



B2B Demand Generation Trends On Twitter

Introduction

From a marketing perspective, two things set Twitter apart from other social networks.

The first is Twitter's open nature. Unlike other social networks such as LinkedIn or Facebook, Twitter is completely open and public. You can see anyone's Twitter page, including their profile, what they've posted, what posts they've shared, and whom they are following.

The second thing that sets Twitter apart is its real-time updates. According to Internet Live Stats, every second, on average, around 6,000 new tweets are posted, which corresponds to over 350,000 tweets sent per minute, 500 million tweets per day and around 200 billion tweets a year.

Because all the information on Twitter is public, marketers can get creative with this data to reach their target audiences. Yet, the sheer volume of activity and noise on Twitter makes precise targeting a challenge.

To help B2B marketers understand how to take advantage of Twitter for lead generation, we decided to analyze how our customer base has used the Socedo platform – which gathers and analyzes data from Twitter in real-time – to reach their target audiences.

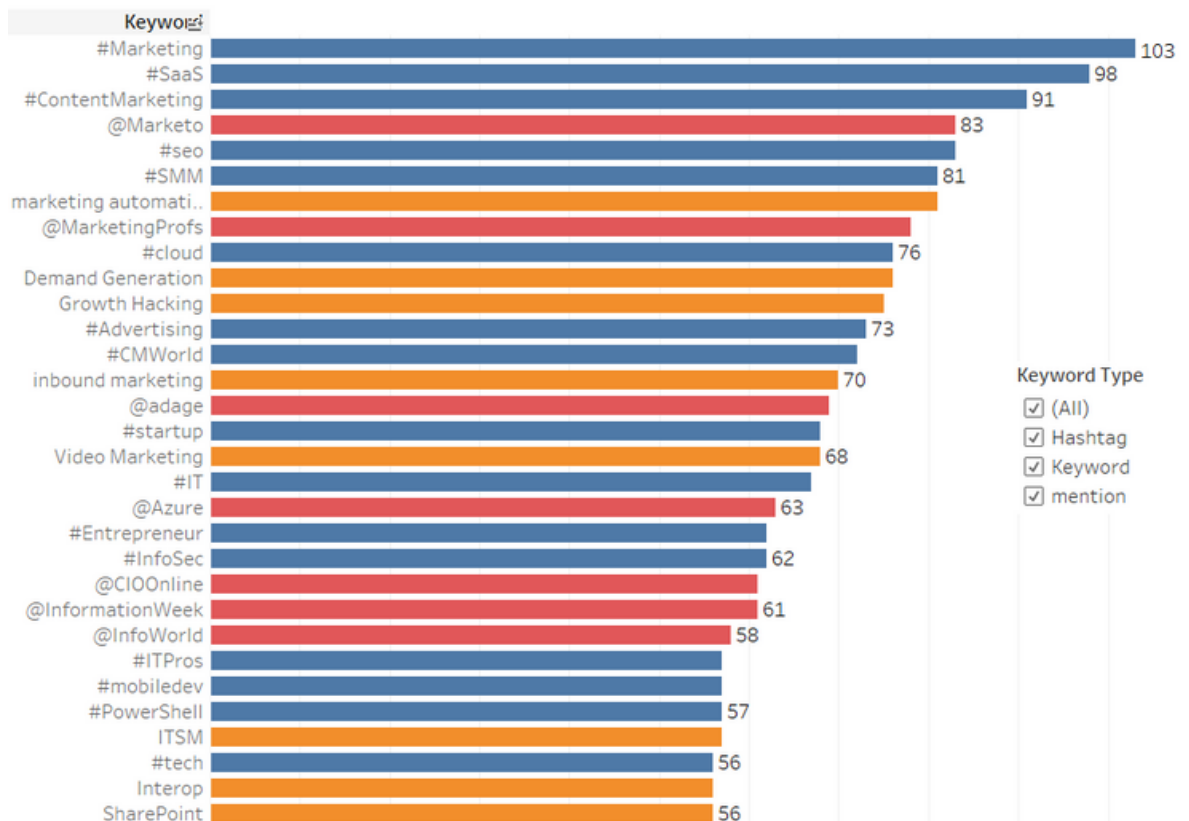
To date, over 500 B2B marketers have used the Socedo platform and Twitter data for lead generation. Collectively, our customers have gained over 7 million Twitter followers, sent more than 5.6 million direct messages through their campaigns and generated over 1.5 million responses.

As you look around and think about how your organization can take advantage of real-time activity from Twitter and the broader web in your marketing programs, we hope that our findings can help inform your organization's demand generation strategy.

In this study, we'll answer the following questions:

1. When does it make sense for B2B marketers to turn to Twitter for lead generation?
2. How much data is Socedo processing from Twitter?
3. Which types of professionals are most active on Twitter?
4. What types of strategies are B2B marketers using to find their target audiences?
5. What are the performance benchmarks for lead generation campaigns across Socedo's customer base?
6. What are the top performing keywords and hashtags based on user response rates and click through rates?
7. Socedo's investment in predictive intelligence to help customers find more prospects

Most Popular Keywords Currently in Use



I. When does it make sense for B2B marketers to turn to Twitter for lead generation?

B2B marketers have no shortage of options when it comes to lead generation.

LinkedIn has the largest repository of B2B professional data and provides a suite of advertising and marketing solutions. There are also hundreds of B2B contact data providers and companies that offer paid lead generation programs.

So, why should B2B marketers to turn to Twitter for lead generation? When does it make sense to invest time and money on Twitter?

We acknowledge that Twitter is not the best place to find new leads for all businesses, as the coverage of professionals on Twitter varies widely by industry. There's also a ton of noise on Twitter that has nothing to do with B2B buying.

Yet, Twitter has one unique advantage:

Twitter provides a ton of intent data in real-time to anyone who wants to take advantage of it.

Intent data is user activity or behaviors that indicate buying interest. With intent data, you can figure out who is showing interest in your space, what topics they care about, and predict where someone is in a buying cycle.

On Twitter, you can see everyone's tweets and profile pages. With tools that process this data (like Socedo), you can figure out who is a potential lead for your business, what they care about, and target them when they are showing interest in your space.

As B2B marketers, we all know that timing matters. If you could reach someone within a few minutes after they showed interest in your brand, you can get a much higher response rate than if had you waited a few days.

If you need higher quality leads and more data for better targeting, it's time to turn to the social web.

II. The State of Data in Socedo

To help our customers take advantage of Twitter for lead generation, we have developed a robust data search and analytics platform tailored to the real-time nature of Twitter.

Every day, on average, our system is searching anywhere between 15-20 million new tweets. We index and store about 4 million new tweets into our system every day.

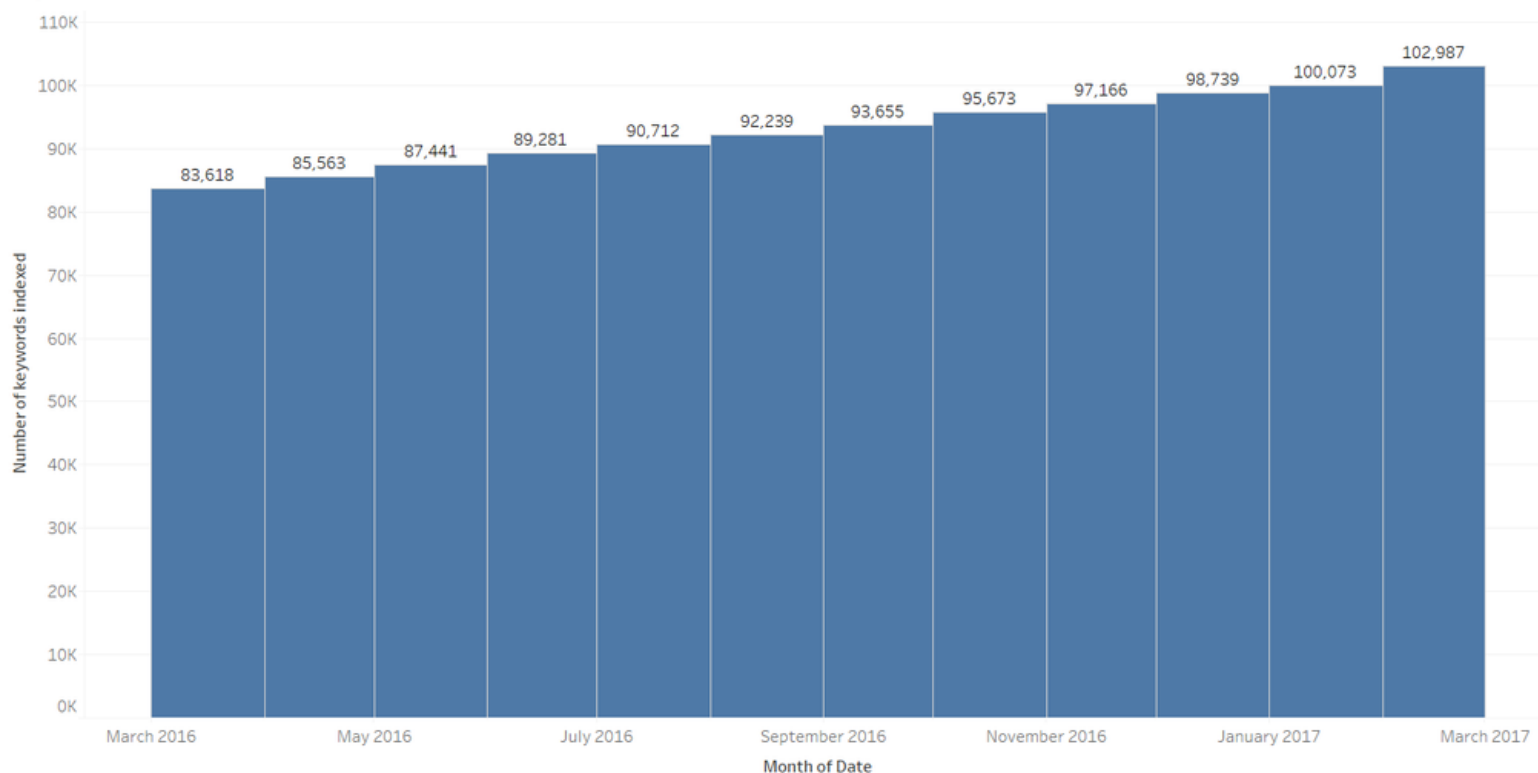
All the data on each person's Twitter profile – including the individual tweets, follow relationships, enhanced bio and location information - is stored in a giant “global index” in our system.

Our system lets users find their target audience based on both conversational and biographical keywords found in people's Twitter pages and their LinkedIn profiles. Every Socedo user can utilize public Twitter data (i.e. tweets, follower relationships) from all past searches in their own search to instantly get lead results.

As of the end of February 2017, we've indexed over 102,000 unique conversational keywords.

While this may not sound like a ton of data compared to the entire Twitter verse, keep in mind that our system is only indexing the keywords our customers are using to find business professionals. In the last 12 months, we've seen on average a 1.9% month-over-month growth in our keyword index.

keywords indexed month over month



To date through Socedo campaigns, our customers have:

- Used nearly 13,000 unique keywords to search for their target audiences
- Gained over 7 million Twitter followers
- Sent over 5.6 million direct messages through their campaigns
- Generated over 1.5 million responses

III. Which types of professionals are most active on Twitter?

There is still the lingering perception that B2B buyers aren't active on Twitter. Based on our data, we have to say this just isn't the case.

Within Socedo, we have built out 10 templates, or sets of keywords, to identify various groups of professionals:

- UX Designers
- Marketing Professionals
- Entrepreneurs
- IT Professionals
- Educators
- Software Engineers
- Finance Professionals
- Sales Professionals
- Real Estate Professionals
- Lawyers
- HR Professionals

Each template contains a set of bio keywords which commonly show up on people's LinkedIn or Twitter profiles. Each template also contains a set of conversational keywords, which are things that people talk about in their tweets.

For example, the marketing professional template contains bio keywords such as "Advertising", "Chief Marketing Officer", "Digital Marketer", "Growth Hacker", and "Search Engine Marketing".

This template also contains conversational keywords on popular topics marketers care about, such as @ContentMarketing, #SEO and Marketing Automation and lead generation.

