



# Winning at Twitter

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# Twitter

*The sublime, mighty  
community with just 140 letters!*

A VIRTUAL locality with a wide assortment of people. That's Twitter! A notorious new mechanism that lets you maintain virtual contact with family and friends no matter where they are. By following or being followed, you will enjoy previously unimagined experiences like sharing incredible amounts of information including videos, photographs, etc. Twitter is a truly magnificent tool!



**TWITTER®**

PUROMARKETING.COM

Whats all the fuss about?

#BEC14





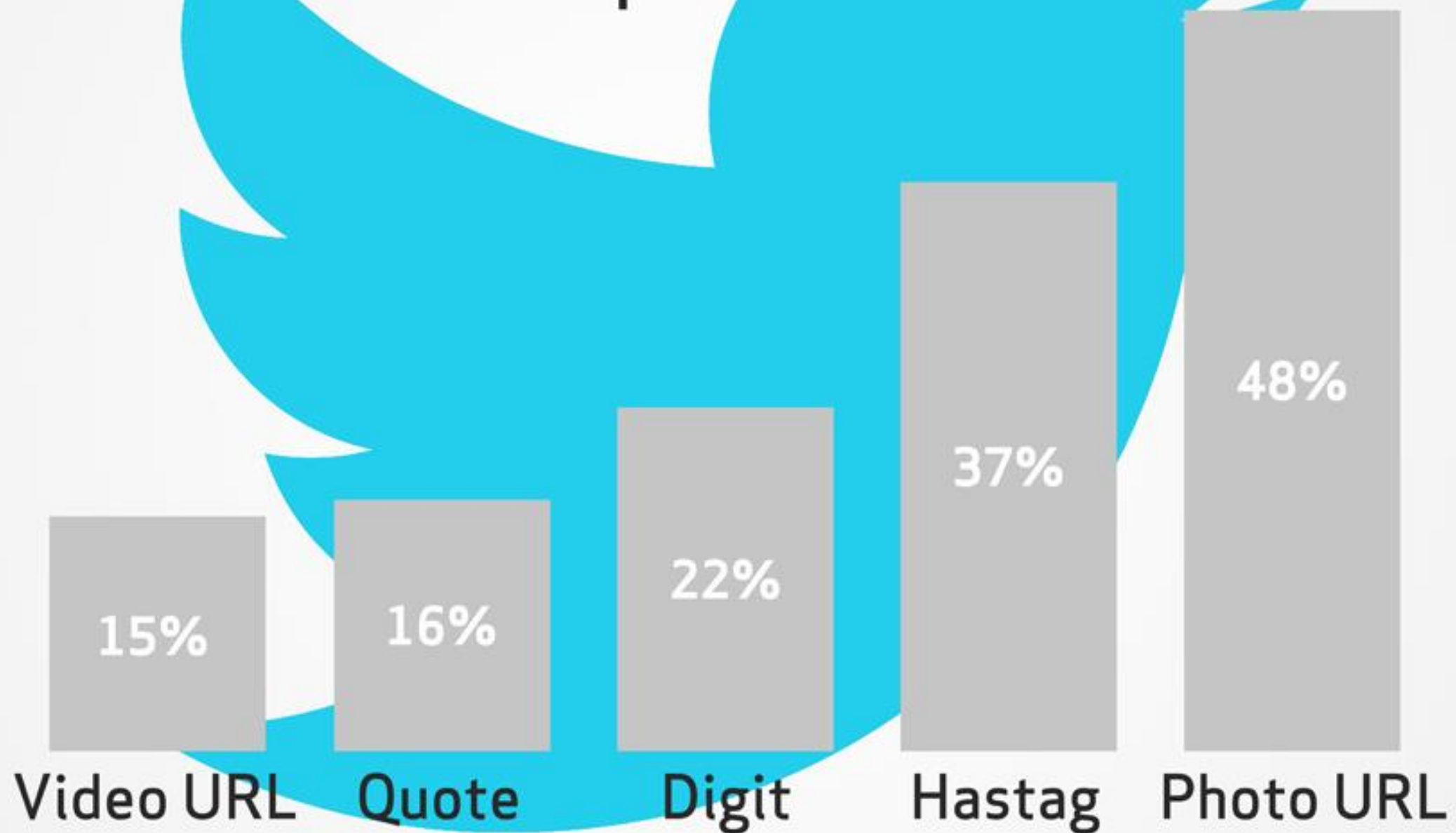
**We're mobile**



retweets are good



# Retweets on sport related content



Source: Twitter Media Blog, Get the data, Embed this chart.

