



# #MktgKickstart Tool Kit



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Invest in the growth of your business by making small changes to your Twitter presence that can lead to big results.

We've put together this tool kit to help you focus on getting the most out of your profile, planning content, and finally, writing Tweets that excite followers.

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**LET'S GET STARTED**

[business.twitter.com](https://business.twitter.com) | [@TwitterSmallBiz](https://twitter.com/TwitterSmallBiz)

# Checklist

*Practice makes perfect, but it doesn't have to take up all your time. We've compiled a simple checklist of easy tactics to employ now to revamp your Twitter presence.*

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## 1. UPDATE PROFILE PHOTOS

Put your business's best face forward by refreshing profile photos to feature your latest logo and products.

**TIP:** Keep things consistent by using photos that complement your business website.

## 2. UPDATE BIO DESCRIPTION

Give people a compelling reason to follow your business with a clear and informative bio description.

**TIP:** Don't forget to include your website URL, store hours and/or contact information.

## 3. INTEGRATE @USERNAME

Let the world know you're open for business by integrating your @username across online and offline collateral like business cards or store signage.

**TIP:** Include Follow and Tweet buttons on your website to drive exposure.

## 4. INCORPORATE PHOTOS & VIDEOS

Don't let words do all the talking. Tell a visually rich story by incorporating photos and videos into your Tweets.

**TIP:** Use a horizontal image with a 2:1 aspect ratio for photos to show up completely in timeline Tweet previews.

## 5. CREATE A CONTENT CALENDAR

Stay organized and anticipate upcoming holidays by creating a content calendar.

**TIP:** You can now schedule your Tweets ahead of time by logging into [ads.twitter.com](https://ads.twitter.com).





# Content Calendar










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Use this calendar to help you plan your monthly Tweet content. To get you started, we've included a few Tweet templates for each month. Just type directly into the blank fields using the hints we've provided and save the document as a PDF.

Remember, these are simply ideas to get the creative juices flowing. Add your own spin to let your business's unique personality shine through.

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# February 2014

26	27	28	29	30	31	1
2	3		5			8
9		11		13		15
16		18	19		21	22
23	24		26	27	28	1

### February 4th

Share an interesting article about your industry.

### February 6th

Show your expertise by providing a helpful tip. See sample template.

### February 7th

Tweet to show support for your favorite athletes in Sochi.

### February 10th

Tweet photos to help followers find that perfect Valentine's Day gift. See sample template.

### February 12th

Launch a #Twixclusive offer that is only available to followers. See sample template.

### February 14th

Valentine's Day - Ask followers to share their plans and then retweet your favorites.

### February 17th

President's Day - Ask followers what the holiday means to them or what they plan to do with their day off.

### February 20th


Drive word of mouth by posting a positive customer review.

### February 25th

Give followers a behind-the-scenes look at your business. See sample template.

# Tweet Templates

06 Feb 2014



**Your Business** @username

Learn how you can \_\_\_\_\_ with these \_\_\_\_\_


[ ACTION PHRASE ] [ NUMBER ]

helpful #tips: \_\_\_\_\_

[ LINK TO ARTICLE / BLOG POST, ETC ]

←
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★
⋮

10 Feb 2014



**Your Business** @username

Still looking for that special something for your #Valentine?

Here's some inspiration: \_\_\_\_\_

[ LINK TO ARTICLE / BLOG POST, ETC ]  
OR INCLUDE IMAGE

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12 Feb 2014



**Your Business** @username

#Twixclusive: If \_\_\_\_\_ people RT this message, you'll get \_\_\_\_\_


[ NUMBER ]

\_\_\_\_\_ off your next \_\_\_\_\_ purchase until midnight.

[ OFFER/DISCOUNT ] [ NAME OF PRODUCT ]

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25 Feb 2014



**Your Business** @username










Here's a sneak peek of the latest \_\_\_\_\_ project.

[ COMPANY @ HANDLE ]

Stay tuned!  [ INSERT PICTURE ]

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# March 2014

23	24	25	26	27	28	1
2	3		5	6		8
	10	11		13	14	
16		18	19	20		22
23	24		26		28	29
30	31	1	2	3	4	5

## March 4th

Support business partners and vendors by giving them a shout-out. See sample template.

## March 7th

Try scheduling your Tweets for the weekend - log in to [ads.twitter.com](https://ads.twitter.com) to get started.

## March 9th

Spring forward by reminding followers to adjust their clocks for Daylight Saving Time.

## March 12th

Spark conversations by asking your followers a question.

## March 15th

Give followers insider access to your products or services. See sample template.

## March 17th

St. Patrick's Day - Post a photo of your team sporting their green or offer discounts to holiday revelers.

## March 21st

First day of Spring - Feature new seasonal inventory. See sample template.


## March 25th

Retweet a positive mention of your business.

## March 27th

Post a video using [Vine](https://vine.co) to feature a behind-the-scenes look at your business.

# Tweet Templates



**Your Business** @username 04 Mar 2014


We're loving the \_\_\_\_\_ from \_\_\_\_\_

[ PRODUCT/SERVICE ] [ @ HANDLE ]

Check it out if you haven't already. \_\_\_\_\_

[ LINK OR PHOTO ]


← ↺ ★ ⋮



**Your Business** @username 15 Mar 2014


Ever wonder how we make our \_\_\_\_\_ ? Here's a

[ PRODUCT/SERVICE ]

behind-the-scenes look at our process in action. 

[ INSERT PICTURE ]

← ↺ ★ ⋮



**Your Business** @username 21 Mar 2014

Today's the first day of Spring! Celebrate by checking out

our new \_\_\_\_\_

[ LINK TO WEBSITE, PHOTO OF NEW INVENTORY, ETC ]

← ↺ ★ ⋮

# April 2014

23	24		2	3		5
6		8		10	11	
13	14		16	17		19
	21		23	24	#FF	26
27	28	29		1	2	3

### April 1st

Happy April Fools' Day. See sample template.

### April 4th

Post a photo that highlights one of your team members.

### April 7th

Share an interesting article about your industry.

### April 9th

Tweet how you're working with others to support the community. See sample template.

### April 12th

Tweet about a special promotion. See sample template.

### April 15th

Tax Day - Ask followers what they are treating themselves to after submitting their taxes.

### April 18th

Give followers a hand by sharing a helpful tip.

### April 20th

Easter

### April 22nd

Happy Earth Day - Share how you're taking part in preserving our beautiful planet or provide tips to get people involved.

### April 25th

Follow Friday - Highlight your favorite tweeters.

### April 30th

Pose a question to your followers and respond to their Tweets e.g. "What products would you like to see more of?"

# Tweet Templates

01 Apr 2014

**Your Business** @username

It's April Fool's Day! Share your favorite pranks using the hashtag \_\_\_\_\_ and we'll RT our favorites.

[ # HASHTAG ]

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09 Apr 2014

**Your Business** @username

We're proud to partner with @\_\_\_\_\_ on \_\_\_\_\_

[ HANDLE ] [ PROJECT ]

To learn more about the project, visit us here: \_\_\_\_\_

[ LINK TO WEBSITE ]

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12 Apr 2014

**Your Business** @username

Just for our followers, we're offering \_\_\_\_\_!

[ OFFER/DISCOUNT ]

Use code \_\_\_\_\_ to redeem the offer. \_\_\_\_\_

[ OFFER CODE ] [ LINK TO WEBSITE ]

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