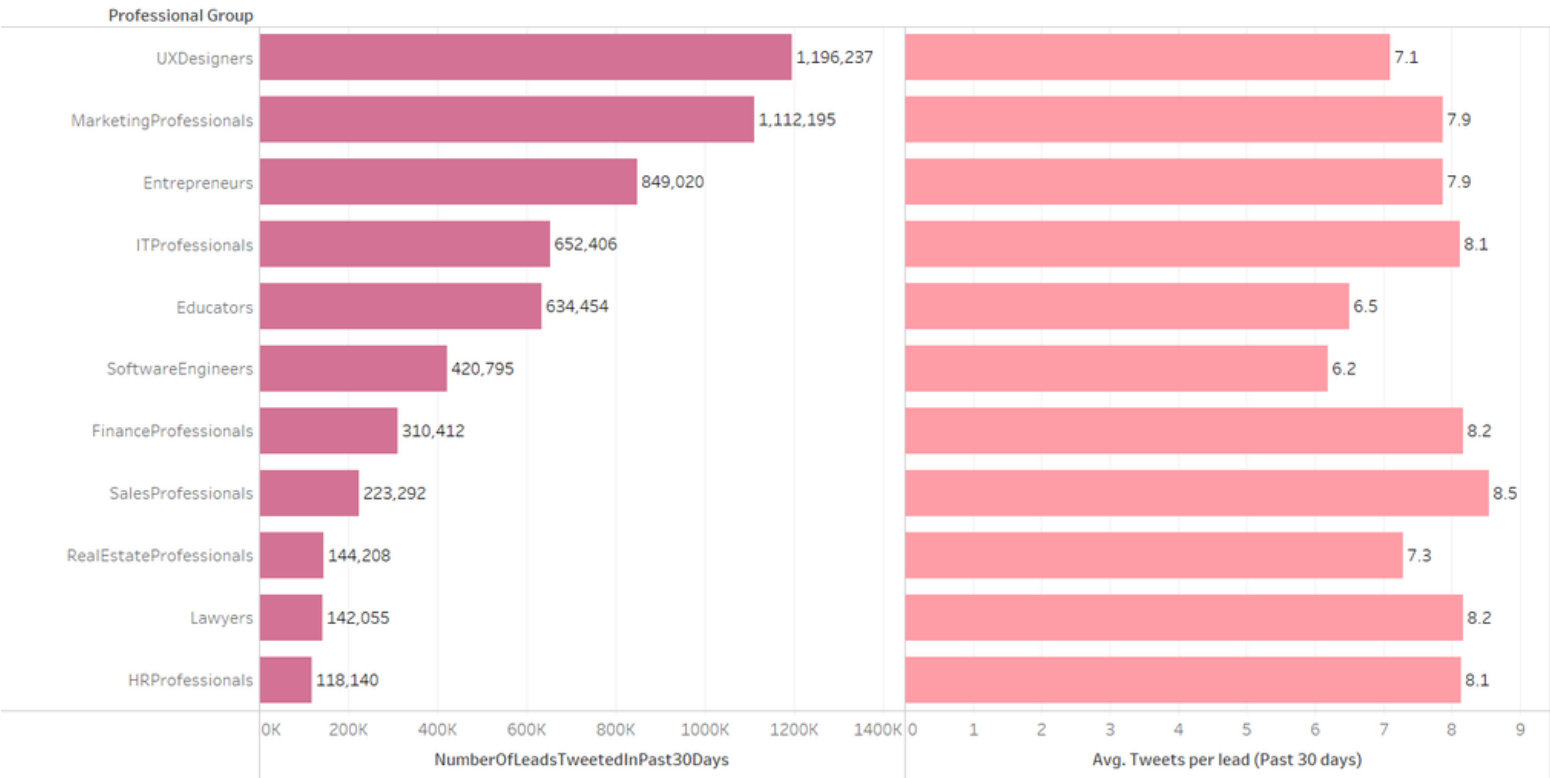
We ran a search to see how many professionals we can match on Twitter based on our templates and here's what we found.

In the past 30 days, over 5.8 million professionals across these ten industries have tweeted at least once in the last 30 days.

Nearly 1.2 million UX designers, 1.1 million marketers and over 840,000 entrepreneurs have tweeted at least once in the last 30 days.

On average, a UX designer tweeted 7 times in the past 30-day time period. The average marketer and average entrepreneur tweeted 8 times in a 30-day time period.

Twitter Stats Sorted by Professional Group

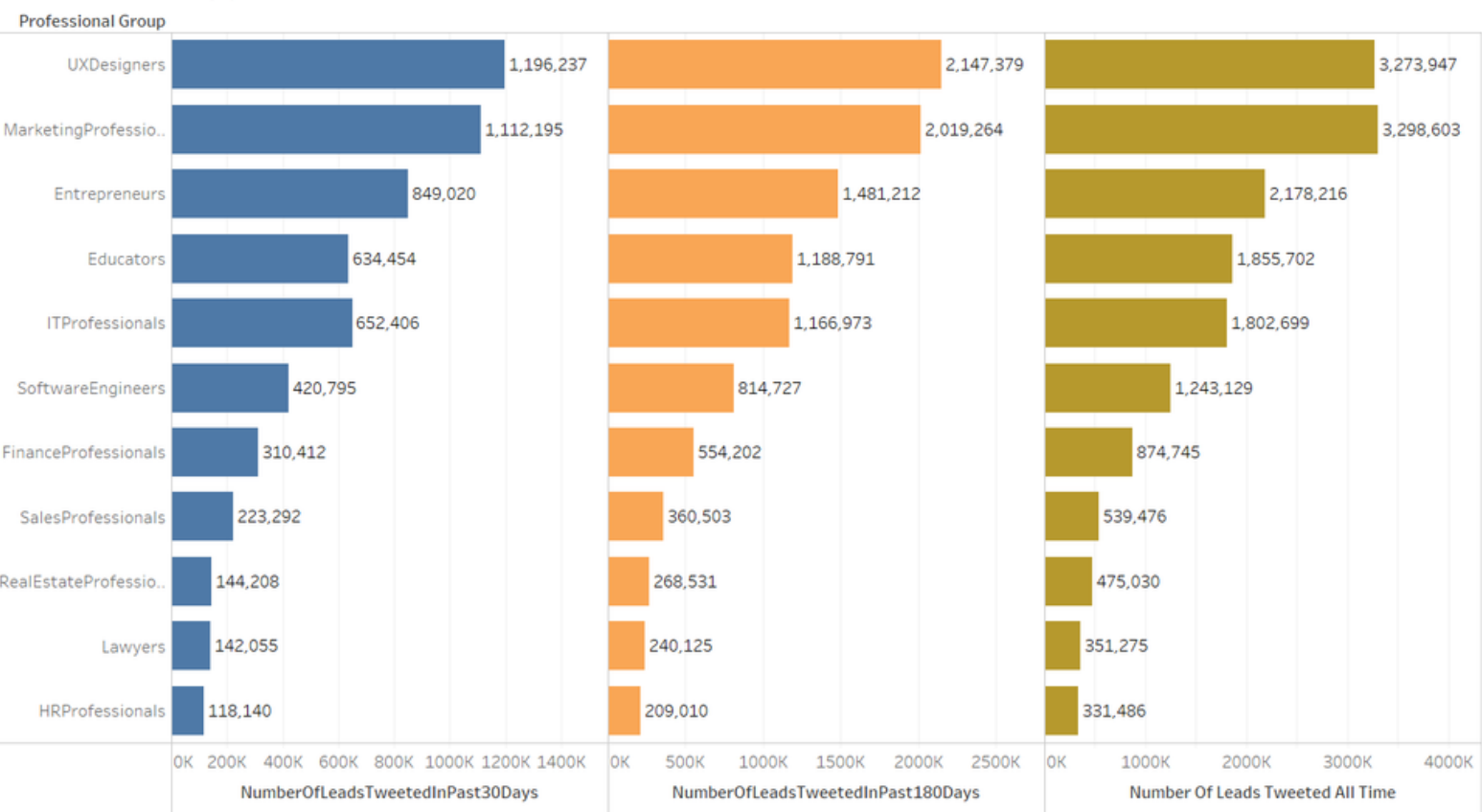


And although certain professions such as lawyers and HR Professionals are not nearly as active on Twitter, there is a clearly a subset of people who are very active, as the average lawyer and HR professional who tweeted in the last 30-day period tweeted 8 times.

Below are the stats for how many people in different professions have tweeted in the past 30 days, versus 180 days, versus all-time.

In the past 180 days, over 10.4 million professionals have tweeted.

Tweets sorted by profession



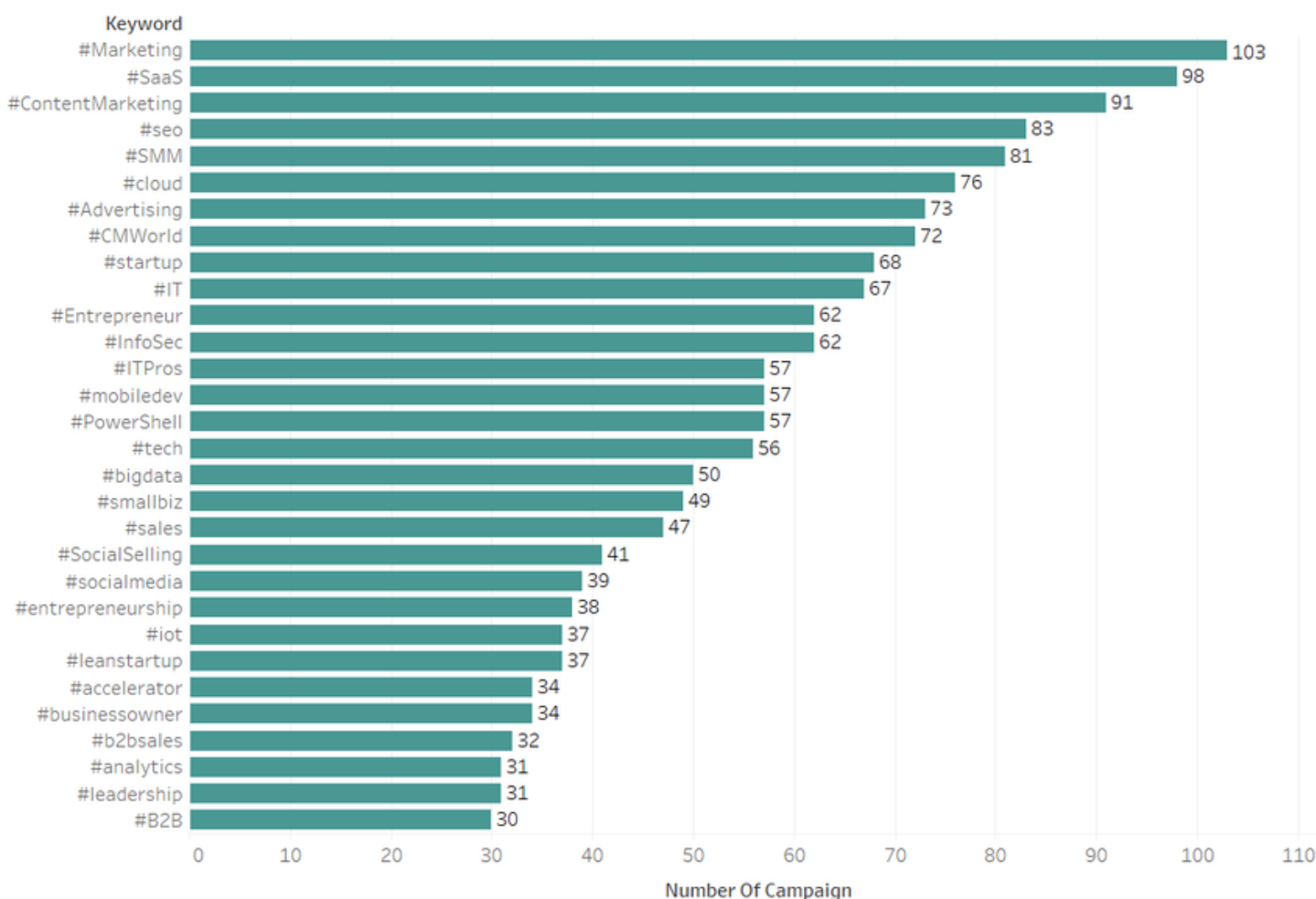
When you compare the 180-day data to the last 30-days data, you'll see that for every professional group, at least more than half of those who have tweeted in the past 180 days have also logged in and tweeted within the past 30 days.

