



# Customer Insights 2016:

## The value of a follower

TWITTER + RESEARCH NOW WHITEPAPER  
[business.twitter.com](https://business.twitter.com) | [@TwitterSmallBiz](https://twitter.com/TwitterSmallBiz)

## INTRODUCTION

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.



## METHODOLOGY

We surveyed over **5,450** people from around the world that follow a small or medium-sized business (SMBs) on Twitter.



5,450 people  
surveyed



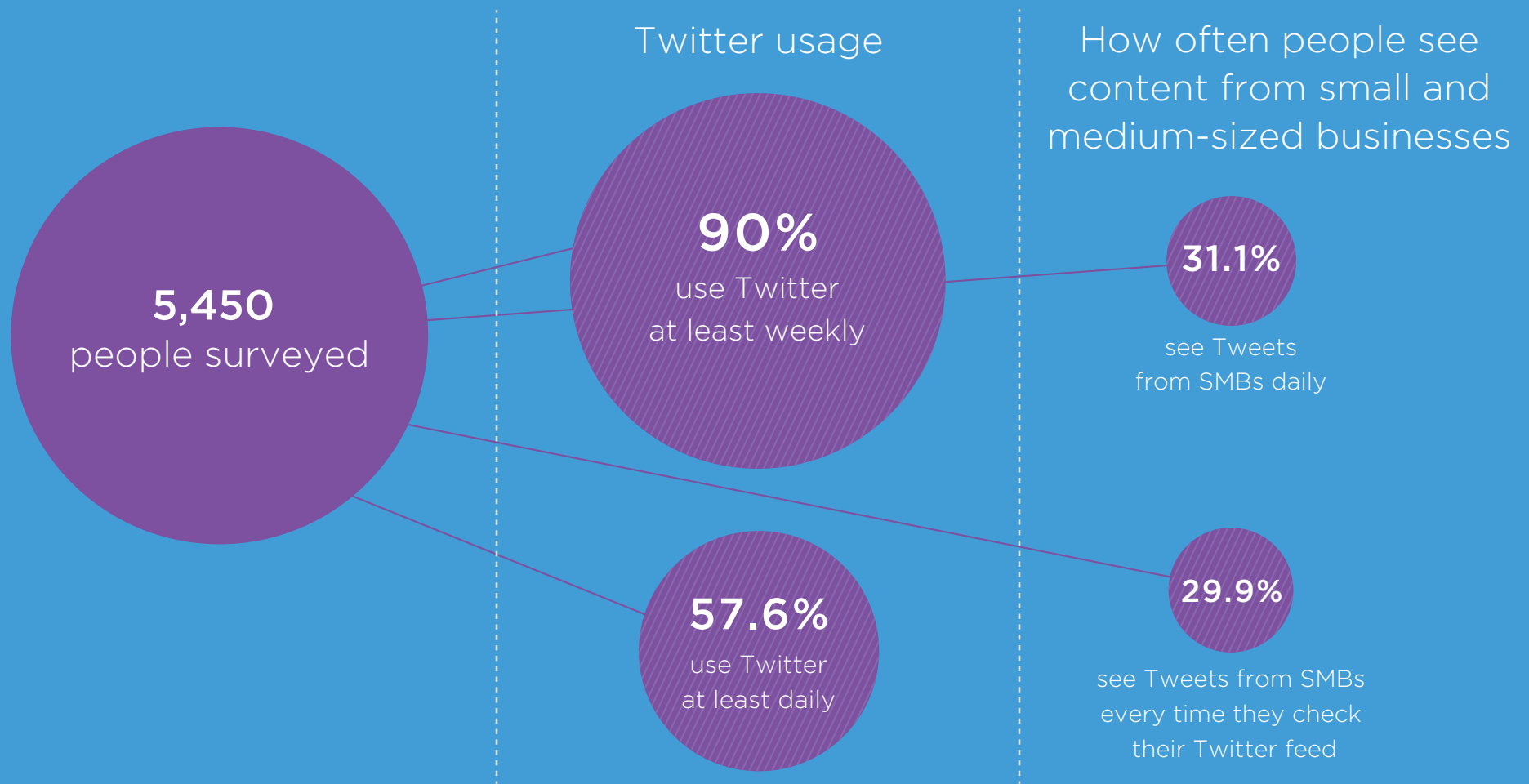
from around  
the world\*



Follow a SMB\*\*  
on Twitter

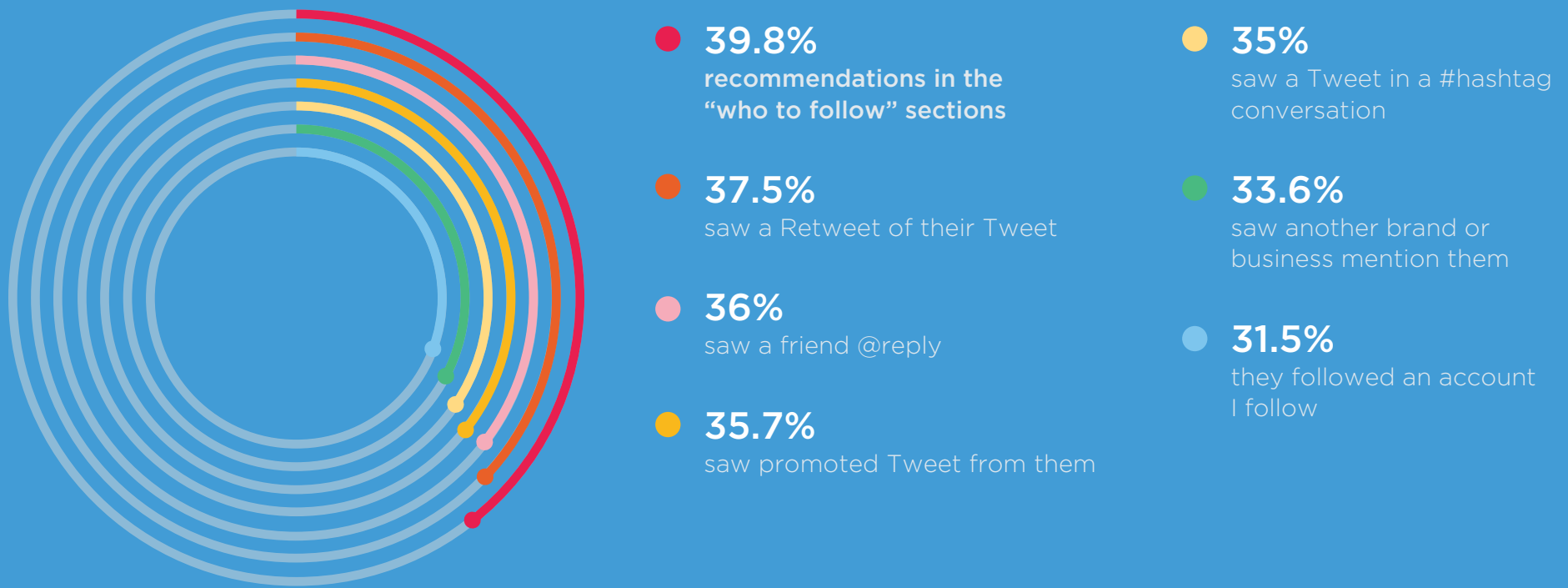


Twitter is where people go to connect with their passions and interests. This includes small businesses.



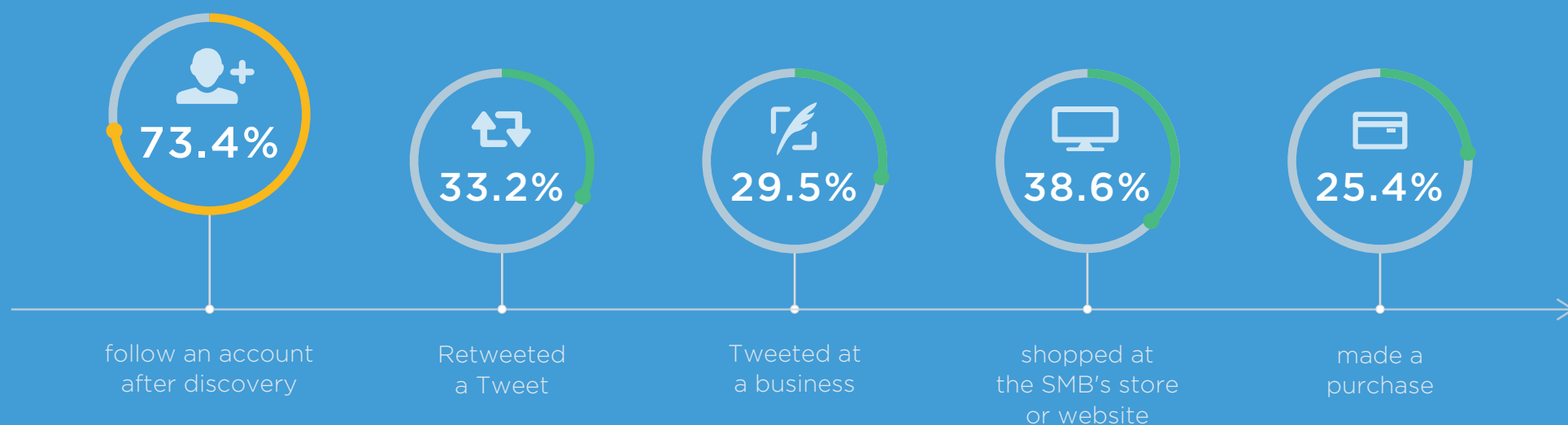
People are in a discovery mindset on Twitter. In fact, **66.4%** of survey respondents said that they have discovered a new SMB on Twitter.

