

# How many Tweets make a sale?



## How many Tweets?

How many times would you say your business has to be in front of someone before they buy from you?

10, 15 times maybe? Of course it depends on the nature of your business\*\*, your product or service and who your customers are.

*However, take a look at these startling stats from Google PPC (paid advertising on Google) – they'll make you think:*

For every 100 times an impression (visual link, or advertisement linking to your website) appears as a result of a search on Google, you can reasonably expect 0.5 – 2% of people will click on your link or ad.

And typically, only 2% of those people that click will engage with your business, and then perhaps only 1 in 7 will actually end up buying from you.

So on that basis, you'd need to be in front of 875,000 people, or make 875,000 impressions if you wanted to win the business of 5 new customers!

With a plethora of variables, this can only be an approximate model, but it's never going to be too far away from the truth!

So, before you get excited that you've reached your 200th follower on Twitter, please bear in mind, that landmark in itself won't pay the bills.

**Here's the crux of the issue:** you need to be in front of a lot of people a lot of the time if you are to generate sales online. Think about how many people you need to visit your website to make a sale, then work backwards. How many impressions would you need to deliver that many people to your site?

The number is probably a lot bigger than you originally thought. And of course the website and messaging need to be up to the job to achieve the conversion rates you're hoping for. Conversion rate optimisation (or CRO) may just sound like another bit of online jargon, but in truth it's a crucial element in the marketing mix.

Many people embark on social media campaigns with little or no strategic plan. They don't really know how to reach their target audience, and activity can be sporadic, according to how much or how little time they have.

It's worth spending a little time to plan a strategic approach to this activity; choose the right social media platforms to use well, rather than attempt to be present on all with little time to commit to each.

over...



# How many Tweets make a sale?

INSIGHT N° 8

Here at Essentiamail, we recommend combining a well executed social media campaign with an email marketing strategy, to help drive traffic to your website.

However, this activity will only deliver results if websites then meet customer expectations.

It's a conversation we have frequently with our clients. As we're in the business of driving traffic to websites via sustained and targeted email marketing campaigns, we want to be sure that those websites are best placed to engage with the warm contacts we are sending their way.

What we're saying here is that any marketing activity that drives traffic – whether social media, email marketing, SEO or PPC – will work best when the online experience you create exceeds expectations.

**\*\*It's perhaps worth understanding that there's a big difference between selling a commoditised product online, for example an office chair or toner cartridge, and securing a contract for a consultative offering, such as an advertising agency winning a new client, or an accountant securing a new piece of business.**

Both commoditised and consultative businesses need to look good online. The former needs to be price aware and offer an exemplary customer experience to win the business – think Amazon Prime as the benchmark. The latter needs to build desire and reassurance to elicit that precious phone call or email enquiry.