1. Company/Agency Overview

Twitter is a social media website that is public, real-time, conversational, and distributed. It was created by Jack Dorsey, Evan Williams, Biz Stone and Noah Glass in 2006 and became incorporated in 2007.The current CEO of Twitter is Dick Costolo, who has quadrupled the user amount since he started in 2010, (Twitter). Their headquarters are in San Francisco, California. Their annual report described their company as “a global platform for public self-expression and conversation in real time. By developing a fundamentally new way for people to create, distribute and discover content, we have democratized content creation and distribution, enabling any voice to echo around the world instantly and unfiltered” (Twitter). Users express their ideas or thoughts through tweets, which are limited to 140 characters only therefore encouraging the quick simplified communication.

The unique thing about Twitter is it does not require a reciprocal relationship between users. Person A can follow Person B without Person B following Person A back. Anyone in the world can follow any other account without limitation on the number of people you can follow or can follow you. There is also no limitation on tweet frequency. Twitter is always live and every time the page is refreshed, new tweets will appear. There are about 500 million tweets each day, (Twitter). Since communication across this platform is generally public, direct messages are how communication can be made privately. In order to show someone something or bring their attention to something you would tweet @TheirUsername for them to see the content or reply.

Twitter is worldwide and also available in 35 different languages. Tweets are not limited to being posted on Twitter because they can be screenshotted or reblogged on third party sites after they are tweeted on the main platform. Hastags (#) are used to link tweets from all over to each other based on content. For example, if someone tweets #minerstrong and they click on it, it will show all other tweets that used that hashtag. Hashtags come into play on the #Discover page where users can find interesting or trending topics. Twitter is available on all computers with Internet access and mobile devices. Users can also post tweets through SMS.

1. Company Businesses/Specialties

Twitter has partnered with many of the media outlets worldwide including ESPN, BBC and CNN who regularly use the Twitter platform to distribute their own content. Twitter has a section of “promoted products” which advertisers can buy to promote their product or service. These pay-for-performance tweets show up in the user’s normal newsfeed as any other tweet would. There are Promoted Tweets, Promoted Accounts, and Promoted Trends. The tweets appear as regular tweets in the user’s feed and are relevant to that user. Accounts are used for companies or advertisers to grow a community for their product in order to get information to their consumers quickly. Trends allow the user to click on it and see everything related to or using that hashtag (Twitter). Many Advertisers are interested in Twitter because of its reach to millions of users daily and its live atmosphere.

Twitter provides a user’s Interest Graph, which produces a real-time picture of their interests based on tweet interactions in order to increase the relevance of ads placed, (Twitter). Promoted tweets and accounts can be interest and gender targeted based on what the user follows and their interaction with different content (Twitter). Geographic targeting is capable through the user’s IP address or if their location settings are turned on on their device. Ads can also be directed based on television shows or commercials seen. If a user tweets about a specific show, they can then match that information with the time of the show in order to know what commercials the user saw in order to match those ads on the timeline (Twitter). The Twitter Public API allows for platform partners to integrate content from the live stream into their applications. For example, a live television show can have viewers tweet @ or # something related to the show and select ones to air live on television.

Once advertising services are purchased, they have the ability to monitor their campaigns through campaign management, real-time analytics, advertiser API and mobile advertising exchange. Campaign management capability allows changes to be made real-time as ads are delivered. Real-time analytics give advertisers insight into user responses to their ads. Advertiser API enables advertisers to integrate all of these components across platforms.

1. Involvement with New Media Advertising

Recently, Google and Twitter have teamed up. Tweets will now show up in search results in real-time. This moves Twitter more from a social media conversation, into the world of an organic reach medium (Spiegel, 2015). McDonald’s had a stunt recently during the Super Bowl where they started with one tweet saying “So you may want to join us during the game - we’re taking Lovin’ to a whole different level!” For each ad that was shown during the Super Bowl advertising a specific product, McDonald’s tweeted a compliment to the ad and gave viewers an opportunity to retweet to win that product. This Twitter campaign stunt teamed alongside their commercial that was aired during the game about “paying with Lovin’.” McDonald’s used these two campaigns side by side to refocus consumers on the “Lovin’” part of their slogan by essentially giving away free food or products if a little love is shown. This proved to be very successful because McDonald’s won the “Top Spot” poll on Twitter for best ad during the Super Bowl based on retweets and its own hashtag (Morrison, 2015).

As of December 16, 2014, Twitter released two new advertising features that let advertisers target users by their particular wireless carriers and reach them on new mobile devices (Bergen , 2014). Carrier targeting is available to all advertisers but would be most useful to the carrier company that the user has in order to advertise new plans or products therefore also eliminating user desire or tempt to switch networks. If they are using a new mobile device, advertisers could then target them based on what brand device they’re using and offer new products made by the same company which helps develop brand loyalty.

Amazon is teaming up with Twitter in order to make shopping easier. Their campaign #AmazonCart is a way for users to remain on their Twitter feed while adding items to their Amazon cart to buy for later. The user simply replies to the tweet of the product they want with this hashtag and the item gets added to their Amazon cart to buy later (Dumenco, 2014). There are a ton of brands that advertise on Twitter. Some of the most successful in 2013 include Delta, WWE, Skittles, ZzzQuil, SportsCenter, Charmin, and American Express (Griner, 2014). Advertising on Twitter has increased a lot and is right behind Facebook in terms of being used for marketing. Almost 50% of marketers surveyed by AdAge have increased their spending on Twitter recently and plan to do so in the upcoming year (Bergen, 2014).

4) Appendices

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