The Science of ReTweets

Viral Content Sharing on Twitter

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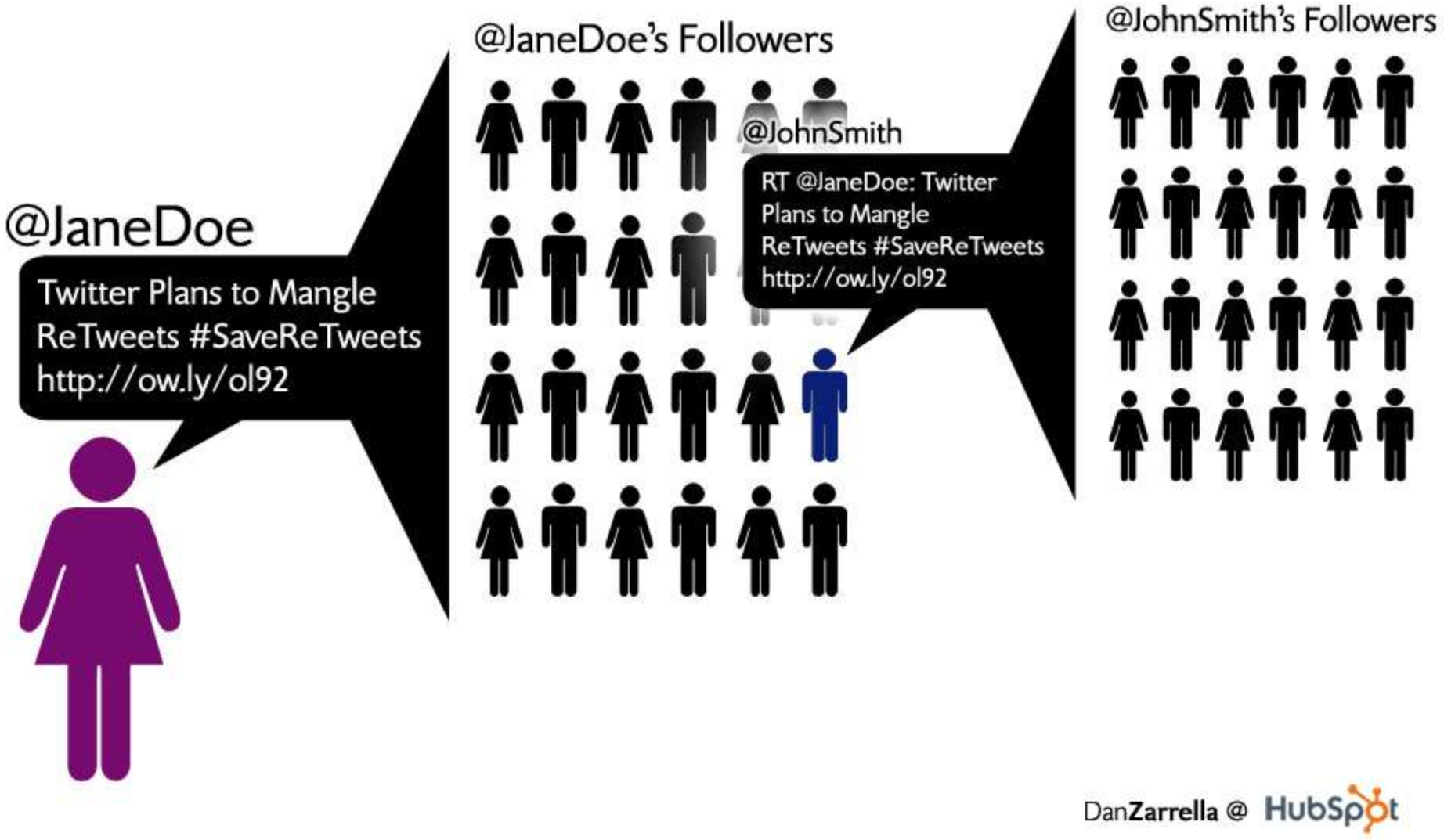
@DanZarrella

Observability

100,000,000

Correlation isn't causation, but it sure is a hint.