People are discovering businesses on Twitter in numerous ways\*



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\*



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%**

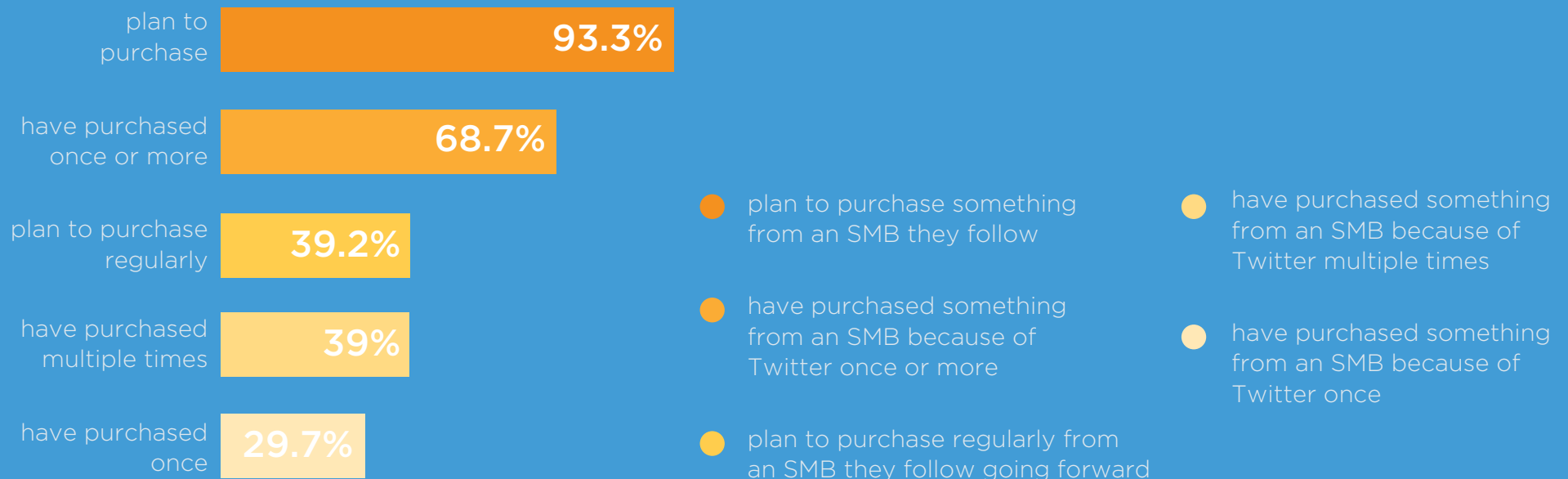
have Tweeted at a SMB multiple times



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



Followers feel more positively about your business,  
and are likely to become loyal customers.





## KEY TAKEAWAYS

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



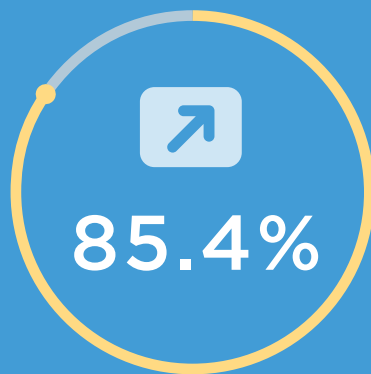
After someone discovers your business on Twitter they take actions that **BENEFIT** your business.



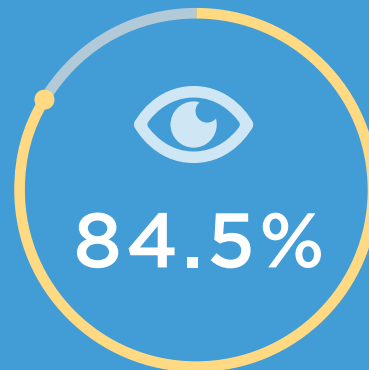
Your followers are loyal customers and brand advocates. Gaining followers means growing an **INTERESTED AUDIENCE** with which you can engage over time.



Promoting your account with Twitter Ads is an easy way to help your discoverability and accelerate your follower growth.



believe Promoted Accounts help them discover new businesses on Twitter



have noticed Promoted Accounts on Twitter



have followed an SMB after noticing their Promoted Account





Learn more about how to grow  
your audience on Twitter.

**Let's go!**