your tweets should be scheduled between 5:00 am and 11:00am EST. Also keep in mind that most of the retweets (6%) happen at 5:00pm. Finally, as Neil mentions – Wednesday is the day to get your tweet on.

2. What to tweet?

What to tweet should probably be a separate ebook: @replies, retweets, responses to @mentions, shoutouts... the list of things to tweet goes on and on. However for the purposes of B2B lead generation your tweets should have some or all of these elements:

Prefix	Could be a qualifying question, a call to arms, or a brief explanation what the tweet is	e.g. Struggling with low conversion rates? e.g. All online marketers! e.g. [free ebook]
Call-to-action	What you want your follower to do	e.g. “Learn how to”, “Download”, “Sign up”, “Listen”, “Subscribe”, etc.
Benefit	The most important “What’s in it for me?” question.	e.g. “Easily create CTA in PowerPoint”, “Learn a new language studying 20 min a day”, etc.
Emotional Superlative Hooks	Make an emotional connection with your followers	e.g. “Easily”, “Professional-looking”, “Awesome tactics”, “Little known truths”
Feature	Essentially, explains the tool to get the benefit with	e.g. “---get benefit--- with our unique system”, “...by participating in our webinar”, etc.
Suffix	Explain what the link is	e.g. [tutorial], [free ebook], [free template]
Link	Use a shortening service like bit.ly	e.g. http://bit.ly/W3&aC

Let’s look at a live example from my favorite HubSpot:



- | | |
|-----------------------------------|---|
| CTA | - How to |
| Emotional Superlative Hook | - Easily create.... Professional-looking |
| Benefit | - Create Calls-to-Action in PowerPoint |
| Suffix | - [Tutorial] |
| Link | - http://ow.ly/d51Kh |

You get the idea... Now do one on your own: find all the elements of an effective tweet below:



3. How often to tweet?

Now this is important: pay attention to the short half-life of a tweet:

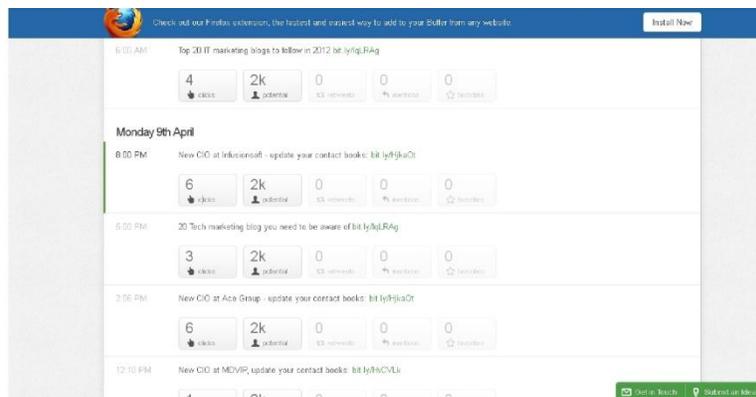
According to Betaworks CEO [John Borthwick](#), the half-life of a tweet is four minutes. Essentially, that means that your tweet gets buried by the shifting sands on Twitter within 4 minutes of your posting.

Another general rule of thumb: should be when your followers are likely to be on Twitter and you can figure that out by tracking when they tweet.

4. How to tweet?

If you are traveling and want to post in the perfect time which happens to be 3:00 am your local time then your tweeting enthusiasm will wane quickly. To fight that, use Buffer – an excellent tool to time your posts. You can actually load them up in bulk and specify what time you want them to appear.

Go [sign up](#) for Buffer now – you’ll love it!



[“build trust”] – as in “make sure you don’t jump into pitching right away”

The problem with most of salespeople I know is that they jump into pitching mode too soon. The sequence of events, according to [Joel Comm](#), should be:

Like me => Know me => Trust me => Pay me

And to many salespeople jump into “pay me” right off the bat, that why they annoy us so much, don’t you think.

Now how do you build trust on Twitter?

Easy – by providing value, by offering help without being too self-serving and self-promotional. i.e. your leads will close themselves when they are ready to buy because you’ve been successful with “like-me – know-me – trust-me” sequence. If you were, then “pay me” is the most natural and easy step.