-Edward Tufte



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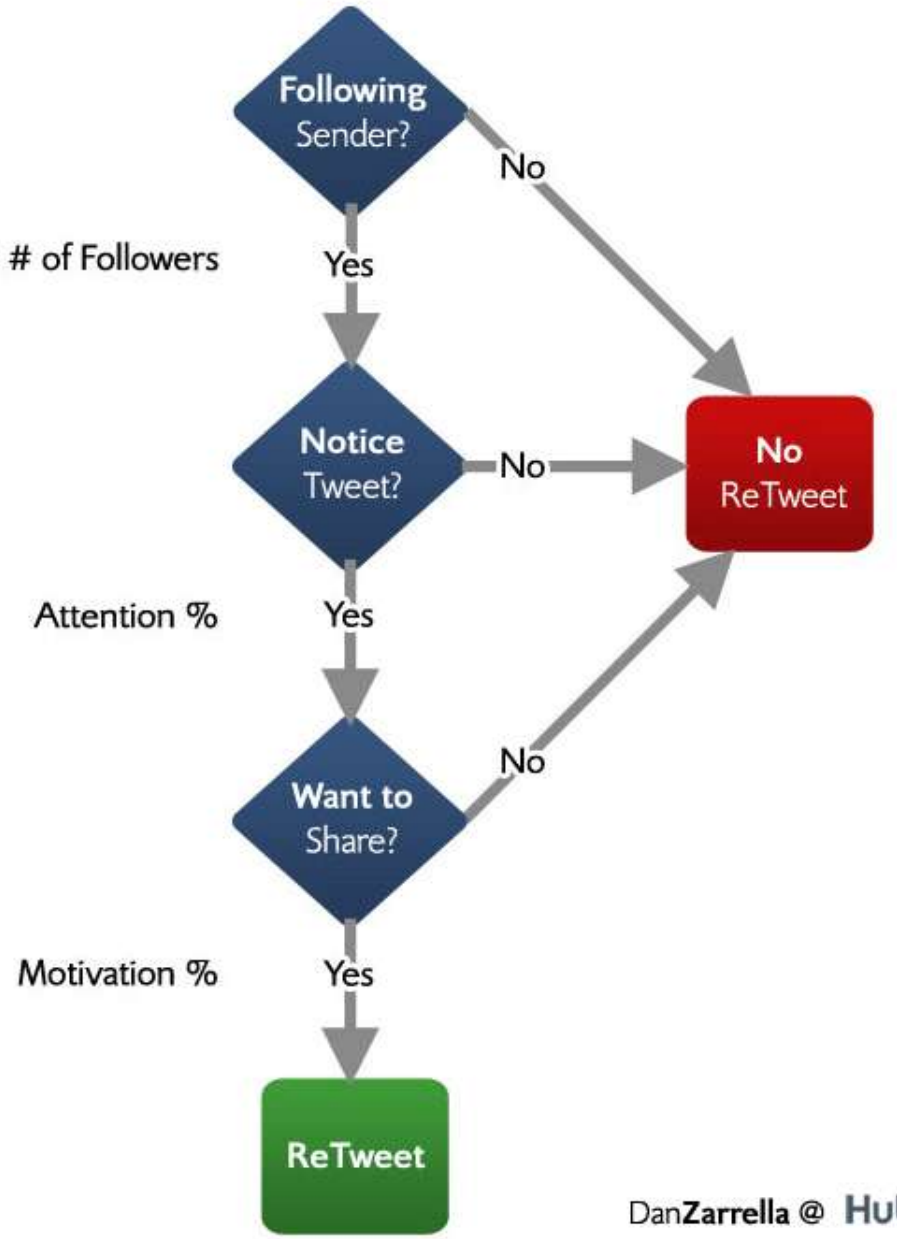
ReTweet **Decision** Model



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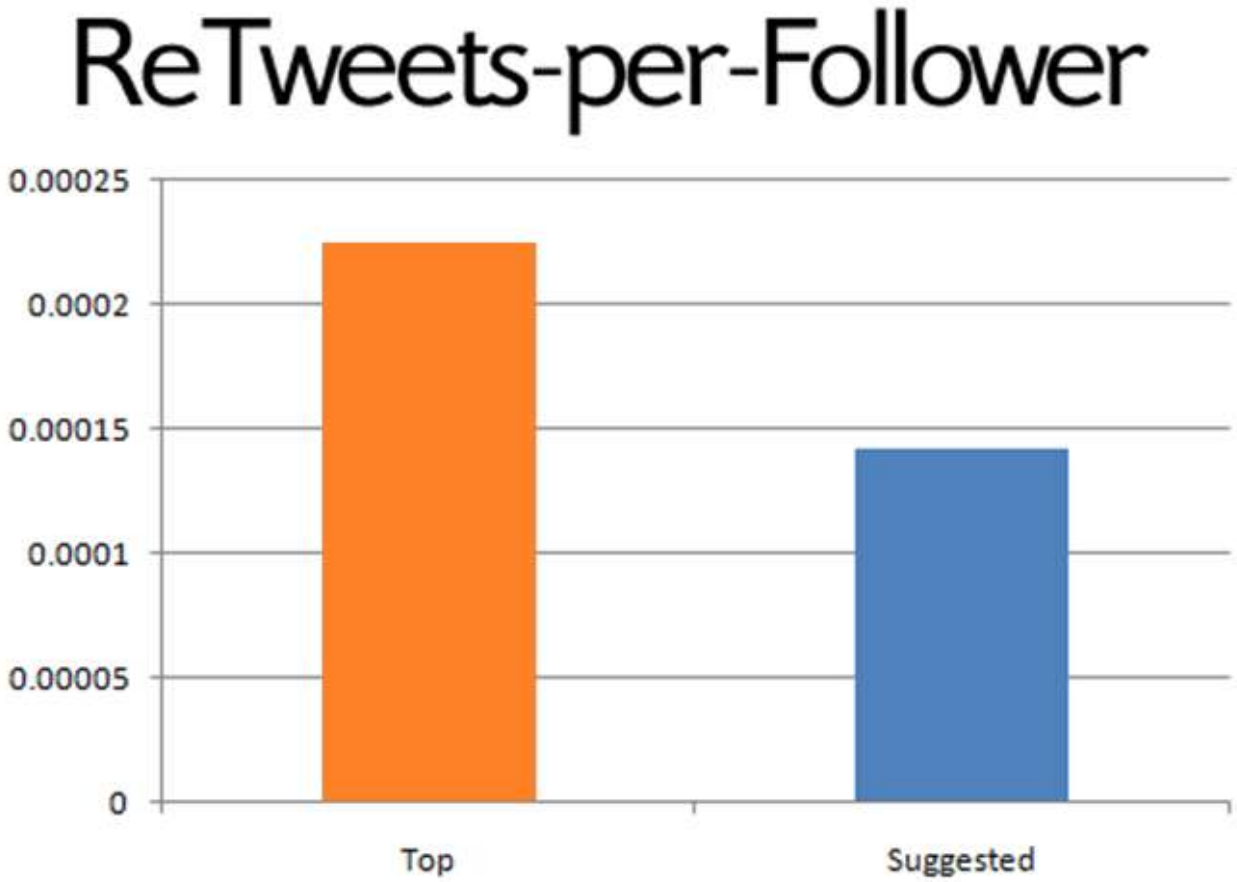
ReTweets-per-Follower