If you compare the All-Time data to the last 30-days data, you'll find that over one-third of all those who tweeted at any point also tweeted within the past 30 days.

IV. How are B2B marketers reaching their target audiences on Twitter?

There are a lot of ways to answer this question. To start, we looked at most frequently used hashtags, keywords and follower relationships across our entire customer base. Based on the types of terms used, we started seeing a few types of strategies emerge.

Most popular keywords

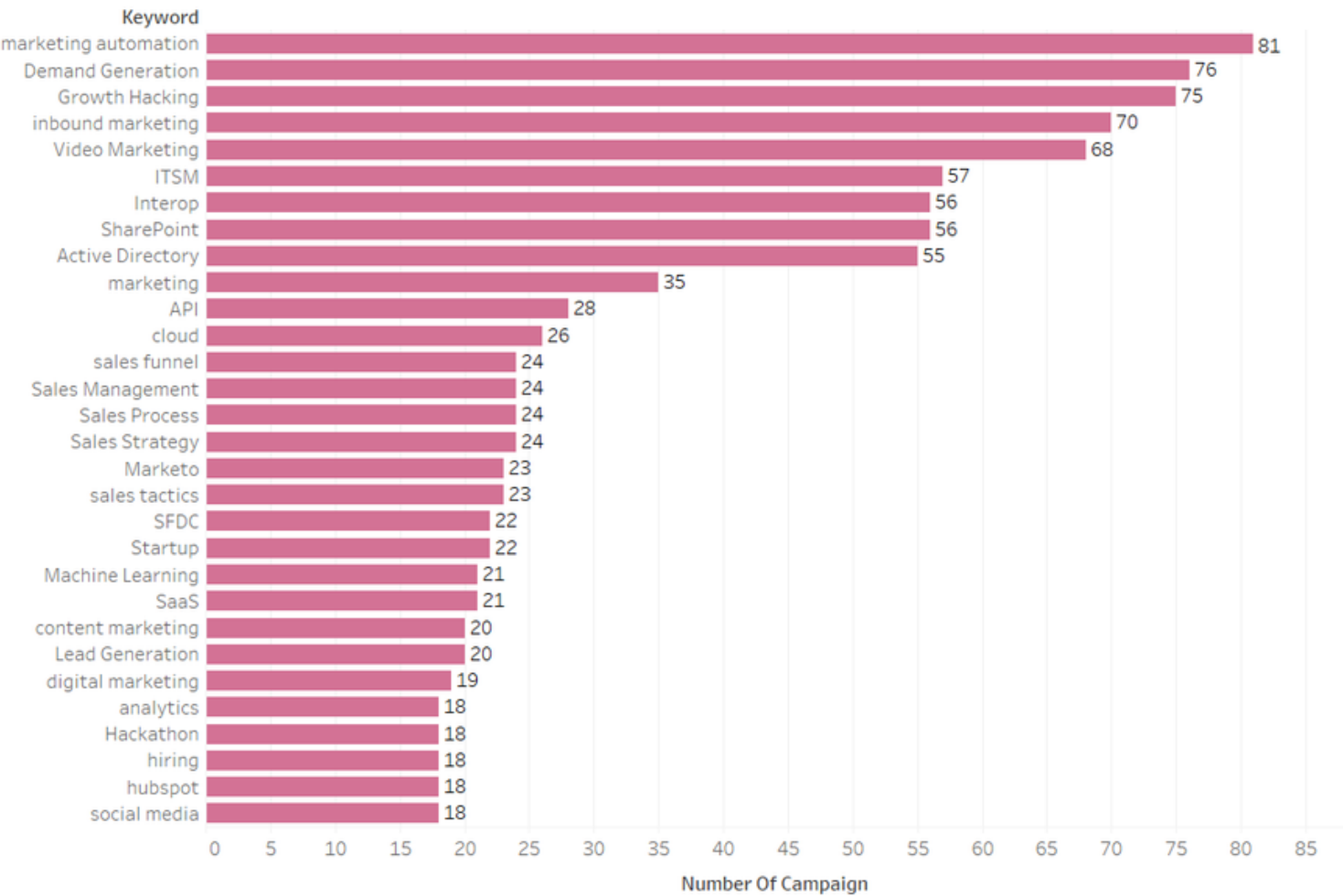


1. Cast a Wide Net

.Looking at the top hashtags, it's not surprising that the broader topics such as #Marketing, #SaaS and #cloud and #bigdata are used within many campaigns. These broad keywords tend to catch a lot of people including those who are casually reading about these topics as well as "self-promoters" who tweet often using popular hashtags.

For many of our customers, it's okay to cast a wide net and catch a lot of prospects into their bucket. They are using Socedo's automation sequence (follow, then send a direct message to those who follow back) to hone in on the right people. These customers are only syncing those leads are more engaged (i.e. those who clicked on their DM links) as new leads in their marketing automation system.

Most popular keywords



2. Target people who engage with large technology companies

From this data, we're seeing marketing and sales technology brands such as HubSpot, Marketo, SFDC being used in many campaigns. This makes sense for our customers who are providing complementary products to these core systems of records as well as service providers who are looking for clients who have purchased one of these systems.

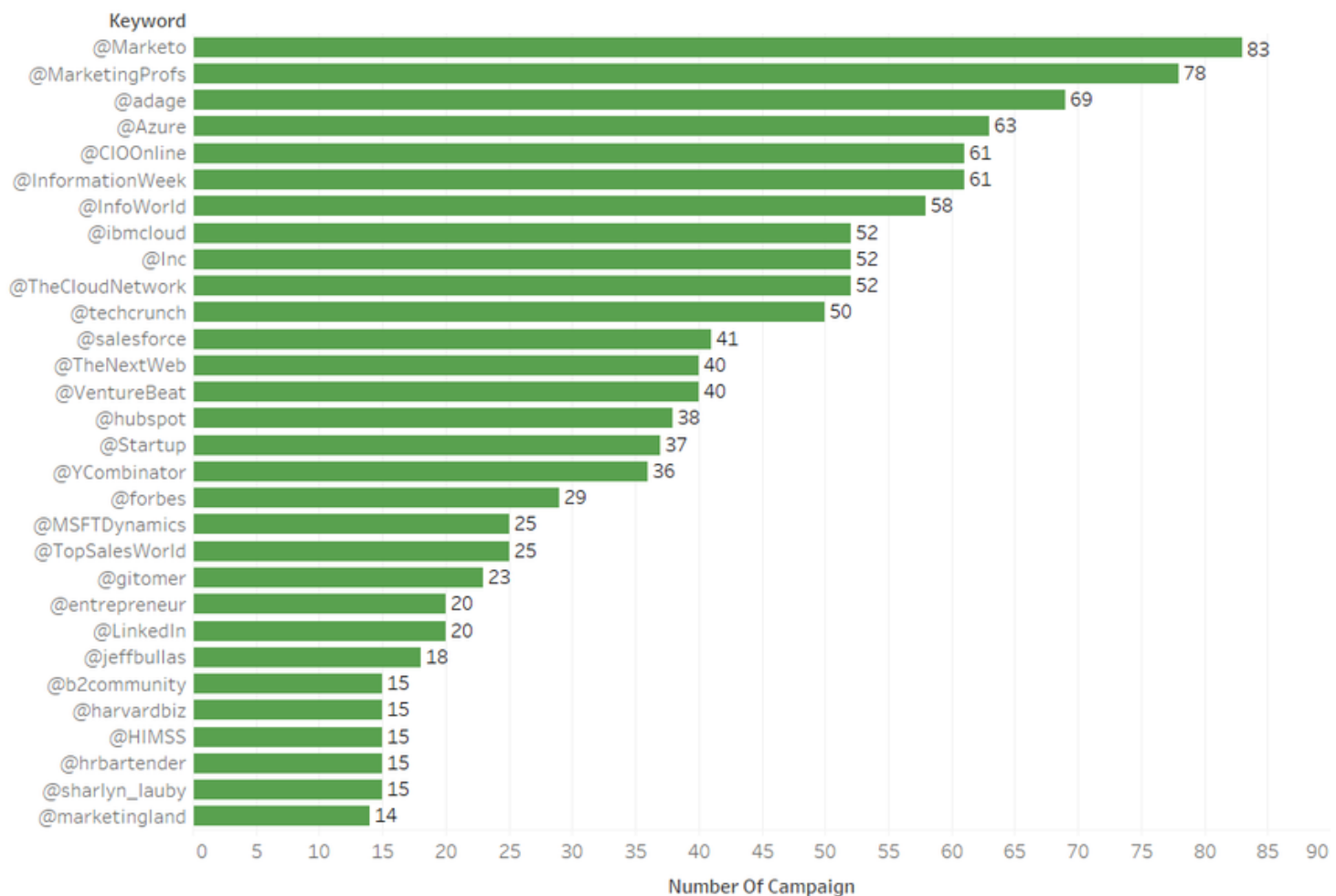
This strategy makes sense intuitively. You can assume that people who follow certain companies on Twitter or mention these companies in Tweets typically have an interest in the companies' products and thus are easier to message to if your company is selling a competitive or complementary product.

For example, if your company sells a sales document generation tool that plugs into Salesforce that gets sold from the Salesforce AppExchange, you might target people who are talking about SFDC and Sales Management as they are natural candidates for your product.

When we look at the top 30 most used Twitter handles, we see this pattern yet again.

Notice that technology companies such as @Marketo, @Azure, @Salesforce and @HubSpot are used in multiple campaigns.

Most popular Twitter handles



What we see in our dataset is in alignment with the bigger trend where more and more marketers are targeting prospects based on technographic data.

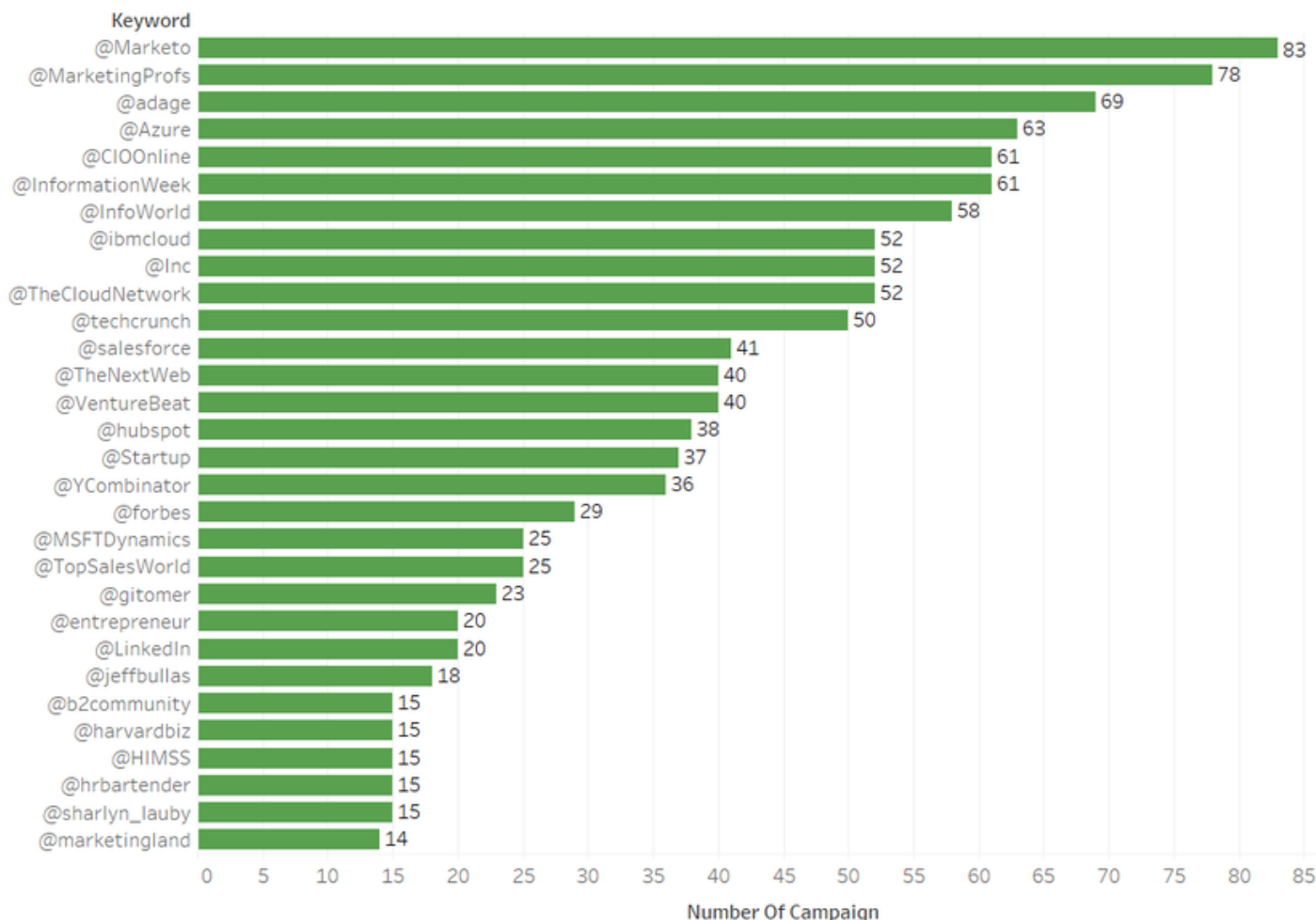
3. Target people who engage with industry publications

On the list of most commonly used Twitter handles above, several well-known industry publications show up, including @Inc, @CIOOnline, @TheNextWeb, @AdAge, @InformationWeek, @TechCrunch, @Forbes, @Harvardbiz (Harvard Business Review).

