



# **Boosting Your Twitter Strategy With Dig.Drop.Done™**

This guide has been provided as a service to you, our valued retailer. In the pages that follow, you will find general best practices for Twitter.

## **What are we trying to do?**

Increase bulb sales across the U.S. and Canada. Tweeting, posting, pinning and blogging about flower bulbs and the Dig.Drop.Done campaign, can help increase engagement with your customers, spread the campaign's overall message and augment YOUR sales.

## **Who are we talking to?**

Generation X, Y and Boomer females throughout the U.S. and Canada.

## **What overall tone should we utilize?**

Fun      Informative  
Warm      Energetic



Twitter: a powerful platform that allows:  
The rapid distribution of information  
Fostering community  
Participation in relevant conversations

## Best Practices: Twitter

### *Operating Your Twitter Stream*

Keep your content focused and informative about your store(s), your promotions and seasonal tips and suggestions. Try to post at least twice (ideally, 3 to 4 times) per day, and remember to stay positive and helpful. Remember—this will encourage engagement with your fans and give them a sense of exclusivity.

Retweet (like sharing on Facebook) relevant posts from followers/followees 20-30% of the time. This encourages following back, the feeling of inclusion (from your followers/customers) and the distribution of helpful information.



# Best Practices: Twitter

## *Operating Your Twitter Stream*

Create a followee list of local partners, national organizations or initiatives, gardening experts and other relevant entities. This will establish friendly connections in your community and industry.

When referring to these individuals or organizations, attempt to use their Twitter handle whenever possible (“@” plus a specific username). It will automatically inform them that they were mentioned in your tweet, and increase the chances of that tweet being seen and then retweeted.



# Best Practices: Twitter

## *Operating Your Twitter Stream*

Don't avoid negative comments or questions from fans. Politely address their messages, and direct them to outside customer service when appropriate. Doing so will help you reinforce that you care about their concerns.

Respond to comments and messages within 3 hours (between the hours of 7:00 a.m. and 9:00 p.m.) in order to maintain timeliness.

Post content at peak traffic times to ensure sharing. Such times include 9:30 a.m. and 3:00 p.m. on Wednesdays and Fridays, though we recommend posting content more than twice weekly to keep your followers engaged.

Include links, videos or images with your content whenever possible. Your followers will appreciate your use of media to augment your content.



# Best Practices: Twitter

## *Operating Your Twitter Stream*

Tweets should attempt to incorporate hashtags (a keyword preceded by a “#”) whenever appropriate. Hashtags allow your conversations or topics of discussion to be tracked easily. Relevant hashtags for your store (and DDD) include #gardening, #bulbs, #bulbchat, #decor, #spring, #specials, #discount, etc.

Remember to participate in hashtag events like #FollowFriday (or #FF—a tradition of recommending other users worth following) or #gardenchat, as they will help you to join active conversations on Twitter and build community among your customers.





# Incorporating DDD into Your Content

Follow @DigDropDone from your personal and/or business account.

When referencing the individual DDD Ladies, use a corresponding hashtag to your tweets—#Marcy, #Juliana and #Evelyn, respectively—to make your references trackable.

When referencing bulb planting or the campaign, please use #bulbs or #bulbchat in your tweet.

Please feel free to retweet @DigDropDone tweets whenever you feel the content is appropriate for your audience.

Please include @DigDropDone among your #FollowFriday mentions regularly.



*Please contact your bulb supplier for more information.*