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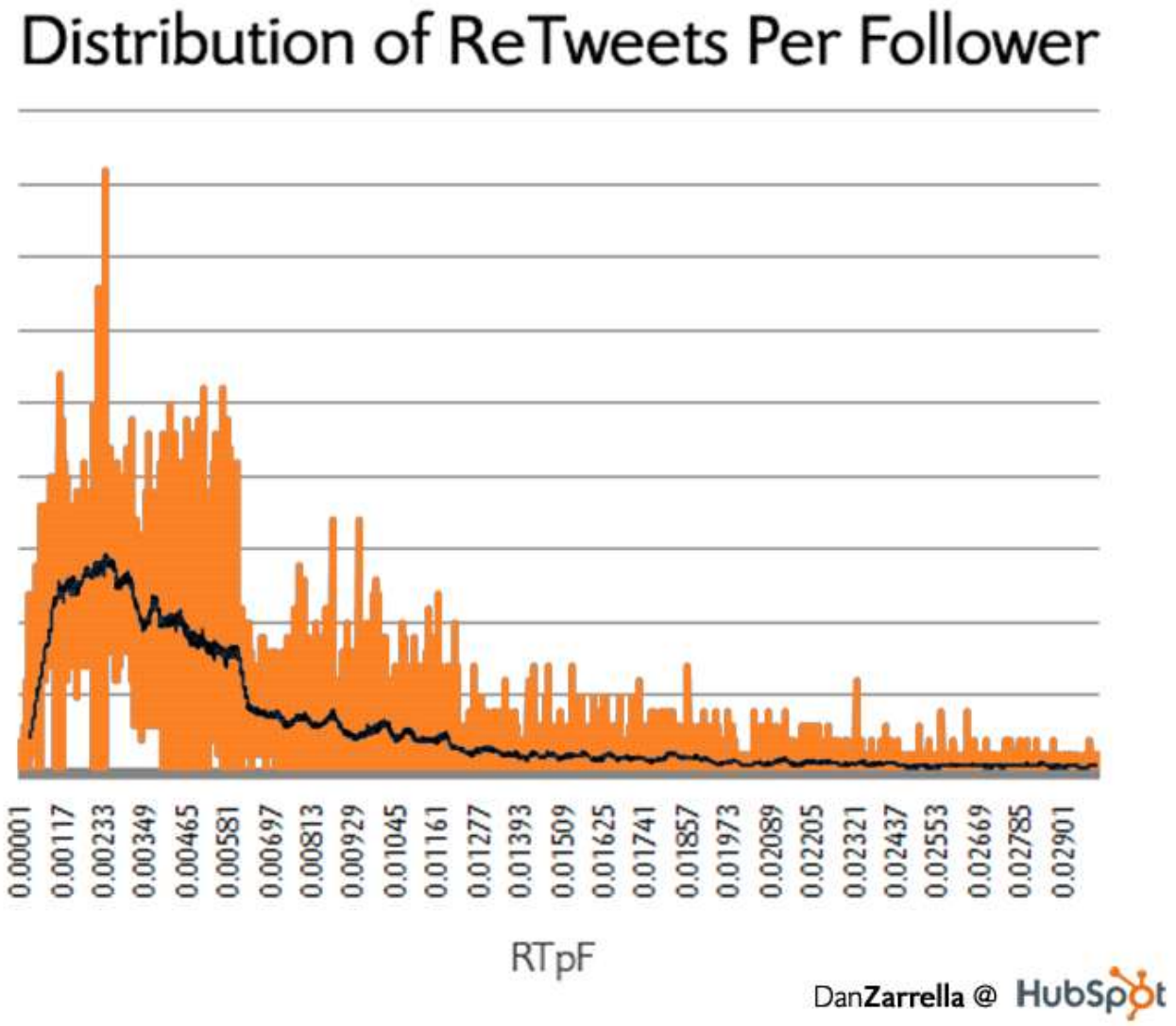
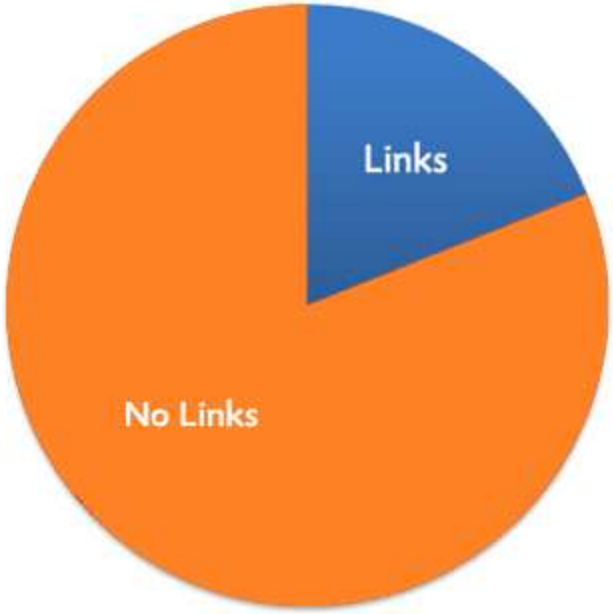
Suggested Users are Less ReTweetable