#BEC14



# Audience Engagement

player q&a's

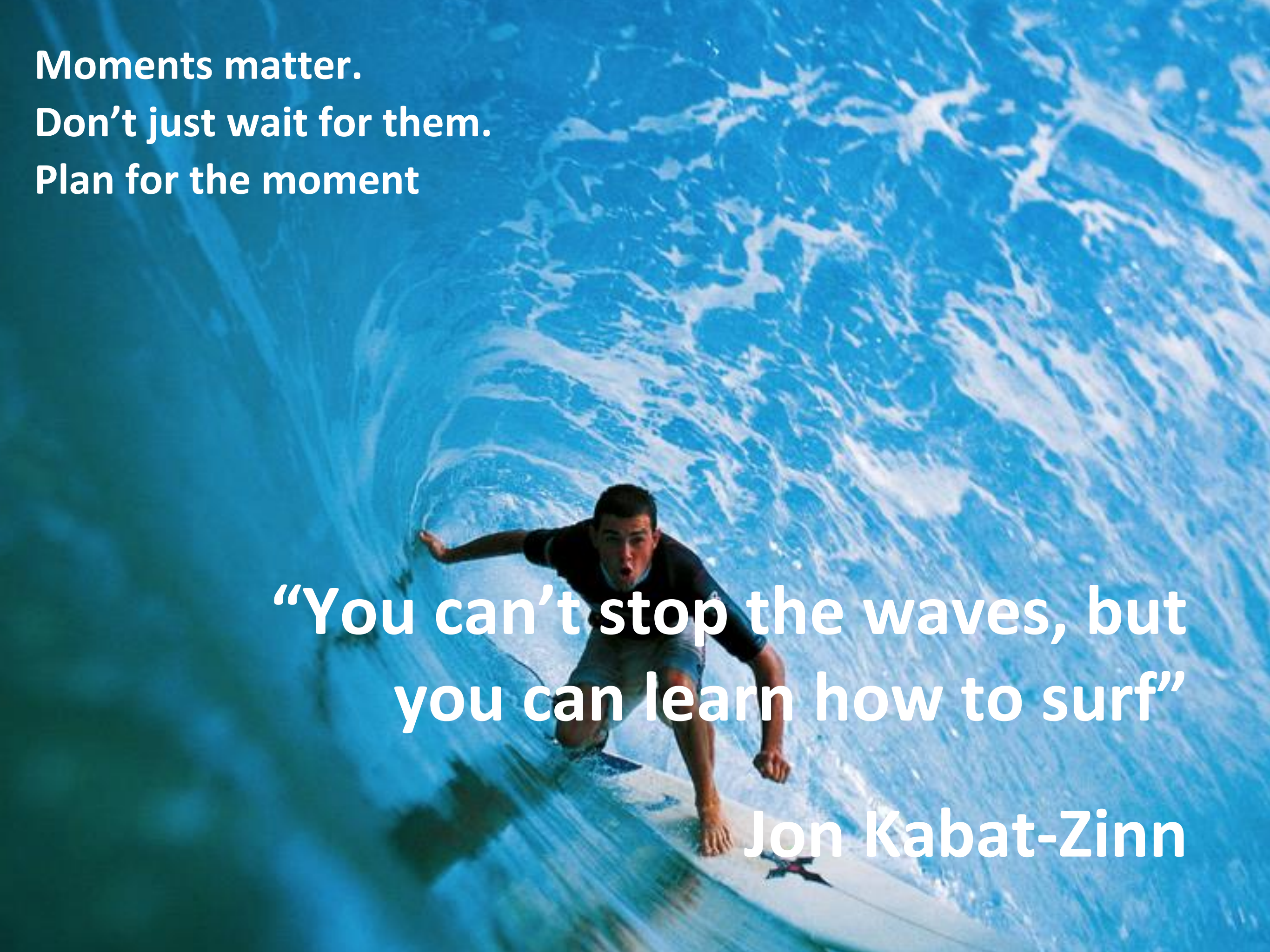
signature hashtags

competitions

bespoke content

#BEC14



A high-angle, action shot of a surfer riding a powerful wave. The surfer is a man with dark hair, wearing a dark t-shirt and light-colored shorts, crouched low on a white surfboard. He is looking directly at the camera with a focused expression. The wave is a deep, vibrant blue, curling over him, creating a tunnel-like effect. White foam and spray are visible as the wave breaks. The background shows the continuation of the wave's surface, with more white foam and blue water.

