

Best Practice

10 tips on how a car company can generate more followers and retweets

1. Use images in your tweet

If an image is embedded in a tweet, the number of tweets will increase twice as much as before. Moving pictures are more often retweeted than pure text-tweets.

2. Address the emotions of your followers

The integration of entertaining pictures can evoke an emotional response of the followers. But: Every follower is different and every follower can be triggered by other emotions.

Therefore: Emotional variety of images, texts or videos in tweets → Everybody is addressed → more retweets → more followers

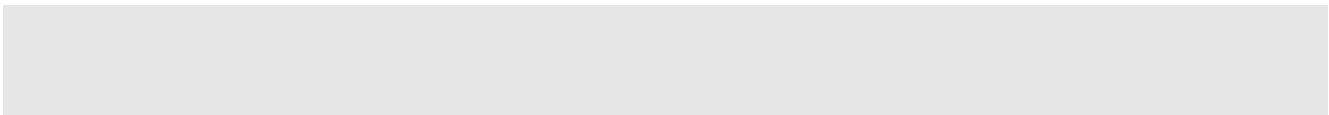
3. Take on current issues

Movies like "Iron Man" showing your own models, refer to the interests of followers. Therefore you can connect non automobile topics with typical automobile topics – the result is an increasing number of retweets.

4. Report on varied topics

Followers do not want to identify with one car only, but with the lifestyle and values of the company. Thus it makes sense to report more topics which have nothing to do with car manufacturing .

But: The issues should match with your own values and appeal to the appropriate target group.



5. Tweet at 9 am and 5 pm

Before and after work the most followers are online and pay attention if there is something new on Twitter. Because of that the perfect time for publishing a tweet is at 9 am and 5 pm.

6. Follow and you will be followed

In search of more followers and potential influencers it is helpful to follow influencers. Meant are followers who tweet regularly and have a large number of followers.

Who gives a lot, gets back even more. Moreover it is not essential to have many followers, it's more important to win the active influencers for yourself.

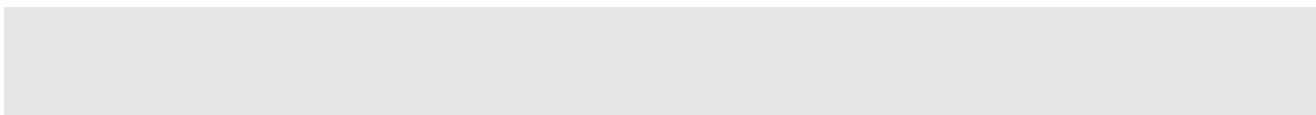
7. Ask questions and you will get answers

Questions to the followers, for example "When was your last trip with the car?" or "Where did you go?" create an interaction between followers and the company.

Retweets and answers are the results → more followers.

8. Inspire your followers to participate

Getting involved is the motto! By requests like "Send us a picture of the most beautiful trip with your car" followers are invited to share their experience. → Retweets and answers are the results → more followers, possibly through viral spreading.



9. Answer on questions

Customers have questions about products, events or the company. Because of Twitter this questions can be answered in real time. Answered questions suggest proximity and call potential follower's attention to your account.

But: With a growing number of followers the questions and comments are increasing, too.
→ you need a bigger team.

10. Know the target group of your account

Different audiences require different Twitter-accounts. At first sight the followers should recognize for which region the tweet is meant and which target group is addressed (small cars, commercial vehicles, financing).

