

# **"15 Ways To Find The Perfect Customers on Twitter"**

**Special Report**

If you want your product, service or whatever it may be that you are offering to be successful, you need to make sure that you offer it to the right demographic of people at the right time.

This task is definitely easier said than done. If it was an easy one most people starting a business online would have become financially successful already.

The sad reality is that the vast majority of products and services offered on the internet these days are badly positioned. In most cases, these products and services would have been successful had they known how to market to their target audience. These same people would likely be in a better financial position if not for their bad positioning or some small detail that's missing from the puzzle.

To avoid these issues, you need to gather the right intelligence from your customer base. Twitter is a very powerful tool you can use for customer intelligence. It's not just a marketing tool.

**Here are fifteen ways you can use this short message social media format for customer intelligence gathering.**

## **#1 Use Twitter as an early-warning system to detect market changes**

Twitter is a very powerful tool for social listening. You find your target audience members on Twitter, and you listen in on their chatter. You pay attention to their impressions of a particular trend in your industry.

This enables you to get a clear idea of warning signs about your market. You might be in an unfortunate situation of jumping into a market precisely at a point where it's about to collapse.

This happens quite a bit, especially in the realm of real estate. Local markets do change quite abruptly. You don't want to end up offering the wrong product or service at the wrong time.

Use Twitter to find people who are interested in your niche or industry and pay attention to them. Read their impressions of industry news. You may be able to detect patterns before they are publicized by the mainstream media.

## **#2 Use Twitter for mood prediction**

Twitter is used by many movers and shakers in the financial market. It's a good idea to follow a lot of these people. You

would notice that a lot of these market players have pronounced moods, depending on how the market is moving.

While a lot of these are not exactly a correlation, there are certain patterns, especially when it comes to commodities or stocks that are impacted by commodities. Commodities tend to have a larger advanced timeline.

Paying attention to market chatter among financial industry movers and shakers can give you a fighting chance at making the right call, as far as certain stocks go.

### **#3 Detect changes in business alliances in your industry**

Following the Twitter accounts of your industry's leaders will make you see broad changes in how industry alliances are stocked up. In any industry in the US, there are usually several alliances. There are many clusters of people who tend to do business with each other.

When you notice a decided shift from positive to negative, regarding a particular issue within the industry, you might want to pay attention. This can lead to long-term strategic changes in your industry. Keep in mind that these are the powerful players'

opinions. Their opinions are worth more than lower level players or rank and file investors.

## **#4 Listen to industry groups regarding competition levels**

You will be able to pick up on some competitive information by listening to the official accounts of industry groups. People can talk about how competitive a particular segment of your industry is, or threats and opportunities coming from places like China.

It may seem like idle chatter, but keep in mind that if these are official accounts, that information has probably been vetted by several eyeballs before being released. This should carry a lot of weight with you, if you are serious about doing market intelligence. There may be competitive threats that you have overlooked when writing your business plan.

## **#5 Use Twitter analytics tools to get an interest profile for a specific community**

There are many analytics tools available on the market. One of these is SocialBro. This tool allows you to get information about the interests of people in your industry community. This gives you a clear idea as to the broad range of interests your audience members have.

Why is this important? In many cases, if you were to market to those people directly, it's going to cost you a lot of money. Now, if you noticed that your target audience members also have many shared interests, you can investigate those and advertise in places on the internet that cater to those services.

These advertising platforms may charge a lower rate than the niche specific traffic sources you would normally advertise on. This gives you an alternative view of your target audience. It can pave the way to substantial savings, as far as your promotional costs go.

## **#6 Spy on your competitor's customer engagement**

Since Twitter is open to the public, you can easily track your competitor's @mentions when engaging with their customers. Pay attention to certain behavioral patterns. What kind of questions do they normally get? How do they address these questions?

This should give you a broad overview of the "industry standard" regarding customer interaction on Twitter. If you want to blow away your competition, as far as customer service goes, use this as a starting base. Try to take things to the next level when it comes to customer outreach and overall customer care associated with your brand.

## **#7 Be aware of your competitor's special promotions**

Following your competitors on Twitter will keep you aware of the special promotions they're holding. Analyze these promotions and detect certain patterns. What do these reflect regarding products that sell really well? What can they tell you regarding services and products that are not selling properly? If anything, you get to peek into the overall promotional strategy of your competitors. It's not a complete picture by any means, but it gives you a starting point.

## **#8 Log your competitors' customer complaints**

Depending on the industry, many of your competitors probably have customer service accounts on Twitter. Just like with any kind of service account, you can bet that some of those customer interactions would involve complaints. Nobody is immune to this. Pay attention to the nature of those complaints and try to see if you can detect broad patterns.