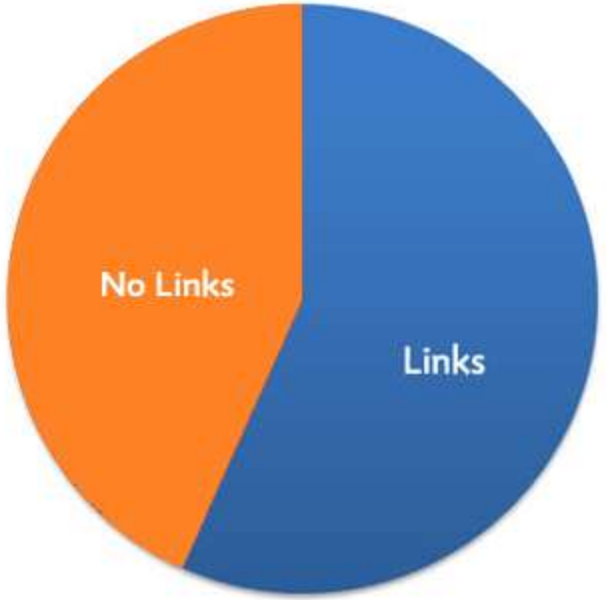


ReTweeting = Link Sharing

Link Occurrence in All Tweets



Link Occurrence in ReTweets



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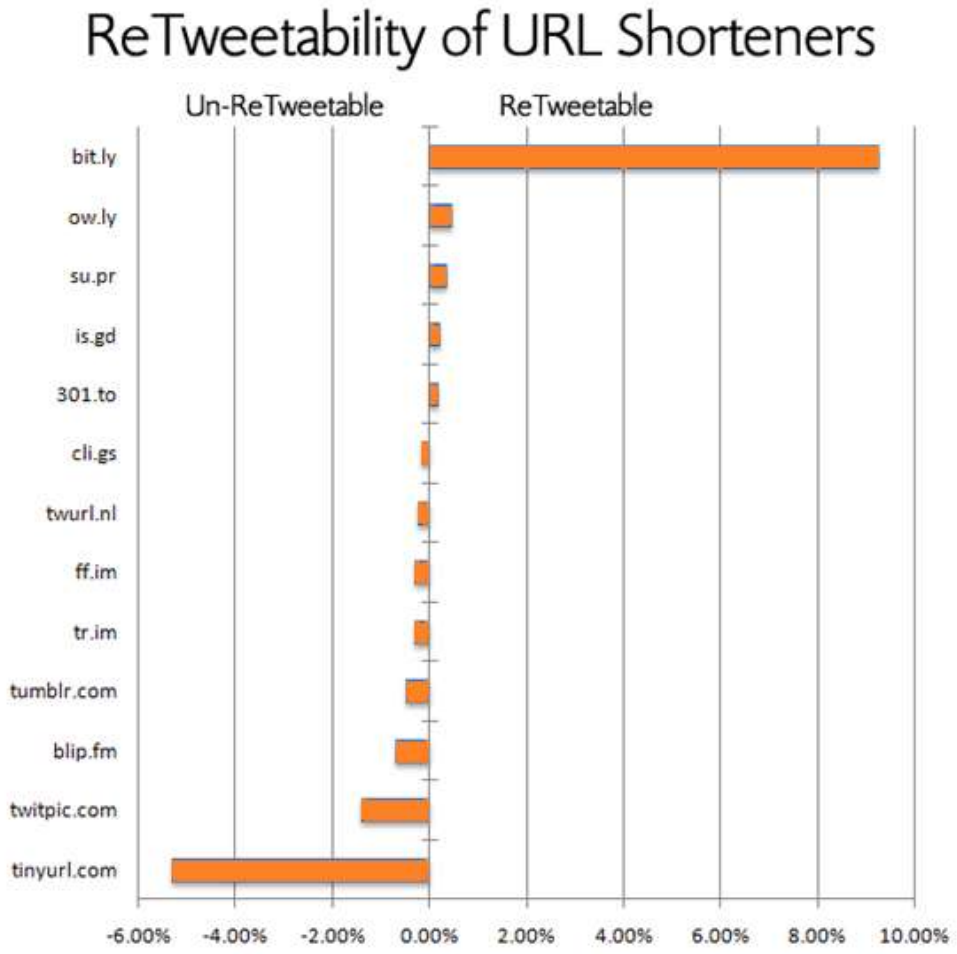
Bit.ly is more ReTweetable than TinyURL