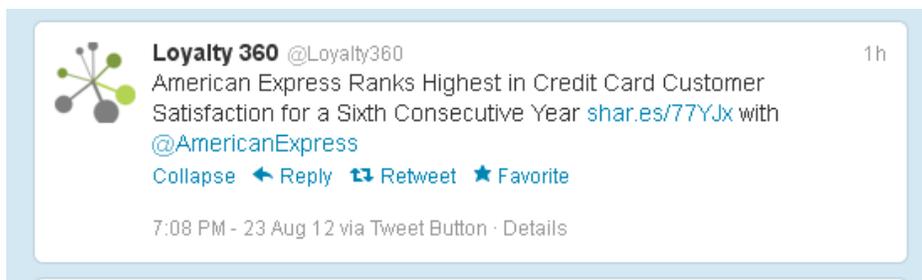
Some of the value you could provide to your followers may include tips, strategies, links to interesting information or breaking news, provide analysis, tools, templates... the list is endless. Remember, your followers will not convert into customers on Twitter – it is highly unlikely (unless you are Dell), so focus more on being “helpful” and “caring”.



For someone who’s tasked with content generation, wouldn’t that be an awesome tweet?

5. Shine the spotlight on others before shining yourself

Think “curation” before “selling”. Just look at this:



This is a good example that you should follow the 1/9 tweet rule – most people use Twitter to promote. If that's you, get in the habit of sharing 9 posts *not* about you or your business for every post about you or your business. This way you don't spam people.

Do your research, set up Google Alerts and find reasons to celebrate your current and potential clients.

For examples, you could say: "Congrats to our client Dunkin Donuts on 500M fans on Facebook this month."

Or you can do what Motor Trend Magazine did here:



Find 10 reasons to tweet at your potential clients with something you can start with "Congrats!" and you will have a massive, engaged and devoted following in no time.

6. Pay attention to @

Listen to @replies and @mentions for your Twitter handle, most important keywords, hashtags, competition – start small and grow the list overtime. It pays to listen, it really does.

For Taco Bell it did anyway. This tweet took the online world by storm:



7. Speak the language of your customers

That means no jargon, no abbreviations, no obscenities.

Also – IMPORTANT! – companies, both large and small, got into plenty of hot water when people representing them on Twitter posted personal inflammatory opinions or did something otherwise reprehensible, so have your Twitter style guide ready for all employees and anyone who represents your company and your brand.

8. Showcase your Social proof

For example, I'd tweet something like "@Gartner, @Oracle and @IBM use these top-secret social media tactics from @CTOsOnTheMove to grow sales: get your sneak peek here [link]".

Or check how Parallels did it:



This is awesome for a number of reasons:

- It shows that your business is strong if you show affiliation with recognizable companies
- It builds trust with your newbie followers who may not know enough about your company yet
- It bonds you with your existing clients because they will see that @mention and probably will retweet it or at least thank you for it.

[“your followers”] – as in “build your followers on Twitter”

The implicit assumption here is that you’ve already built a following on Twitter that consists of people and companies who are within the target list of your potential clients (i.e. not spammers and not your ex-girlfriend’s best friend).

If you haven’t gotten to it yet, then before you can engage your followers you need to “get them” to follow you. There are 1000 ways to accomplish this, however my favorite ones are (not necessarily in the order of favoriteness):

9. Use two-step of Follow / Unfollow

Follow/unfollow really means making a list of people or companies whom you’d like to target – i.e. your potential clients – and following them hoping they will follow you back.

If they do – awesomesauce!

If they don’t, then unfollow them and follow another batch. Rinse and repeat.

Some the best tools to generate this list of people/companies to follow are: <http://www.tweepi.com> , <http://followerwonk.com/>, and <http://wefollow.com/>

10. Get for a tweet

One day, close the door, turn off the phone, facebook, email, etc. and write an ebook – a valuable resource on a topic that you are knowledgeable about and that your followers care deeply about. For inspiration check out <http://www.hubspot.com/blog>

Once you are done writing, editing, and formatting, make it available on Paywithatweet and set it loose into the social media stratosphere.



11. Feature them in a list of “Top ...”

Do you know how most of the most party promoters started? Ready?

They were “not cool” and couldn’t get a date.

Same principle applies here – if you are selling to CMO in the retail industry – create their profiles and rank them.

Doesn’t matter on what – social media aptitude, press visibility, etc. Then twit out a link with @mention of them.

I bet you \$5 they will respond and most likely follow you back because “one’s name” is the best sound there could be. Use these ego trips to your advantage.

12. Slap Links Everywhere

Drive followers by having twitter links everywhere.

Did I say “everywhere”?

I meant **“EVERYWHERE!”**

Your website, your blog, your email signature, your print materials, your colleagues’ foreheads and your dog’s collar. I exaggerate but you get the idea.