If you noticed, customers tend to complain regarding a particular product feature. This should give you a competitive advantage by making sure that your product doesn't have those issues. You're able to detect weaknesses in your competitors' product features

or service offerings. You can build on their strengths and avoid their weaknesses by using Twitter for competitor and customer intelligence.

## **#9 Monitor Twitter to detect keyword patterns used by your competitors**

In many cases, when your competitors publish content, their publishing decisions are informed by other marketing platforms like search engines. If your competitor's Twitter marketing campaign is being handled by a digital media agency, chances are quite good that the agency is using strategic keywords when composing your competitor's tweets.

Pay attention to these patterns. It's a good idea to create a "dump file" for all your competitor's tweets. Strip these into keyword density and you'd be surprised to what would jump out. They may be using keywords that can give you a competitive advantage if you optimize your content for them.

## **#10 Do background research on people who mention your brand regularly**

On Twitter, there is going to be certain people who will mention brand repeatedly. Maybe they're just tracking what you're doing, or they're interested in your niche or industry. Whatever the case



may be, these people have some sort of emotional investment in what you're doing or what you're involved with.

Pay attention to these people; they might make for great allies. Do yourself a favor and figure out who exactly these people are. Maybe they're an influential blogger; you might want to do custom content deals with that person. They might be an industry insider; you might want to call them to arrange a meeting at an industry convention.

Whoever they may be, there might be hidden networking gems available to you, if you only took the extra step of checking the backgrounds of Twitter users who have a high level of interest in your activities.

## **#11 Make it a point to segment customer information by region**

Another possible pocket of opportunity Twitter can reveal to you is regional segmentation. If you are a marketing company in the US that tends to do business primarily in a restricted region, like the Eastern Seaboard, Southeast, or the San Francisco Bay Area, you might quickly discover that you're leaving a lot of money on the table.

How? When you do a regional analysis of people following Twitter accounts, you might be able to detect geographic patterns. It may turn out that there's a tremendous amount of demand for your product or services in another part of the US. It doesn't hurt to find this information. At the very least, it gives you a possible point of investigation.

## **#12 Use Twitter to reward promoters**

Believe it or not, there are people on Twitter who will promote you even if you're not paying them. Even if you're unaware that they are promoting you, they would still continue to do so. At some level or another, they feel emotionally invested in what you're doing.

As far as customer intelligence goes, these people can be a gold mine for information. They are already sharing your brand on Twitter so it's a good idea to reach out to them; and possibly incentivize them.

You definitely have to pick their brains as to who they're engaging with. Ask questions about customer tastes, trends, and other "hidden" information they might have access to.

## **#13 Detect individual brand mentions on Twitter**

When people talk about your company on Twitter, they can either talk about your overall brand, specific model, or products. It's important to know the strategic implications of this difference. You can get a distinct impression of how your target customers perceive or interact with your brands by tracking them on Twitter.

You might be able to see fires that are still small but can break out into wild fires later. Maybe somebody is complaining about a particular aspect of your product. Be aware of these. Understand that they often use model numbers, brands, or product names.

Try to look at the different ways people can mention your product. Engage them directly; create distinct channels based on how people describe your product. The last thing you want is to have your customers define your brand identity.

That is a recipe for disaster. You always have to respond quickly. It may not change anybody's minds, but at least, you could raise your side of the story.

## **#14 Use a topic-based alert system for tweets**

In many cases, people would talk about your industry based on topics. It may not mention your company's name; it may not even mention industry terms directly. However, certain topics are so closely intertwined with particular industries that it makes a lot of sense to use an alert system that tracks these topics.

Set up your Twitter monitoring system to track topics, not just specific brand mentions. If you do this, you would be able to stay one step ahead of your competition, as far as consumer trends go.

## **#15 Create a Twitter poll to monitor customer's behavior in real time**

You might want to create polls on Twitter to monitor your customer base feedback in real time. This is an approach that is like a hit or miss.

You have to spend a lot of time crafting the right poll; otherwise, it's not going to go anywhere. People have to believe that there is something in it for them to participate. You have to remember that for most Americans, time is a luxury. We're so busy; we have so many things competing for our attention.

Not surprisingly, people feel that they need to be rewarded to participate in a poll. This doesn't have to involve money.

According to a recent marketing study, symbolic incentives and rewards actually produce more results than simply paying off people for their opinions.

**Keep these 15 tips in mind, if you want to turn your company's Twitter profile into a powerful customer intelligence detection platform.**

If you want to gain a competitive advantage, you need to go the extra mile. You need to extract as much value out of every social media account you have created for the company. Otherwise, you are simply playing the social media game to lose.