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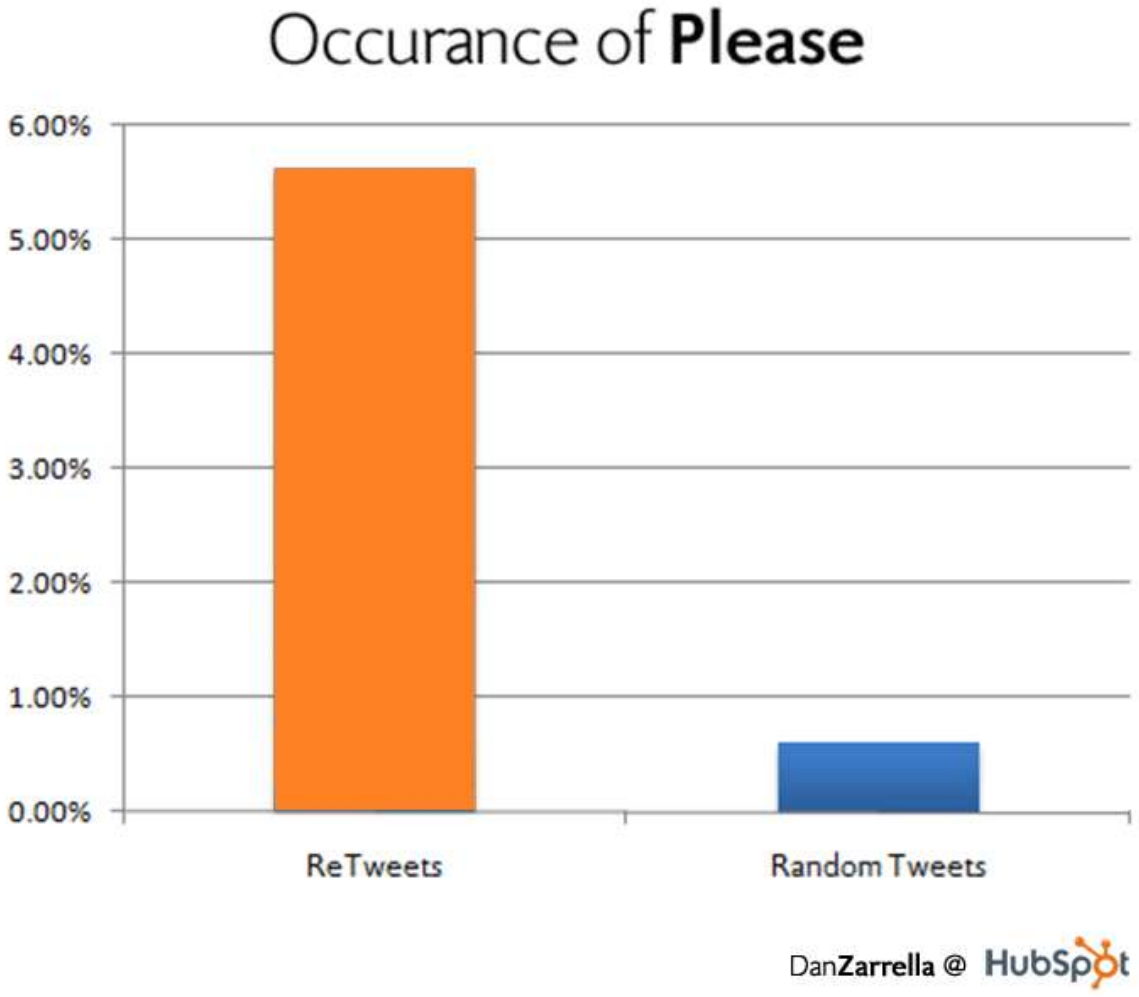
20 Most ReTweetable Words

1. you
2. twitter
3. please
4. retweet
5. post
6. blog
7. social
8. free
9. media
10. help
11. please retweet
12. great
13. social media
14. 10
15. follow
16. how to
17. top
18. blog post
19. check out
20. new blog post