And don’t just ask to “follow us on twitter”. That’s lame and no one cares. Here is what you ask:

“Follow us on twitter for the latest tips and tricks, exclusive giveaways, and awesome content” – and make sure you follow through on that promise.

[“drive them”] – as in “generate traffic to your landing pages”

People will not convert on Twitter. Let me repeat one more time for the bleachers –

People will NOT convert on Twitter!

Yes, you can use DM or @ but these are tools best used for building enough trust.

That means you need to drive them to click on links within your tweets. Now how on Earth would you do that? I am glad you asked:

13. Appeal to consistency principle

Use incomplete yet appealing information: e.g. Tip # 3 of how to get B2B leads on Twitter:



I can almost see you involuntarily clicking the link to see the rest of the tips. FOMO (fear of missing out), FOMO, my friend, at work!

14. Use the Curiosity factor

Curiosity not only killed the cat. It also sold billions of products. Imagine the CTR rate on something like:

“Wanna know the never-before-revealed secret sauce that made Instagram worth \$1 billion?”

Or just check what HubSpot does here:



15. Make as bold of a Promise as you can addressing the need of your client

“Grow your hair, live forever, lose weight, get 6-pack abs and get your relationship on track by just clicking this one link here.”

Anything goes as long as you can back it up on the landing page.

16. Start with a qualifying question



What Jeff Kiernan did just now – he automatically repelled all the people who are not qualified to be his clients and attracted the ones who are. Awesomesauce!

17. Test your friggin links to make sure they work!

This is more than self-explanatory however yours truly stepping into this trap of broken links plenty a time. Test, test, test and then test some more.

18. Make it “My hair is on fire!”-urgent

For example, you can tweet something like “23% discount valid for one day, expires at midnight – Jump!”. Or do what Samsung does:



[optimized landing pages] – as in “make sure your landing pages convert”

Optimized landing page does not have to be a squeeze page. It can be a blog post, an ebook sign up form, a live event registration page, etc. In other words, the link could lead to all sorts of content and it is ok, as long as this content has a lead-capturing mechanism (i.e. form or Facebook connect signup, etc.)

19. Match your Bait with your Hook

Make sure that the text before the link matches (or at least relevant) the text on the landing page (I please, pretty please, with sugar on top – DON'T link to your home page)



See how HubSpot does it? The tweet (on the left) matches the landing page (on the right) in all important metrics:

- Consistent logo
- Consistent color scheme
- Consistent language

[email subscribers] – as in engage your email subscribers to be your customers

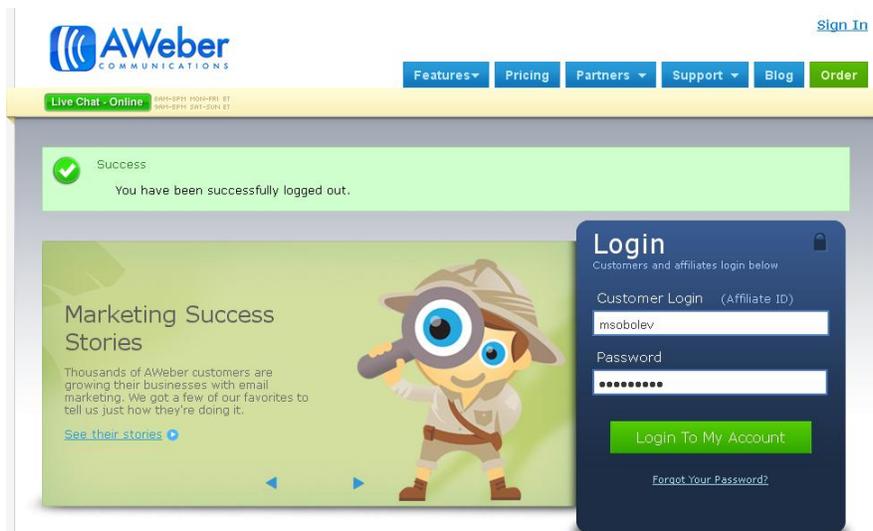
20. Use an autoresponder

I use and can recommend [aweber](#) (affiliate link).

Do you know that according to a recent study over 50% qualified buyers who come to you are not ready to make a purchasing decision at that moment.

That means they need to be “nurtured” and this is done through a series of emails. Sure you can set them up in Salesforce however very soon will have a hard time figuring out who received which email and which one they should receive next.

That’s where AWeber comes in: you pre-set the sequence of emails, set specific mailing times and FORGET IT. Definitely recommend:



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