It's relatively easy to target followers of well-known industry publications like Inc., AdAge, and InformationWeek. Each of these publications has a significant readership in a well-defined niche. For example, it's primarily marketers who are reading AdAge and primarily IT professionals who are reading InformationWeek.

If your company has been featured in a well-known industry publication, you can reach these publication's readers and reach out to them with relevant resources (i.e. an article you've bylined in that publication).

Most popular Twitter handles



4. Target people who engage with individual Influencers / thought leaders / authors in your industry

@JeffBullas and @Sharlyn_Lauby are well known thought leaders in the marketing and HR spaces, respectively. @JeffBullas is used in 18 campaigns and @Sharilyn is used in 15 campaigns.

When an influencer in a space becomes well-known amongst a coherent audience (i.e. small business owners or heads of large HR departments), it makes sense for brands to reach the followers/subscribers of these influencers.

Here at Socedo, we target B2B marketers who are following @HeinzMarketing. Matt Heinz is one of the well-known and active content creators in the B2B marketer space. We've found that this keyword has a high conversion rate for us.

5. Targeting well-known industry conferences is a less common but potentially effective strategy

Sponsoring and hosting live events is a core part of all most all B2B businesses. Live events, particularly ones hosted by industry associations – are great opportunities to generate new business. If there are well-known events in your industry, chances are, you can find a significant number of people in your target audience subscribing to content from the event organizer.

Looking at the list of most used Twitter handles, we noticed that @HimSS – the Healthcare Information and Management Systems Society – was used in 15 different campaigns. HIMSS is a cause-based, global non-profit that sponsors the largest conference in healthcare IT. By targeting the HIMSS Twitter handle, a Socedo user can find a significant number of healthcare IT professionals.

Here at Socedo, we've identified the top 5-10 conferences attended by B2B marketers and we've generated a significant number of leads based on who is engaging with these conference hashtags.

V. Performance Benchmarks for Socedo Lead Generation Campaigns

To see how our customers' lead generation campaigns are performing, we looked at 335 active campaigns across our entire customer base.

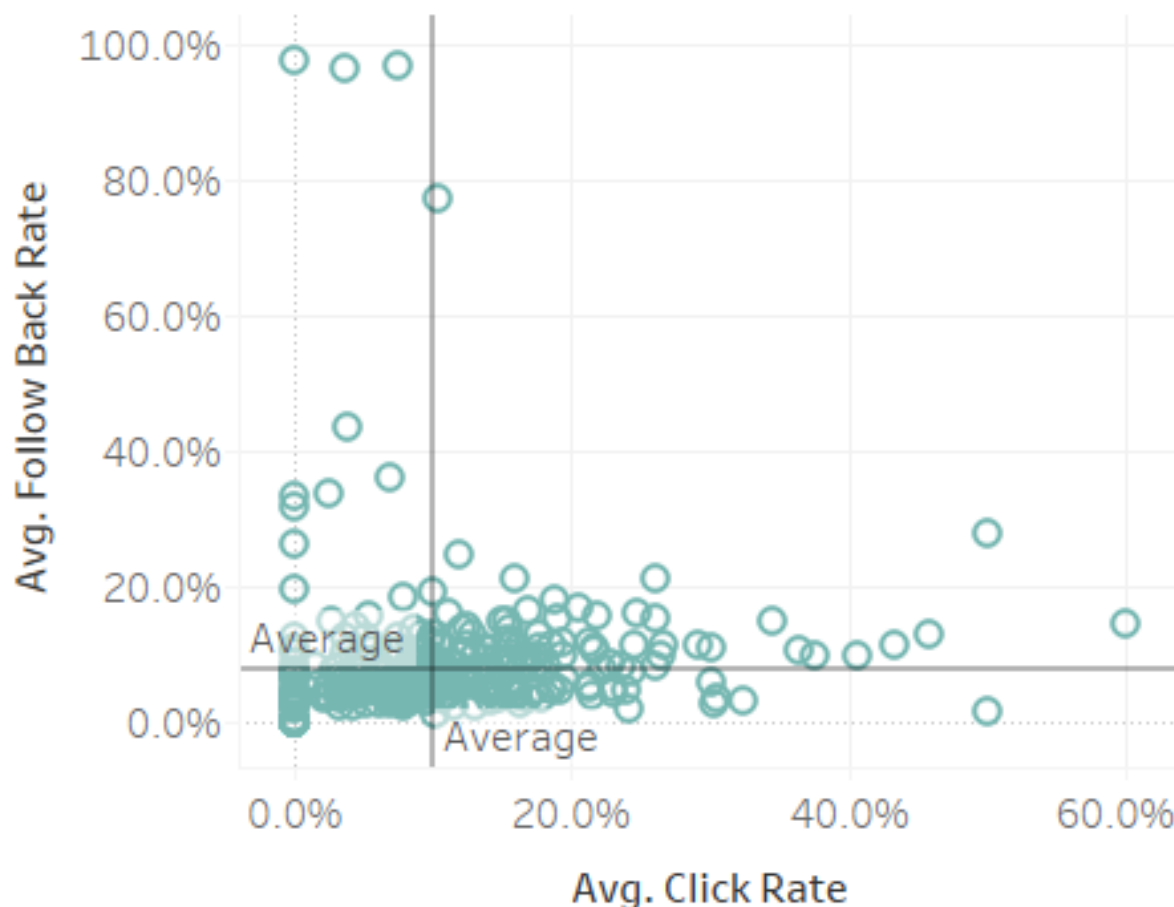
Average follow back rate for a campaign: 7.9 %

Average click through rate on DMs in a campaign: 10.0 %

Average response rate to DMs in a campaign: 11%

Keep in mind that each campaign has multiple keywords and each keyword gets a certain number of people to follow back, click on a DM link or respond to a DM. The campaign level metrics we reported above are weighted according to how many people took actions based on each keyword in that campaign.

Campaign Distributions



Keyword level benchmarks

We can also look at the performance of individual keywords used in all of our active campaigns.

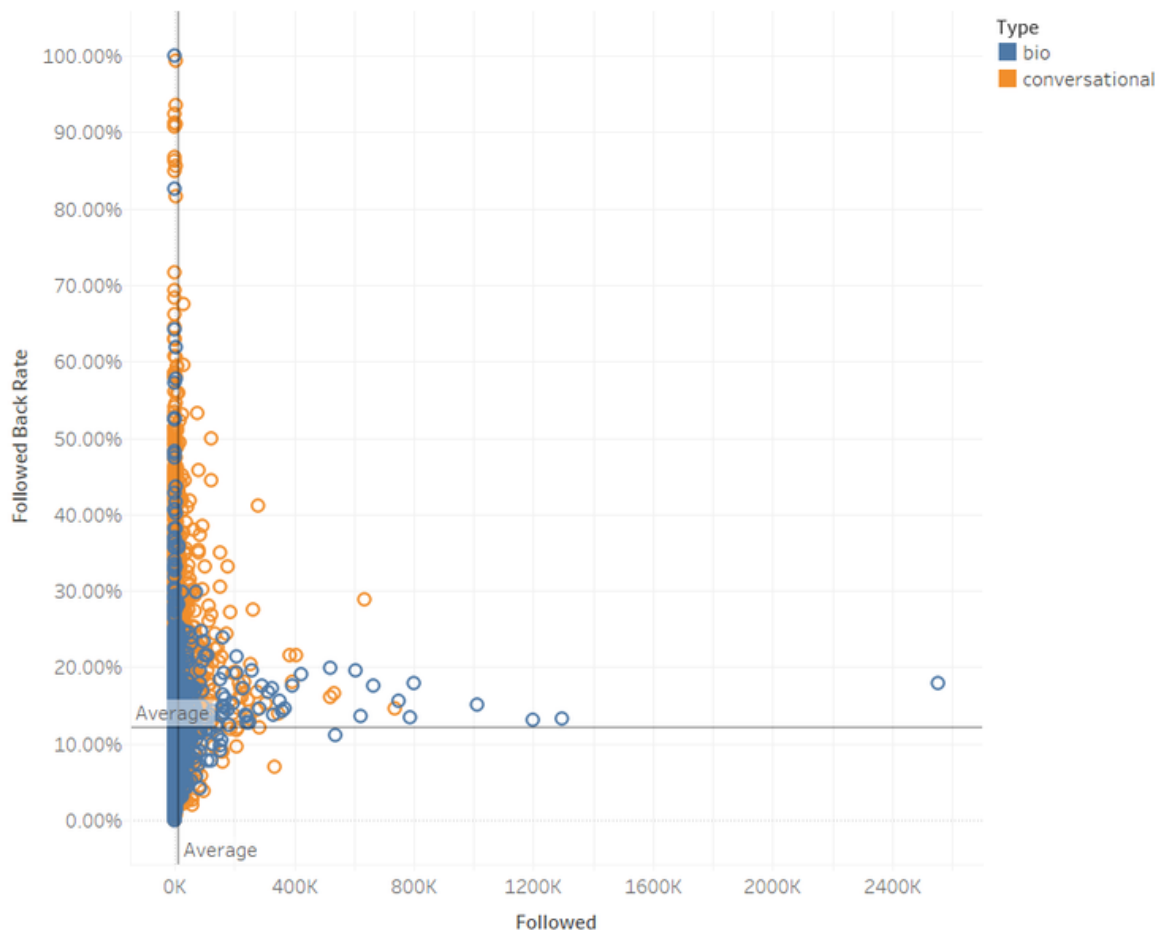
For this analysis, we only looked at keywords that had followed at least 100 people and where at the follow back rate is at least 0.1%.

There are 6931 keywords (bio and conversational) that fit these criteria.

The average keyword has a 12.1 % follow back rate.