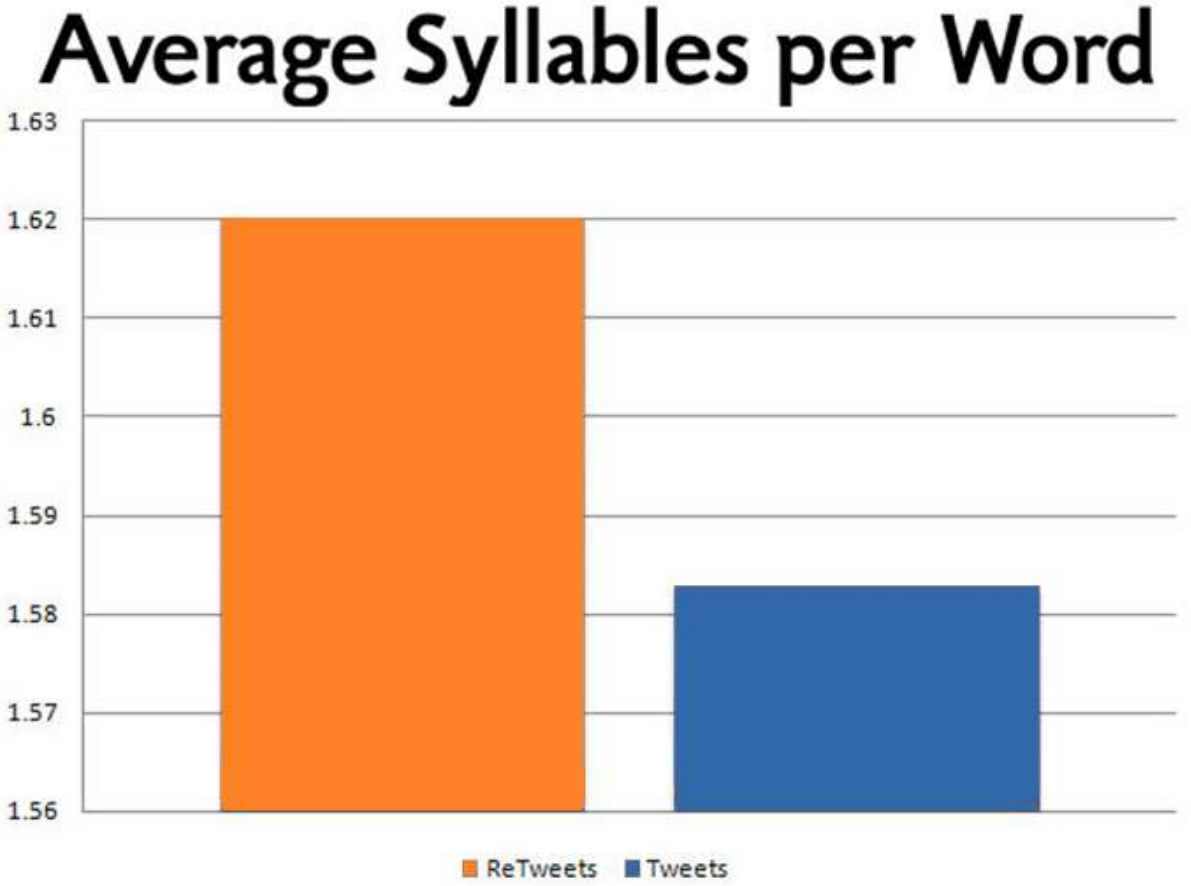
Ask for the ReTweet



20 Least ReTweetable Words

1. game
2. going
3. haha
4. lol
5. but
6. watching
7. work
8. home
9. night
10. bed
11. well
12. sleep
13. gonna
14. hey
15. tomorrow
16. tired
17. some
18. back
19. bored
20. listening