**Moments matter.  
Don't just wait for them.  
Plan for the moment**

**“You can't stop the waves, but  
you can learn how to surf”**

**Jon Kabat-Zinn**





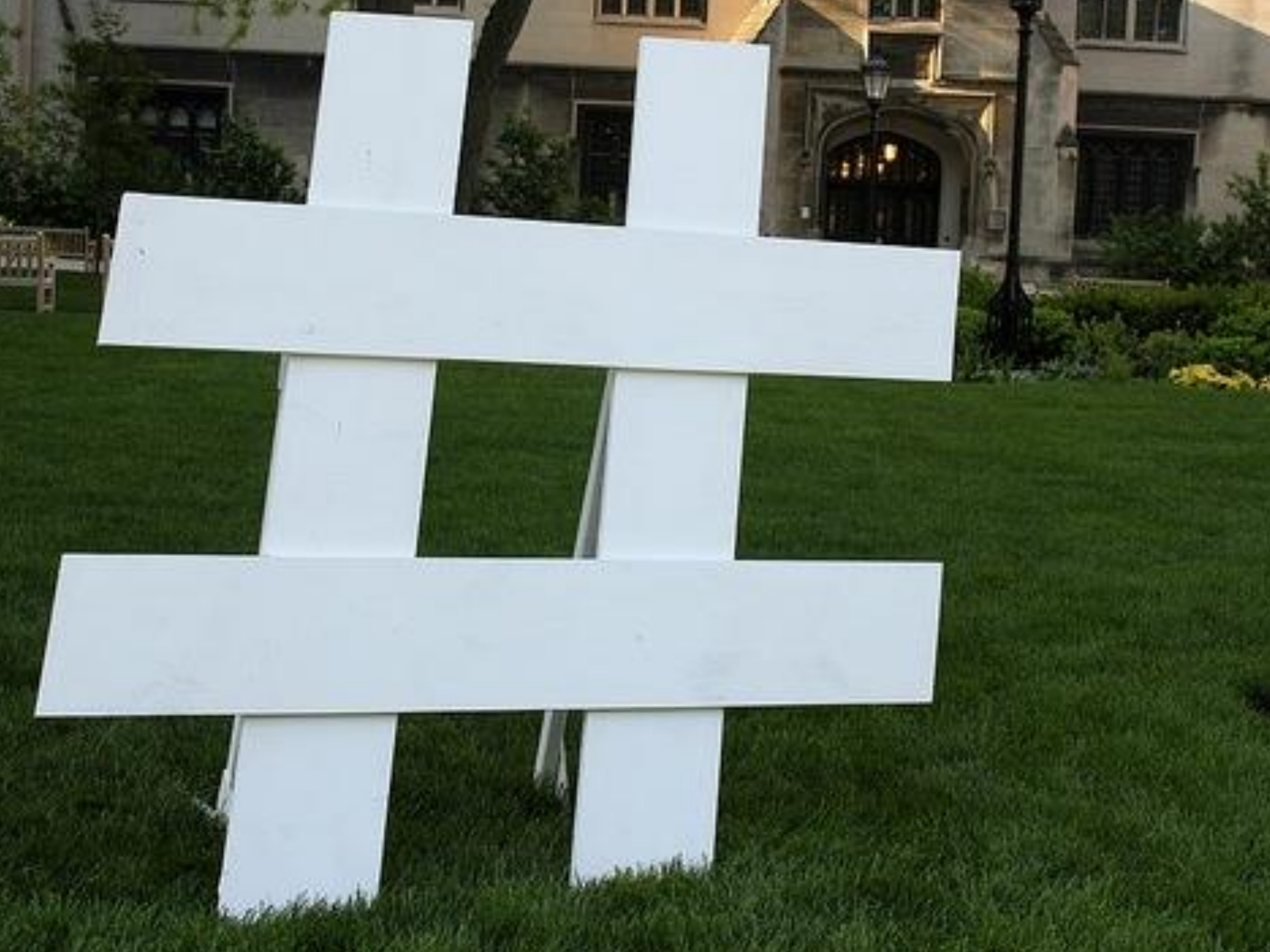
Great content is the foundation  
of a brand's voice.