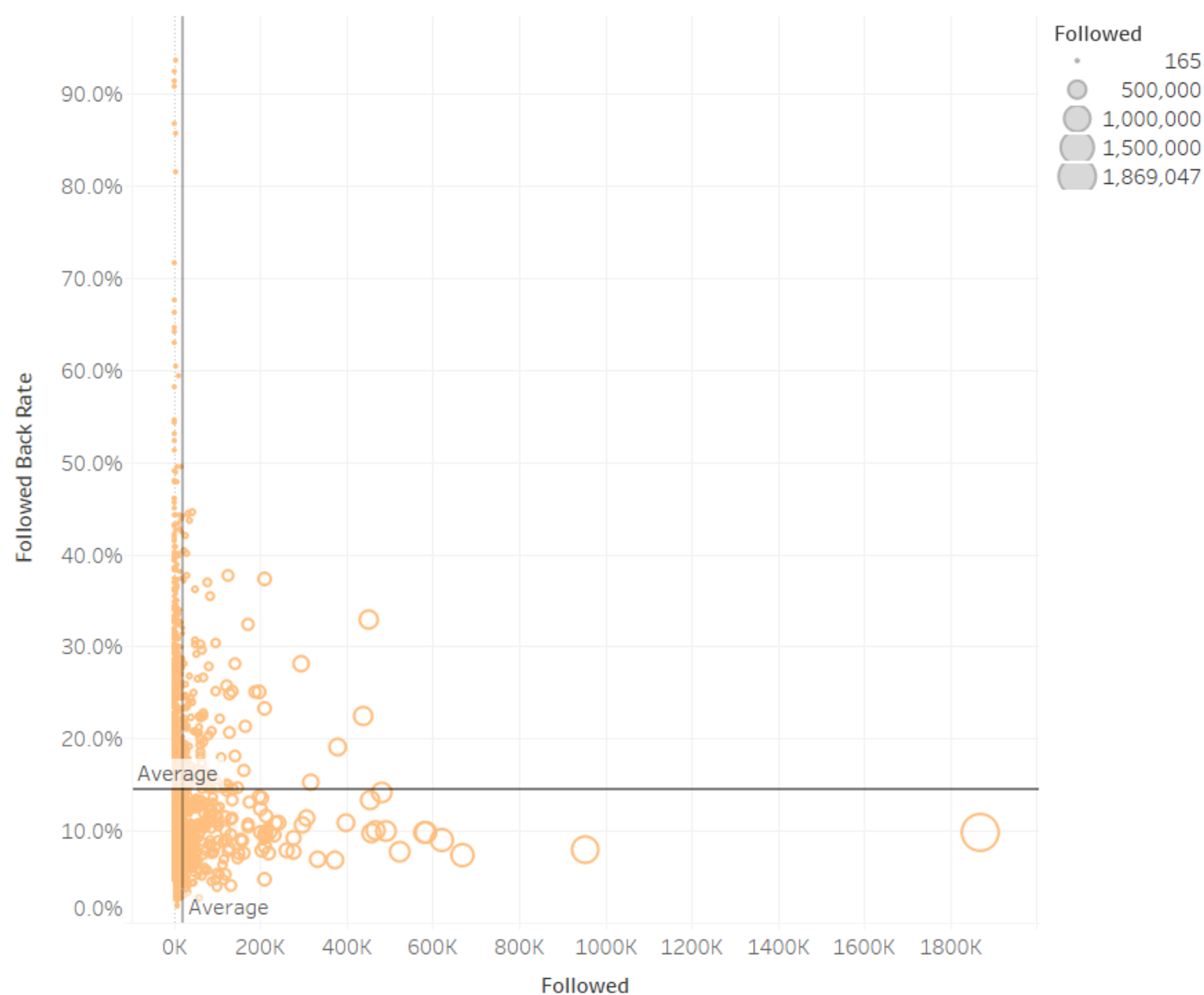
This means that on average, out of 100 people who used that keyword in their recent tweets (we look at tweets in the past 7 days), 12 people will follow back the Twitter handle connected to that Socedo campaign.

Below you can see the distribution of these keywords.



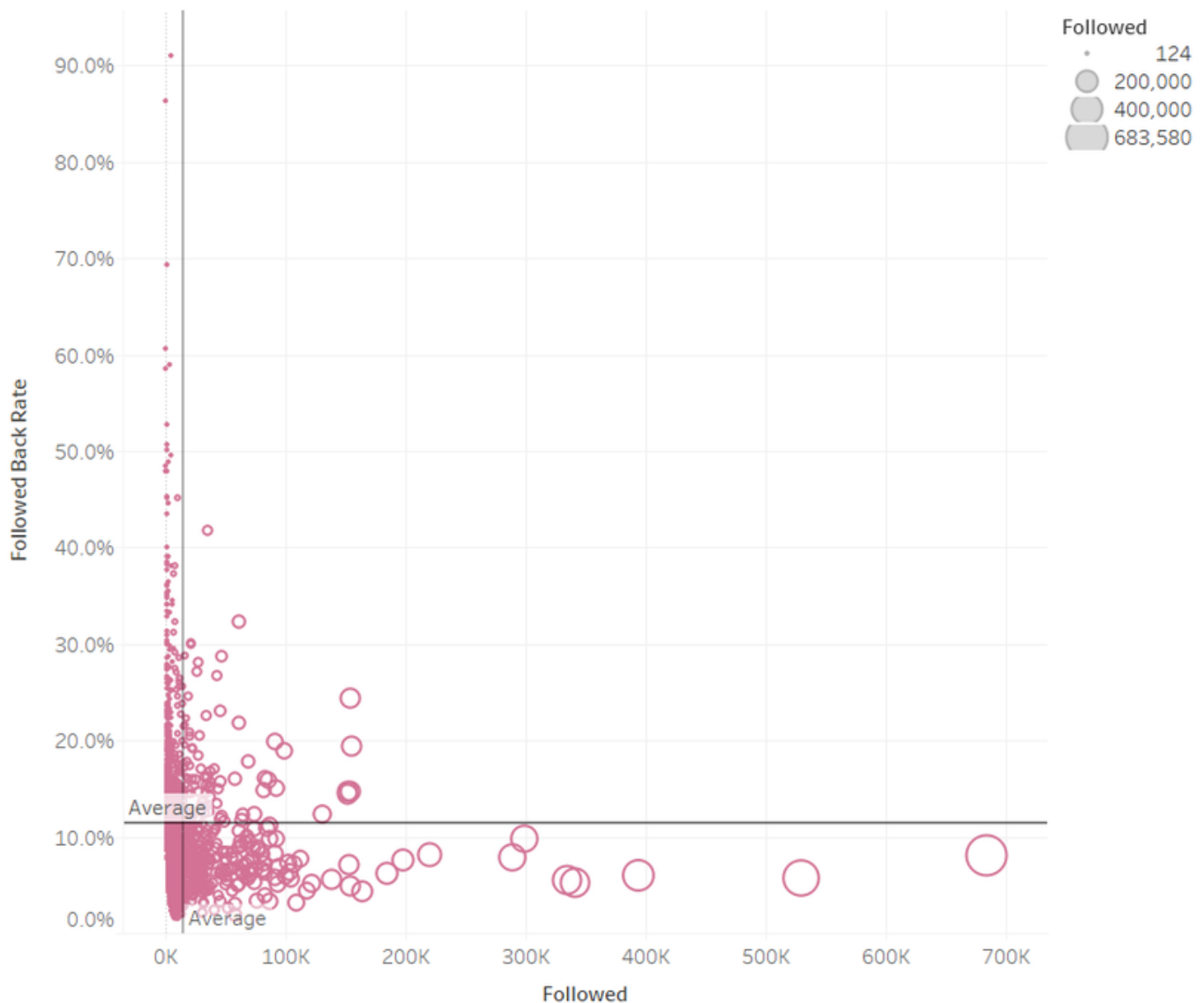
Below you can see the distribution of keywords used in campaigns that included links in their DMs.

Keywords used in campaigns that send links in the DMs



Below you can see the distribution of keywords used in campaigns that did not include links in their DMs.

Keywords used in campaigns that do not have links in the DMs



The effectiveness of links in direct messages

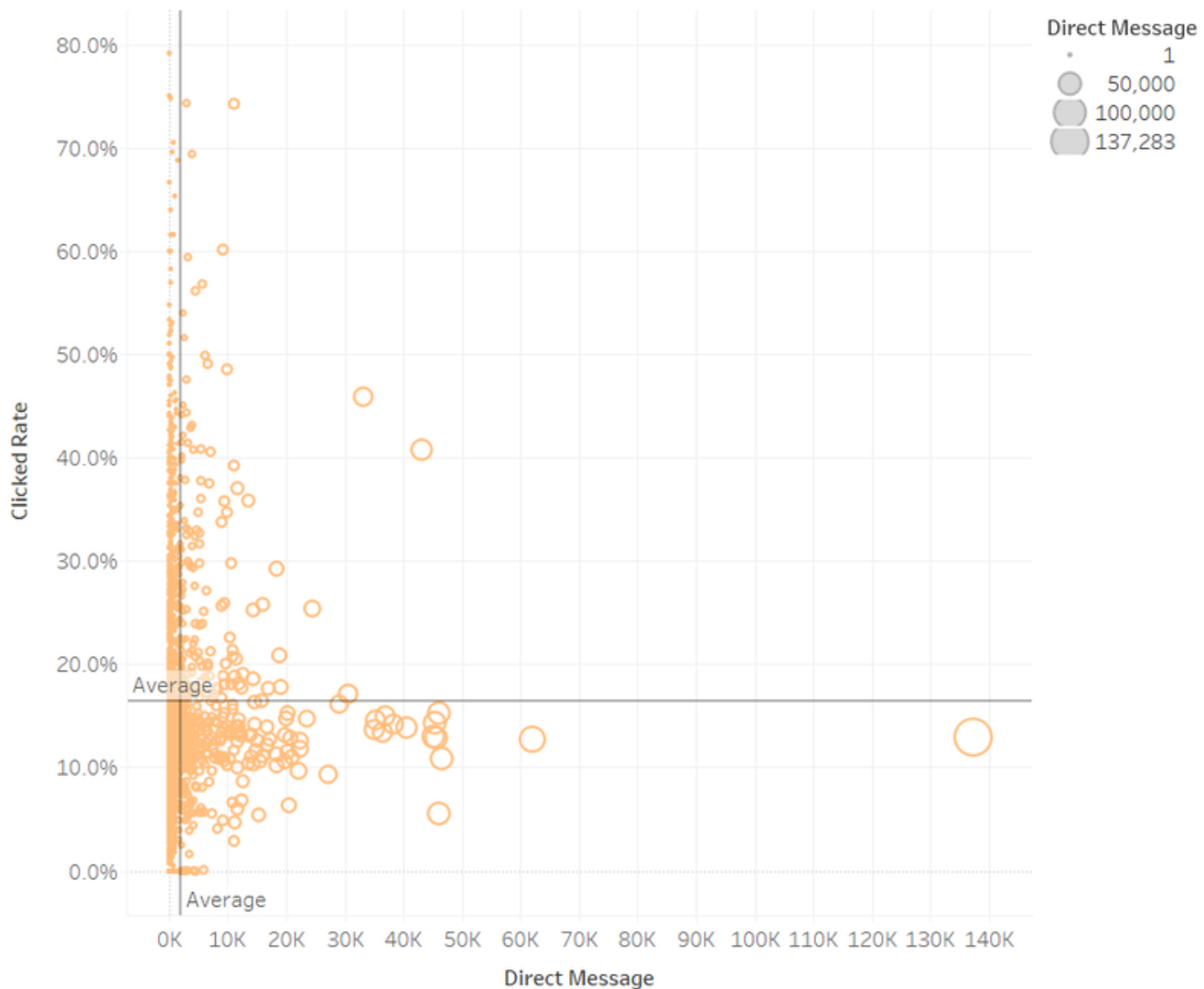
In the Socedo workflow, once a target prospect follows the Twitter handle connected to a campaign, Socedo will send the person a Direct Message (DM) on Twitter within 24 hours. Some DMs include links going to landing pages, other DMs do not include links.

Now, let's take a look at click through rates for all campaigns that include links in their direct messages.

The average keyword has a 17.9 % click through rate.

Below you can see the distribution of keywords used in campaigns that included links in their DMs. The average keyword in this set has sent out a total of 1875 direct messages.

Keywords used in campaigns that send links in the DMs



Why DMs Outperform Emails

To put DM performance into perspective, a direct message can be used in the same way as an email. With a DM, you are sending a private message to someone who has opted in to hearing from you (the person has followed you on Twitter and thus will see your posts on their feed).

Yet, direct messages tend to outperform emails by a wide margin. According to MailChimp's latest [email marketing benchmarks](#), the typical email gets anywhere between a 1% to a 5% click through rate depending on industry. On the other hand, the average Socedo campaign gets a 10 % click through rate on the direct messages it sends.

Direct message campaigns outperform emails for two reasons. **First, these DM campaigns are reaching a more receptive audience.** When someone launches a Socedo campaign, they are only targeting people who recently showed interest in their space based on their Twitter activities. **Second, these DMs are tailored to the interest of the recipient.**

On the other hand, with nurture emails, one message is sent to a group of people who may have diverse interests and are in different buying stages, so the content is not relevant to everyone.