ReTweets Use Longer Words



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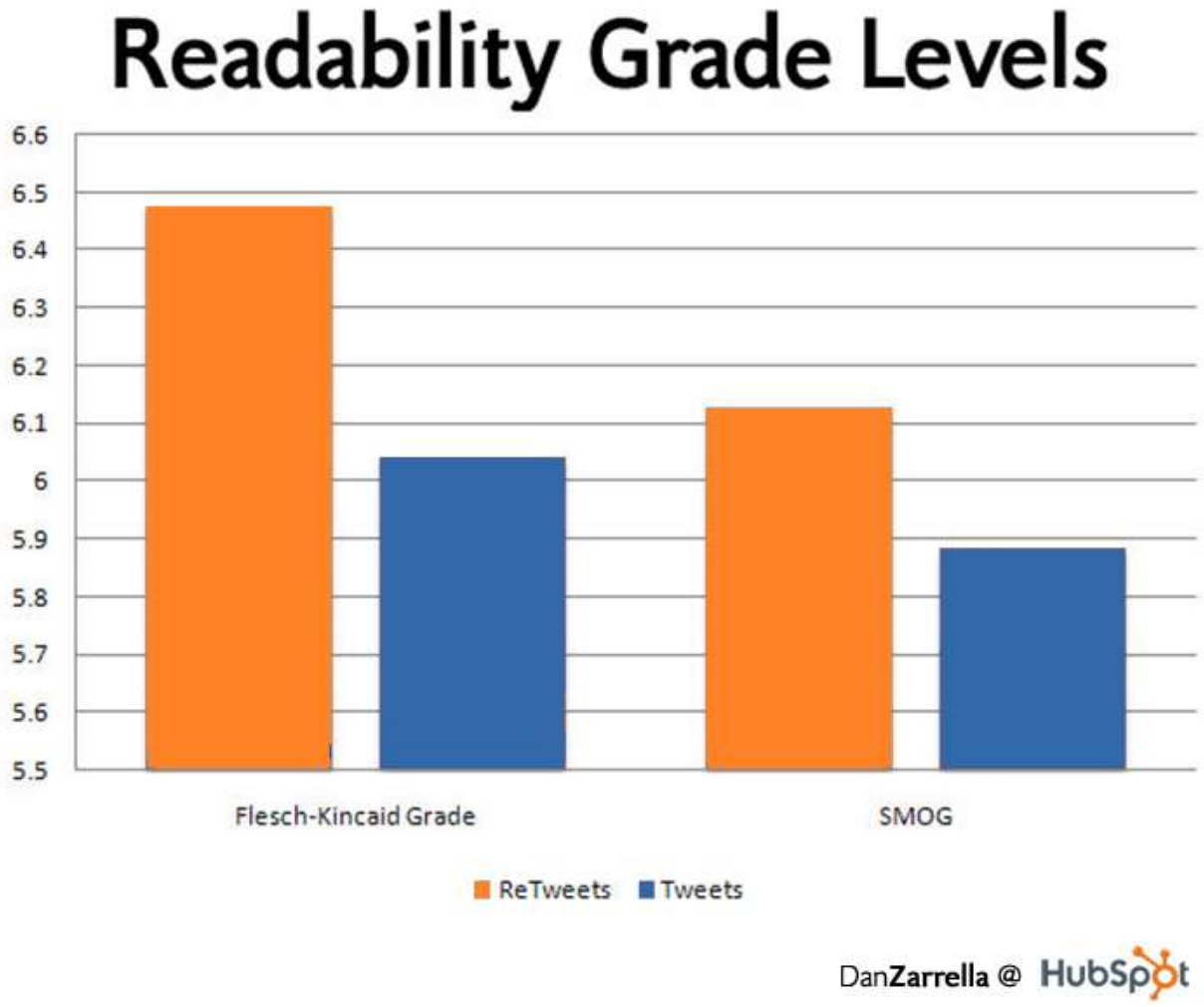
