

UIEvolution Leveraging Twitter: A Social Media Success Story

*How Calysto helped one company increase
its Twitter following by 10X in just 5 months.*



CALYSTO

CASE STUDY

Leveraging Twitter: A Social Media Success Story

Situation:

- UIEvolution had established a Twitter account but had very few followers and was getting very little referral traffic to its website from its tweets.

Objectives:

- Expand UIEvolution's Twitter following to drive traffic to its website from shared tweets (i.e. tweets that link back to <http://www.uievolution.com>).
- Improve UIEvolution's search engine optimization (SEO) and thus drive traffic to its website by using keywords more strategically.



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Strategies/Tactics:

- Increase the following activity of key audiences (decision makers and purchase influencers for its services) and retweets by improving quality of Twitter content.
 - Calysto recommended monitoring industry news, events and trends and sharing relevant content in the form of tweets with its followers (i.e. not UIEvolution specific content) to increase UIEvolution's credibility as an information source among its followers and to help UIEvolution generate more click-through from its brand-specific tweets containing UIEvolution specific content.
- Manage UIEvolution's Following-to-Followers ratio to comply with Twitter guidelines.
- Update Twitter background page to be more engaging and to communicate more of UIEvolution's key messaging.



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Strategies/Tactics:

- Create a Twitter list of key audience groups to provide value for its followers and to raise awareness among target audiences.
- Integrate Twitter feed with Facebook, LinkedIn and other appropriate social media channels to extend the reach of tweets.
- Create a list of the top phrases and terms that UIEvolution should use when tweeting – and could also use when implementing its SEO strategy for the website and blog.
- Leverage hash tags to increase UIEvolution's visibility when tweeting about industry events and trends to more effectively position UIEvolution as a thought leader.



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Strategies/Tactics:

- Share more UIEvolution-specific content through the Twitter feed to drive referral traffic to its site and improve search engine rankings.
- List UIEvolution in various Twitter databases to increase discovery among potential followers.
- Prominently display a Twitter icon on UIEvolution's website, blog and all external communications (i.e. newsletters, email signatures) to increase Twitter following from company's existing community.



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Results:

- **Calysto helped UIEvolution improve content** by suggesting specific industry trends the company could address when tweeting and how they could more effectively map their tweets back to UIEvolution key messages.
- **Calysto increased the number of UIEvolution Twitter followers from 49 to 534 in just five months** – a more than 10-fold increase in traffic.
- **In a period of only 3 months, Twitter traffic drove 147 qualified visitors to the UIEvolution website.**
- **In the last month of Calysto's 5-month campaign, Twitter was the #2 source of referral traffic for the UIEvolution website.**