Direct Messages used by Socedo's Marketing team:

Hi [First_Name]! I noticed we have similar interests, I think you'd find value in our demand gen platform Socedo. It'll jump-start your social-selling strategy to see the ROI of high quality leads discovered and engaged with, by our system, on social media. Check out our free trial, I would love to know your thoughts! <https://app.socedo.com/Account/SignUp/?c=damien>

Hey [First_Name], thanks for connecting! Saw you were interested in good content, so I wanted to personally reach out to you and share a resource all about how powerful behavioral social data is for personalizing emails. It's a great read and I think you'd enjoy it! You can download the whole thing here. <http://go.socedo.com/Behavioral-Social-Data-Marketing-Automation-Whitepaper/?c=robby>

Response Rates to Direct Messages

While some of our customers are sending direct messages to drive people to a gated landing page, others are using DMs to start personalized conversations. In the latter scenario, response rate to DMs is what matters.

Across our entire customer base, we've found the average campaign has a 11.0% response rate to its DM.

On a keyword by keyword level, we found that the average keyword gets a 13.2% response rate.

For this analysis, we just looked at the set of keywords used in campaigns where there is no link in their direct messages. Again, we excluded keywords that were low volume (keywords that have not returned at least 100 followers). We found 1,596 keywords that fit this description and these keywords have been used in 6,065 campaigns.

Here is the distribution of keywords based on response rates and the number of DMs sent.

Keywords used in campaigns that do not have links in the DMs



The average keyword in this set has triggered 910 direct messages to be sent. These response rates are much better compared to responses rates on typical emails.

How do these performance metrics compare to social ads?

Many of our customers are running social media ads as part of their lead generation mix. Socedo DMs have much higher engagement rates compared to various types of social media ads. Across our customer base, DMs average a 17.6 % CTR and a 13.2 % response rate.

Below are the performance benchmarks for various types of social ads and paid search, according to [CJ Media](#).

Facebook:

CTR for links to website: 0.72%

CTR for newsfeed ad: 1.42%

Twitter:

CTR: 2%

Paid Search

Smartphone CTR: 2.1%

Desktop CTR: 1.4%

Tablet CTR: 1.7%

LinkedIn (from [LinkedIn](#))

Sponsored content:

Minimum: .30% CTR

Range: .35%-.45% CTR

Text Ads:

Minimum: .010% CTR

Range: .012%-.030% CTR

Sponsored InMail:

Minimum Open Rate: 20%

Minimum CTR: 1.5%

Open Rate Range: 25-45%

CTR Range: 2-5%

Conversion Rates of Socedo Campaigns

For those whose goal is to drive signups through their Socedo campaigns, conversion rate is the key measure of success. Socedo can report on conversion rates on a campaign level and on an individual keyword level as long as the tracking pixel we provide is installed on our customers' conversion pages.

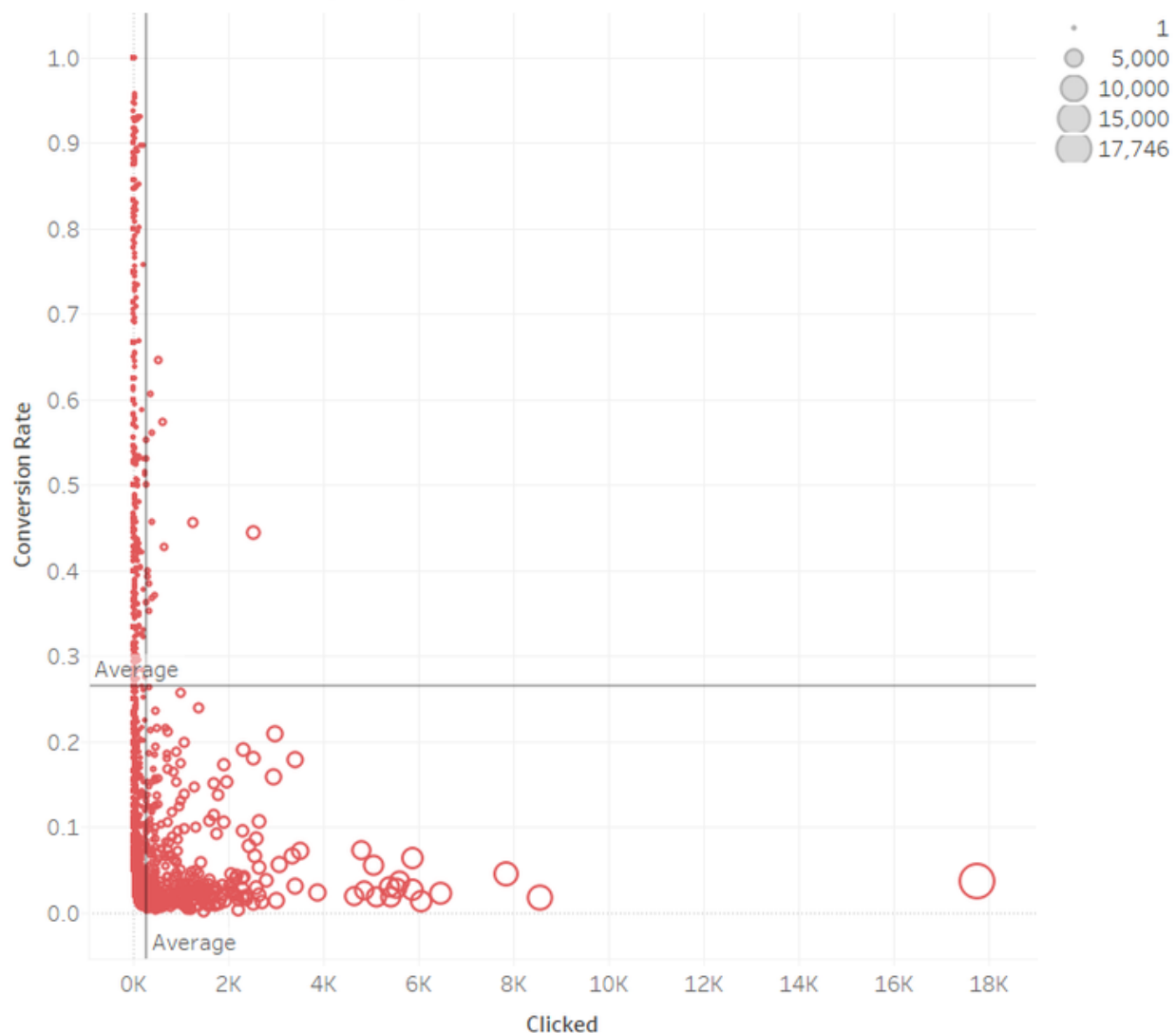
The average conversion rate is 26.4%.

[# of form fill completions / # of DM clicks]

For this analysis, we looked at 2,049 keywords used in campaigns that included links in their DMs, where each keyword has followed at least 100 people and generated at least one conversion.

Here is the distribution of conversion rates for our keywords used in campaigns that drove people to gated landing pages.

Conversion Rates by Keyword



VI. Top Performing Keywords

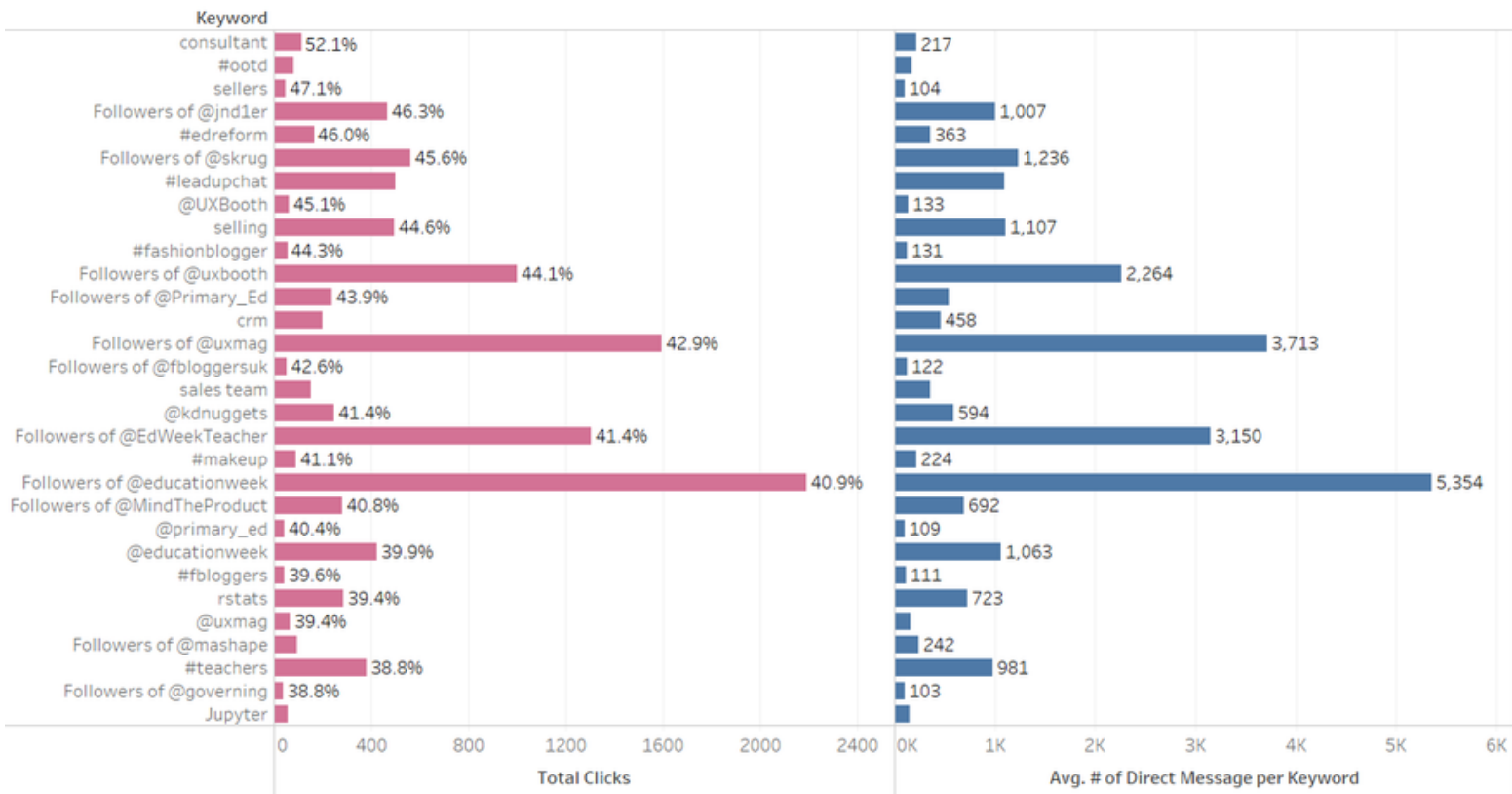
For this analysis, we looked at all active keywords used by our customer base and found the ones that perform best in terms of follow back rate, DM link click through rate and DM response rate.

Let's first take a look at conversational keywords because they give us a sense of what's being talked about the most often by different groups of professionals on Twitter.

Top Conversational Keywords based on click through rates on DMs

For this analysis, we only included keywords that have brought at least 100 followers, have at least 10 clicks and have sent out at least 100 DMs. The keywords are sorted by their click through rates. Click through rates are labeled on the bars on the left column (Total Clicks).