**The User's Voice**



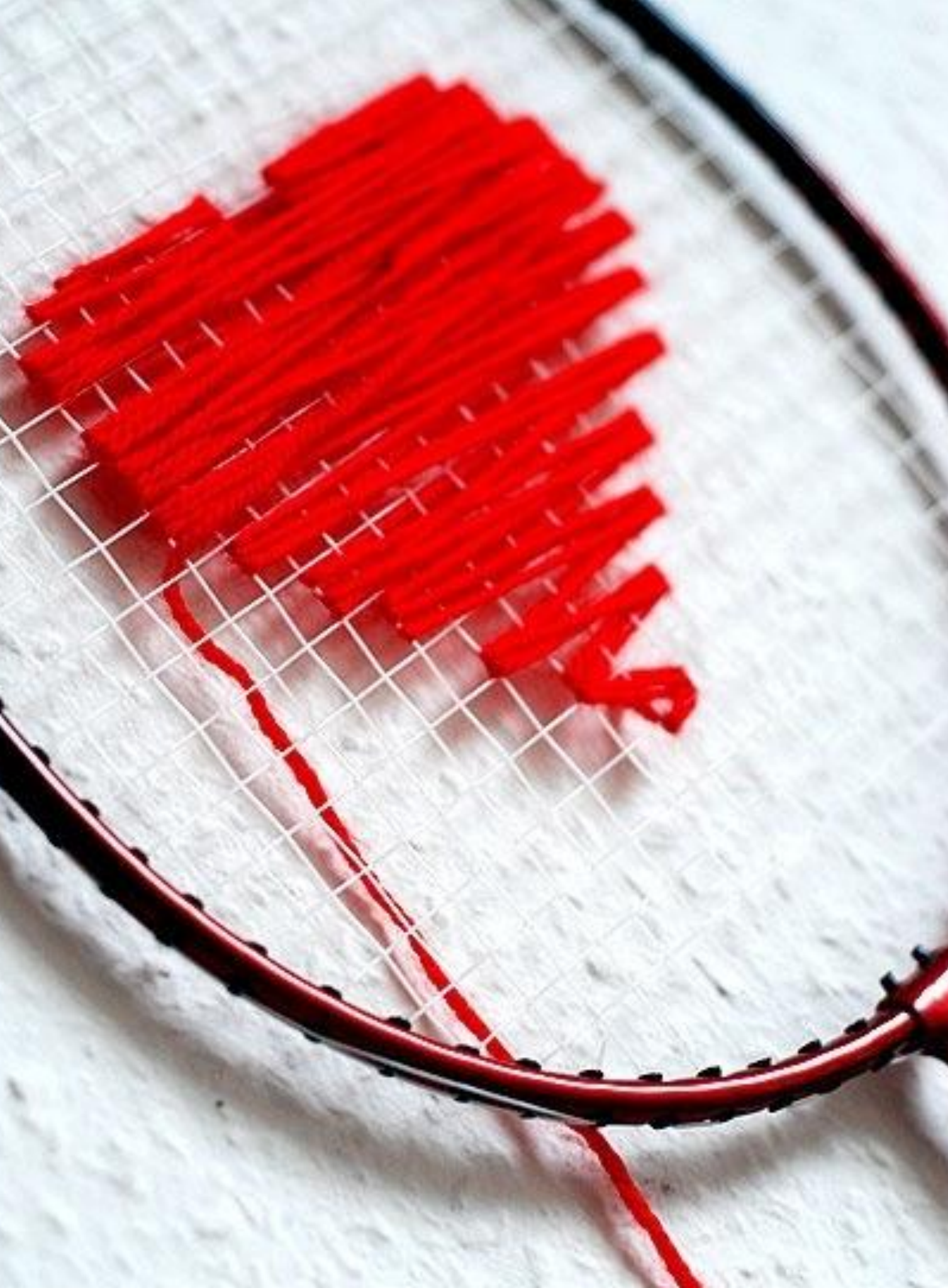






**the second screen**





what about Badminton?

engage with casual players -  
start conversations

use your stars for Q&A's

run fun competitions