



Social media platforms like Twitter have transformed the way that small businesses operate in the last few years. Twitter is the 4th most popular social network, following Facebook, YouTube, and Instagram. With over 320 million active monthly Twitter users and 500 million Tweets being sent each day, Twitter offers a great opportunity for small businesses to reach a large audience of new customers.

THE CHALLENGE

Welcomemat Services Ft. Lauderdale, a provider of new mover marketing services had set up a Twitter account in hopes of establishing a brand presence and obtaining new customers.

Although they were able to establish a large following over time, they were not seeing the engagement they were anticipating. With over 1,000 followers on Twitter, why wasn't Welcomemat Services Fort Lauderdale seeing the results they were hoping for?

47% of customers on Twitter who follow a brand are more inclined to visit the company's website

72% of a business's Twitter followers are likely to make a purchase

source: Hubspot.com

SOLUTION

Unlike Facebook, Twitter is designed for rapid fire, frequent interaction, with most users posting several times a day. Welcomemat Services Ft. Lauderdale had a Twitter account but was only posting once or twice a month.

After an analysis of their current social marketing efforts, the solution was clear: Welcomemat Services needed to deliver relevant content to their followers, not just once a month, but at least several times a day.

LoSoMo stepped in to help. Our team posted content specifically to Welcomemat's unique audience, small business owners in Fort Lauderdale, 4-9x a day.

To drive conversions, our team used the call-to-action tool Snip.ly to direct Twitter followers back to Welcomemat's website.

RESULT

In just one month, Welcomemat Services began to see an increase in impressions, profile visits, mentions and followers.

According to our Google Analytics reports for the website, Welcomemat Ft. Lauderdale's website traffic increased by 800% in just one month, making them one of the most visited pages for their franchise. In just one month, Welcomemat Services began to see an increase in impressions, profile visits, mentions and followers.

Twitter Impressions	Twitter Profile Visits	Twitter Mentions	Twitter Followers
1	992	143	12.8K
38	1	384	1
7		11	

source: Google Analytics