Top 30 conversation keywords - CTR

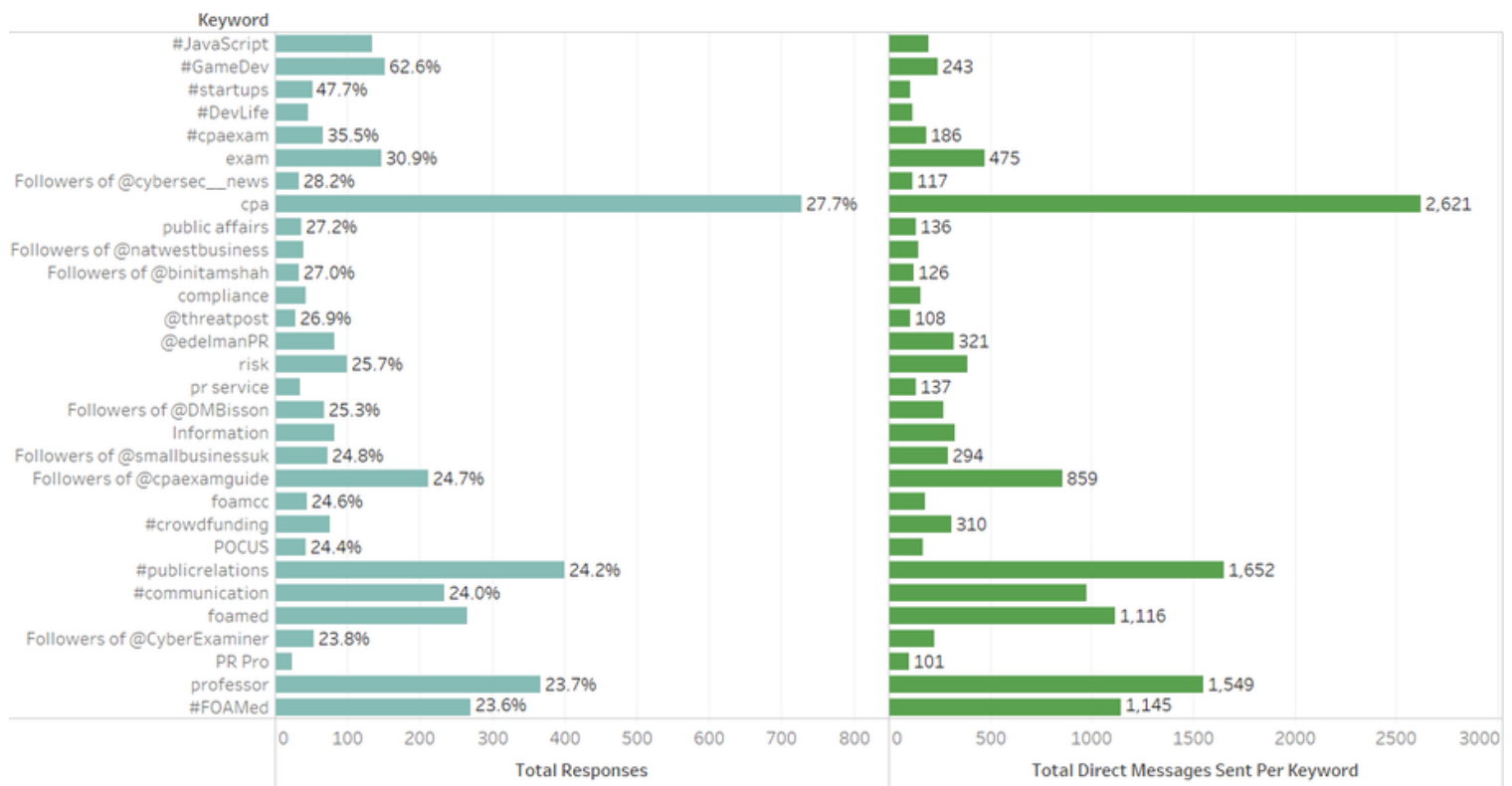


Top Conversational Keywords Based on DM Response Rates

For this analysis, the keywords are sorted by their DM response rates. The average DM response rate for each keyword is labeled next to the bars in the left column (Total Responses).

The bars on the left column show the total number of responses generated by campaigns that used each keyword. The bars on the right column shows the total number of direct messages sent by campaigns that use each keyword.

Top 30 conversation keywords



Top bio keywords based on click through rate on DMs

Biographical keywords provide a sense the most common types of professionals our customers are finding on Twitter. Below you can see the top 30 bio keywords based on the average click through rate for campaigns that use these keywords.

Top Bio Keywords based on CTR

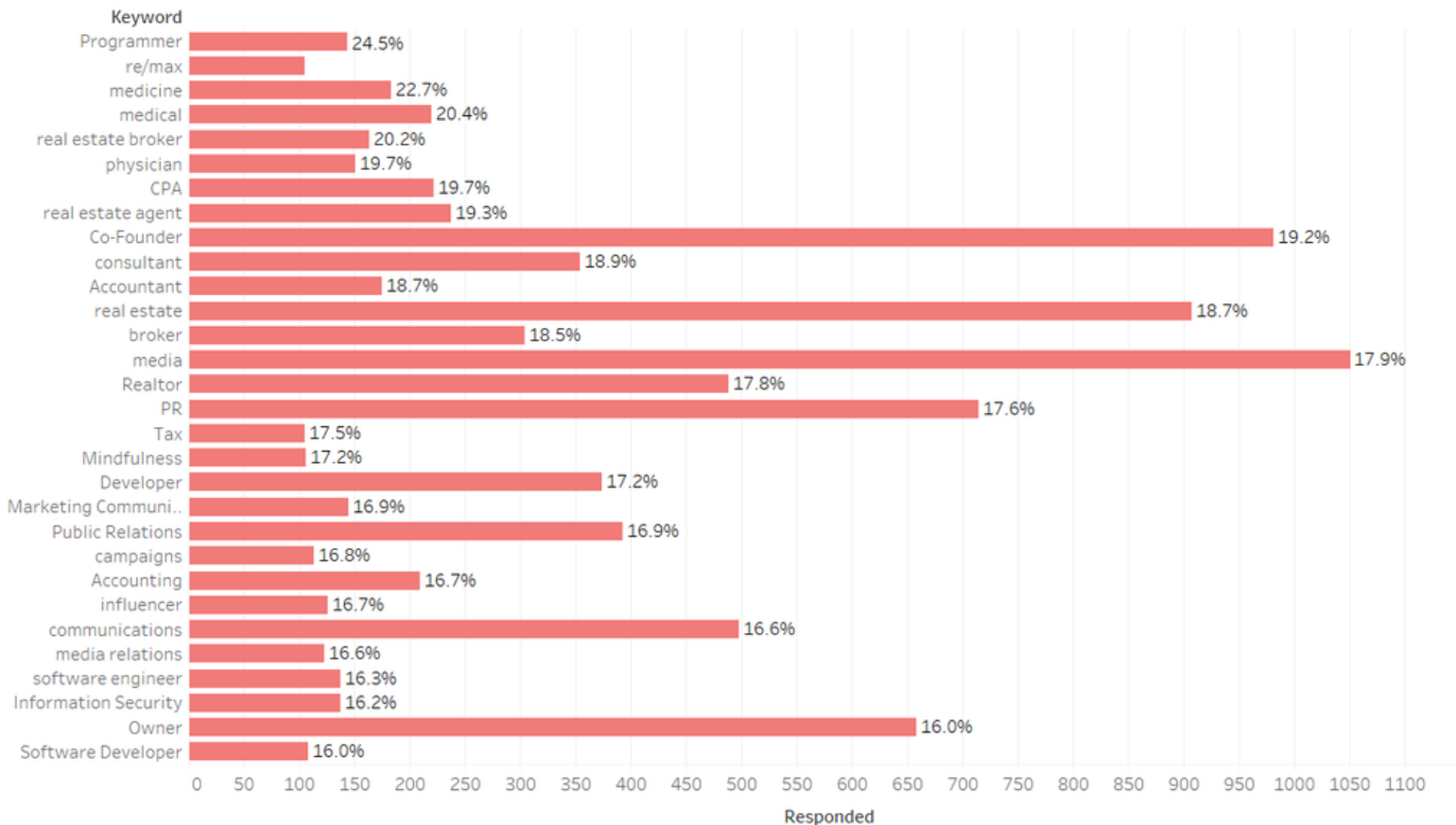
Keyword	Clicked Rate	Clicked
ui	44.3%	578
Interaction	43.1%	176
designer	43.1%	1,717
"user experience"	42.9%	377
user experience	42.8%	409
assistant principal	42.5%	194
Usability	42.1%	166
teachers	42.0%	192
UX	41.8%	1,256
Data Engineer	41.5%	141
math	40.0%	183
speaker	38.8%	381
fashion	37.9%	111
superintendent	37.5%	193
Data Scientist	37.5%	483
API	35.9%	222
machine learning	35.1%	385
design	34.7%	1,655
code	34.7%	192
actor	34.2%	313
actress	33.9%	135
edtech	33.6%	362
teaching	33.2%	626
Elementary	33.0%	455
teacher	32.9%	2,333
School	32.6%	1,694
Principal	32.4%	942
data science	32.2%	553
education	31.0%	1,582
c++	30.4%	259

Top bio keywords based on DM Response Rates

For this analysis, we only looked at keywords used in campaigns that did not include a link in the DM, have at least 100 followers, and have at least 100 responses.

Below are the top bio keywords. They have been sorted by DM response rate. The numbers next to the bars show the average response rate for each keyword. The bars themselves show the total number of responses generated by campaigns using that keyword

Top bio keywords by response rate



VII. Socedo's Investment in Predictive Intelligence - Keyword Suggestions

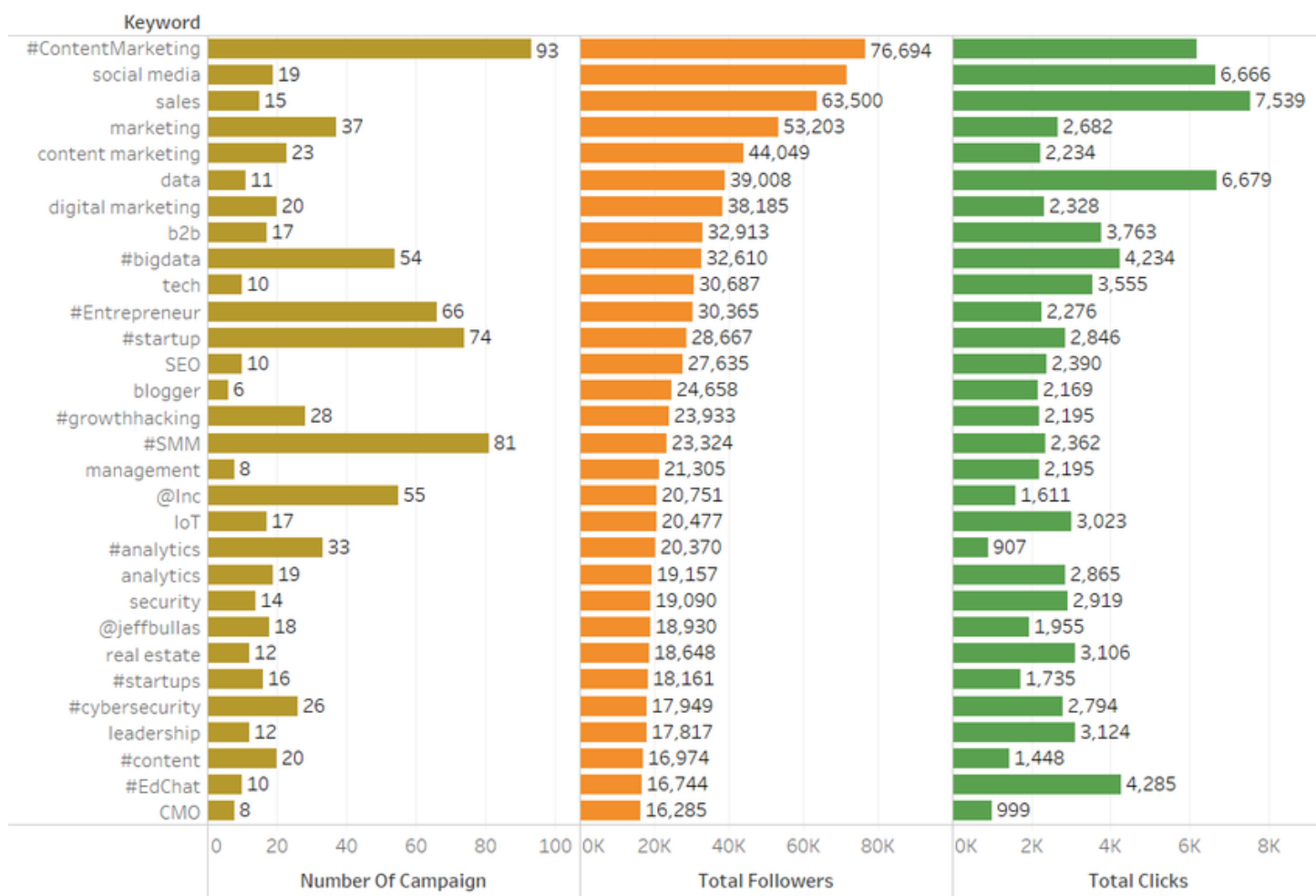
Building a solid set of keywords to reach your target audience is one of the tougher parts of any lead generation program.

