Customer Insights 2016:
The value of a follower

T W I T T E R  +  R E S E A R C H  N O W  W H I T E P A P E R

business.twitter.com | @TwitterSmallBiz
Twitter is where people connect with their **PASSIONS**, share their **OPINIONS**, and discover what’s going on in the **WORLD** as it’s happening.

Because people are often in a **DISCOVERY MINDSET** when they’re on Twitter, they’re looking for new businesses to **FOLLOW** and **INTERACT** with.

We partnered with the research firm **RESEARCH NOW** to better understand how people discover businesses on Twitter and the valuable actions they take.
We surveyed over **5,450** people from around the world that follow a small or medium-sized business (SMBs) on Twitter.

*Markets included in our research: US, Latin America, Europe, Asia and Pacific, Brazil, UK, Germany, France, Spain, Australia, Japan, Singapore

**Small or medium-sized business
Twitter is where people go to connect with their passions and interests. This includes small businesses.

- 5,450 people surveyed
- **90%** use Twitter at least weekly
- **57.6%** use Twitter at least daily
- **31.1%** see Tweets from SMBs daily
- **29.9%** see Tweets from SMBs every time they check their Twitter feed

People are in a discovery mindset on Twitter. In fact, **66.4%** of survey respondents said that they have discovered a new SMB on Twitter.

People are discovering businesses on Twitter in numerous ways*:

- **39.8%** recommendations in the “who to follow” sections
- **37.5%** saw a Retweet of their Tweet
- **36%** saw a friend @reply
- **35.7%** saw promoted Tweet from them
- **35%** saw a Tweet in a #hashtag conversation
- **33.6%** saw another brand or business mention them
- **31.5%** they followed an account I follow

*How are people discovering SMBs on Twitter?
After someone discovers you on Twitter they start to interact with your business at each phase of purchasing. From engaging in conversations to making purchases, people are taking actions that benefit your business.

People take actions at each phase of purchasing*

- 73.4% follow an account after discovery
- 33.2% Retweeted a Tweet
- 29.5% Tweeted at a business
- 38.6% shopped at the SMB’s store or website
- 25.4% made a purchase

*And after discovering a new small or medium business on Twitter, what have you done?
People want to interact with your business on Twitter and these interactions help build brand affinity*

- 78.5% have Tweeted at a SMB
- 65.8% engage sometimes/often when they see a SMB Tweeting
- 49% have Tweeted at a SMB multiple times

83% of people that got a reply felt better about the SMB afterwards

*How often do you engage with small and medium-sized businesses?
**After they tweeted at you, how did you feel about the small or medium business?
Followers feel more positively about your business, and are likely to become loyal customers.

- **93.3%** plan to purchase something from an SMB they follow
- **68.7%** have purchased something from an SMB because of Twitter once or more
- **39.2%** plan to purchase regularly from an SMB they follow
- **39%** have purchased something from an SMB because of Twitter once
- **29.7%** plan to purchase regularly from an SMB they follow going forward
- **29.7%** have purchased something from an SMB because of Twitter once
- **29.7%** have purchased something from an SMB because of Twitter multiple times
KEY TAKEAWAYS

Your audience is on Twitter and they are looking for businesses to SUPPORT.

After someone discovers your business on Twitter they take actions that BENEFIT your business.

Your followers are loyal customers and brand advocates. Gaining followers means growing an INTERESTED AUDIENCE with which you can engage over time.
Promoting your account with Twitter Ads is an easy way to help your discoverability and accelerate your follower growth.

- 85.4% believe Promoted Accounts help them discover new businesses on Twitter.
- 84.5% have noticed Promoted Accounts on Twitter.
- 68% have followed an SMB after noticing their Promoted Account.
Learn more about how to grow your audience on Twitter.