To make it easier to find your target audience on Twitter, we recently developed a keyword suggestions system that automatically generates suggestions for your campaigns, based on all the data we've collected across our entire customer base.

Our keyword suggestions system can suggest new keywords for your campaign based on input keywords, or automatically as long as you have at least 1,000 approved prospects in an existing campaign.

Let's take a look at some common conversational keywords used amongst our customers and see what suggestions our system has generated for these keywords. Below, we've pulled a list of keywords used that have brought back the most followers.

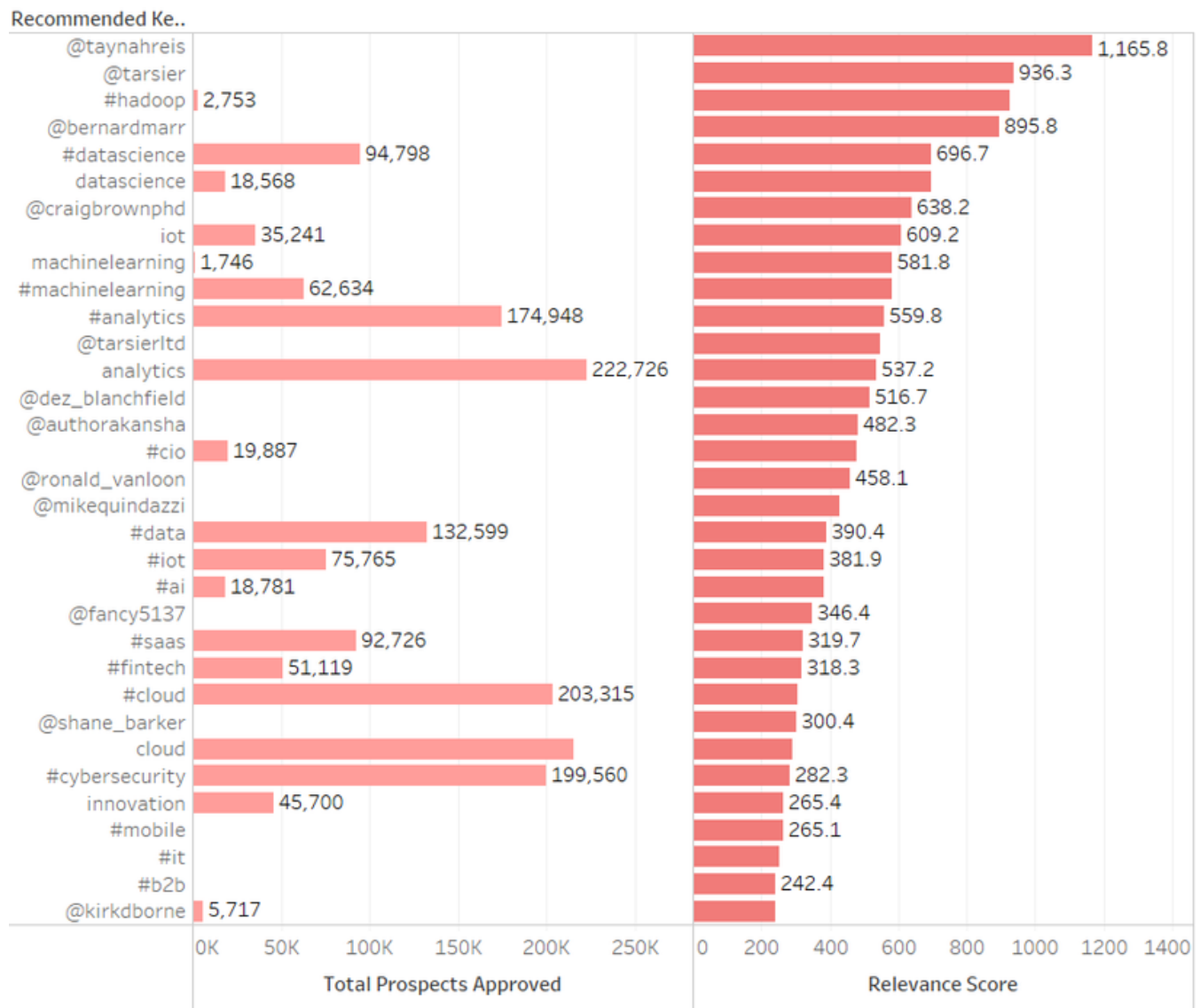
High volume conversational keywords



Now, let's take a keyword from this list - #bigdata and see what keyword suggestions our system would generate for #bigdata. The way input keyword suggestions works is this:

1. Our system looks across our entire database to find campaigns where #bigdata has returned prospects.
2. We look at what else this group of people - who talked about #bigdata - has talked about on Twitter within the past 7 days.
3. We tally up how many times various topics have been mentioned by this group of people. For example, we may find that this set of people also talk about topics A, B, and C a lot more often than the average prospect in our database.
4. We serve up keywords A, B, C as suggestions. Each suggested keyword comes with a Relevance Score, which indicates how much more likely it is for people in this select group to use this keyword in their tweets compared to the baseline population in our database.

Suggested Keywords for #bigdata

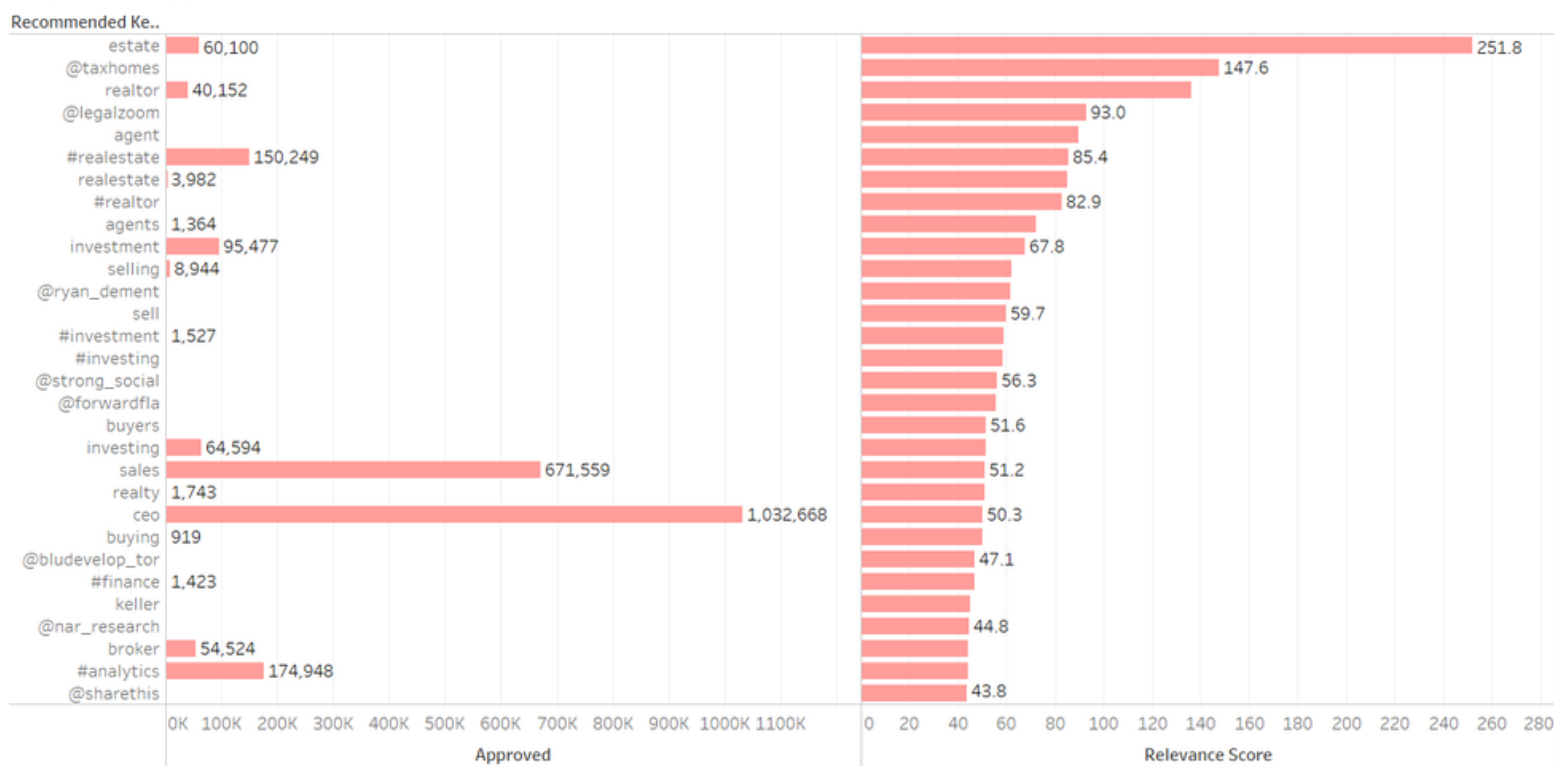


In this case, our system has recognized that amongst this group of people who talk about #bigdata, they mention @taynahreis, @bernardmarr, #Hadoop and #iot a lot more often than the average prospect in our database, and has put forth these keywords as suggestions.

Notice that while some of the suggested keywords – such as #CIO, #datascience and #hadoop - have been used in other campaigns (they have approved a number of people), other keywords – such as #@taynahreis and @tarsier - are original because have not been used in any campaigns in our customer base. These keywords have no values for Total Prospects Approved.

Let's look at the keyword “real estate” as another example. Let's say that you're looking for real estate agents on Twitter. You know that real estate is a good keyword to target but you are not sure which other keywords you should use. Below are the suggestions our system generated for “real estate”.

Keyword suggestions - real estate



In this case, our system has recognized that amongst the set of people who have used “real estate”, a lot of them also use “realestate”, “#realtor”, “agent” in their tweets. These are variations on “real estate”. It's easy for a human to forget to add these keywords to a campaign. By having these terms suggested automatically, you can save time when building out your targeting criteria.

In this scenario, our system has also suggested some keywords that no other campaign has ever searched for, including [@taxhomes](#) (which is a real estate investment company), [#investing](#), and “keller” for [Keller Williams](#) (one of the largest real estate franchise companies in the world).

Our hope is that by using the keywords our system suggests, you will see your campaigns discovering more leads and higher quality leads.

Conclusion

For the last few sections, we've been talking about how to use keywords to find your target audience on Twitter. To take a step back, the main point we want to emphasize is that you should be taking advantage of intent data from the social web to figure out who is showing interest in your space and what topics they care about.

Here at Socedo, we have built a system of insight that allows marketers to find their target audience based on social media keywords, which is the smallest unit of intent data.

As you think how your organization can leverage intent data to attract, engage and convert more leads, we encourage you to start investigating the intent data providers out there and see who has the data to help you achieve your goals.

When you talk to vendors, we recommend ask them the following questions to assess their capabilities:

1. What data sources do you provide? What websites and/or social networks and/or forums are you getting the data from?
2. Are you providing account/company level data or individual contact level data?
3. Can you provide me data on the specific actions people have taken? Or do you just provide data on which companies are showing interest in certain topics I care about?
4. Do you have your own technology to collect data or do you license data from other providers? If it's your own technology, what is your data gathering methodology (i.e. website crawlers/scraping, cookies/IP address lookup, API access from public sources, etc.)

5. What is your data match rate? What percentage of contacts in a typical CRM or Marketing Automation database can be matched back to the data provider's database?
6. How often does your data get updated or refreshed? Real-time, near real time (i.e. every few minutes, Hourly)? In batches? (daily, weekly), etc.?
7. What format does that data come in? Can customers consume it through direct integration with their marketing automation or CRM system? Is it available through API?
8. Can I use the data in an automated way? For example, can I use data to put leads into different email tracks or use this data in my lead scoring model?

If you want to see how you can use intent data from the social web to reach your target audience, contact us at <http://socedo.com/request-a-trial>

About Socedo

Socedo's mission is to help B2B businesses of all shapes and sizes better engage and communicate with their customers by utilizing intent data from the social web. Socedo has built out a demand generation system fueled by social media intent data. Socedo integrates with leading marketing automation and CRM systems including Marketo, HubSpot, Oracle Eloqua and Salesforce. Socedo is based in Seattle, WA. Socedo was founded in 2012 by Aseem Badshah and Kevin Yu and is backed by investors including TechStars, Vulcan Capital and Divergent Ventures. Learn more about Socedo at www.socedo.com