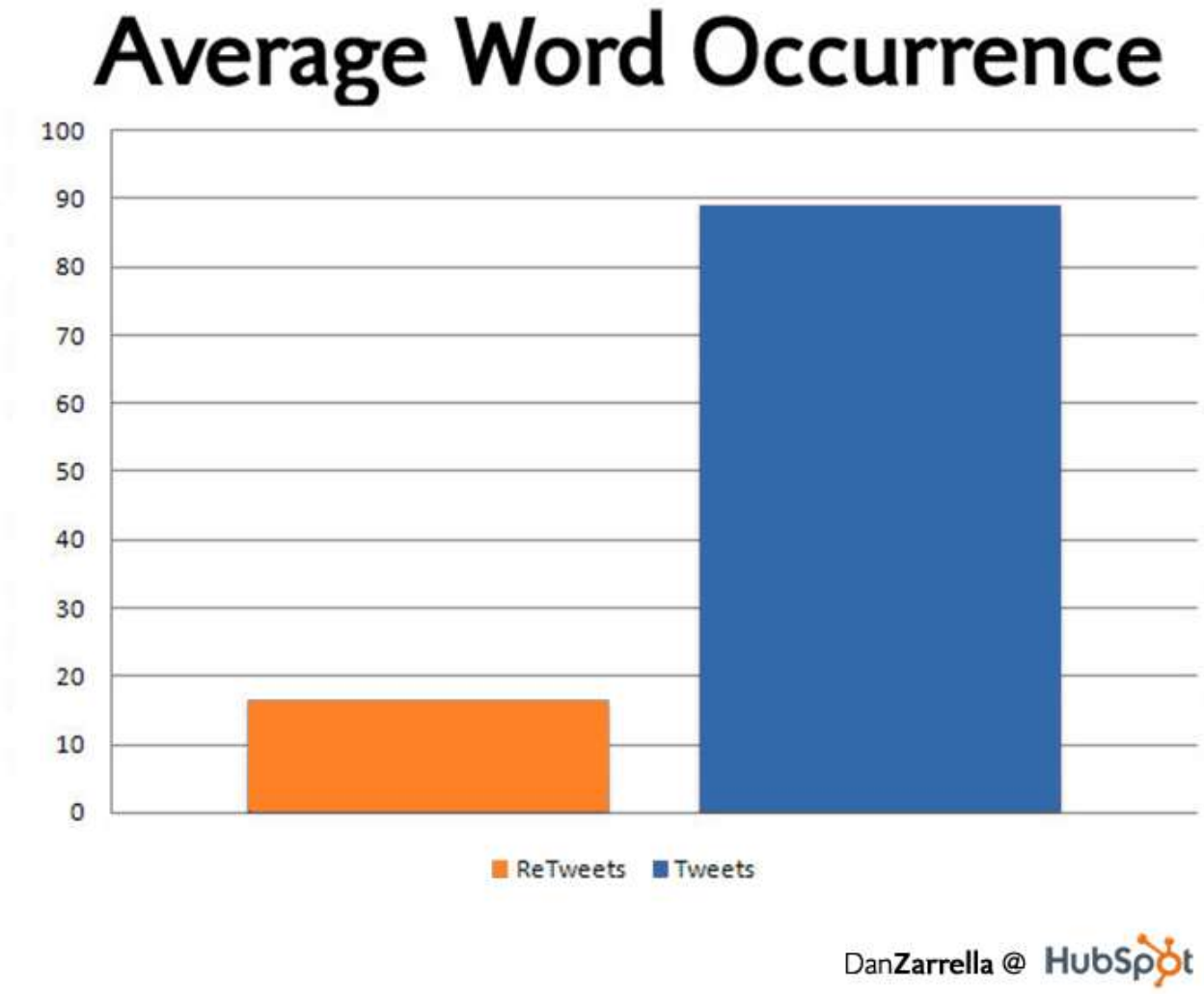
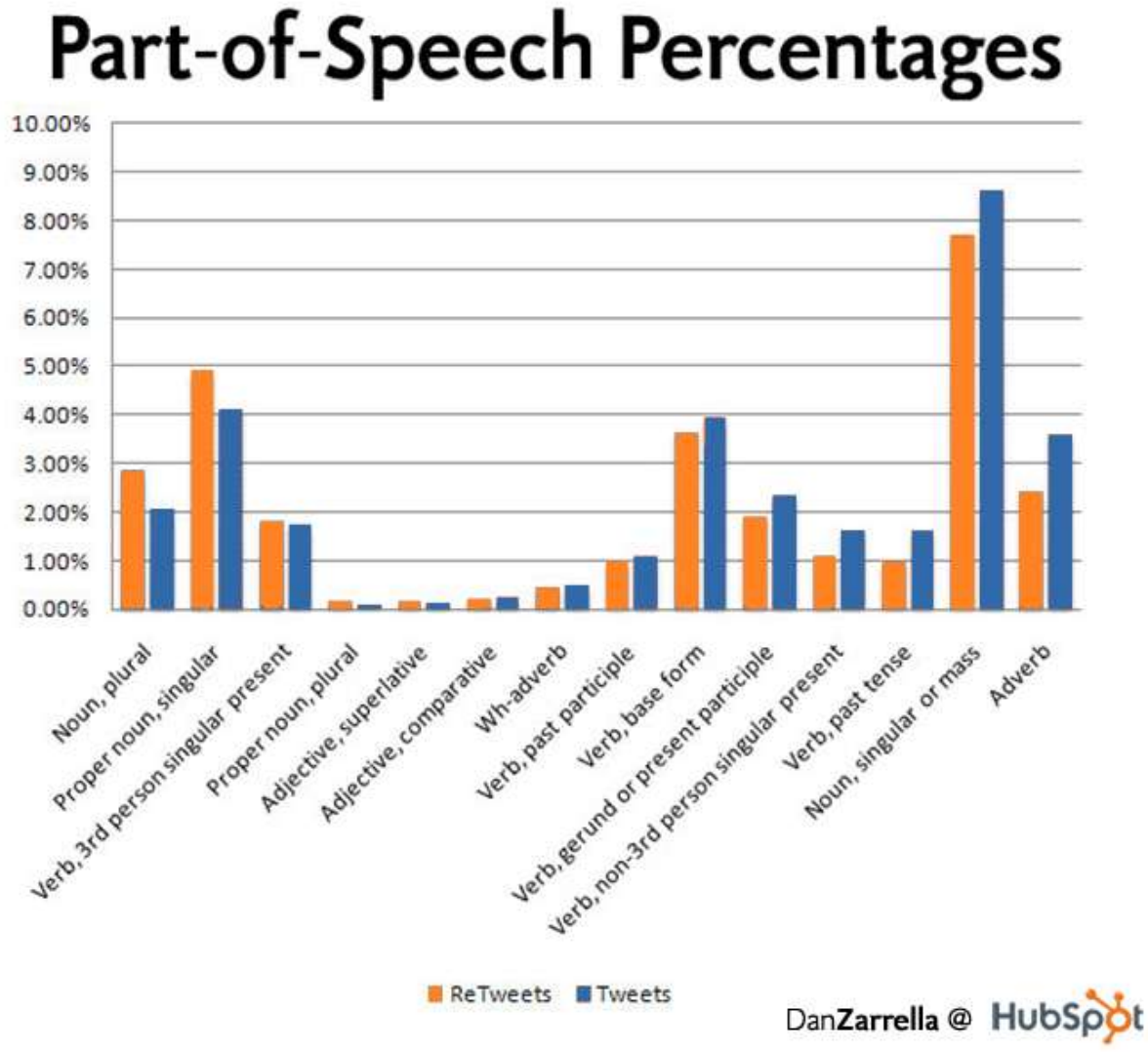
ReTweets are “Smarter”



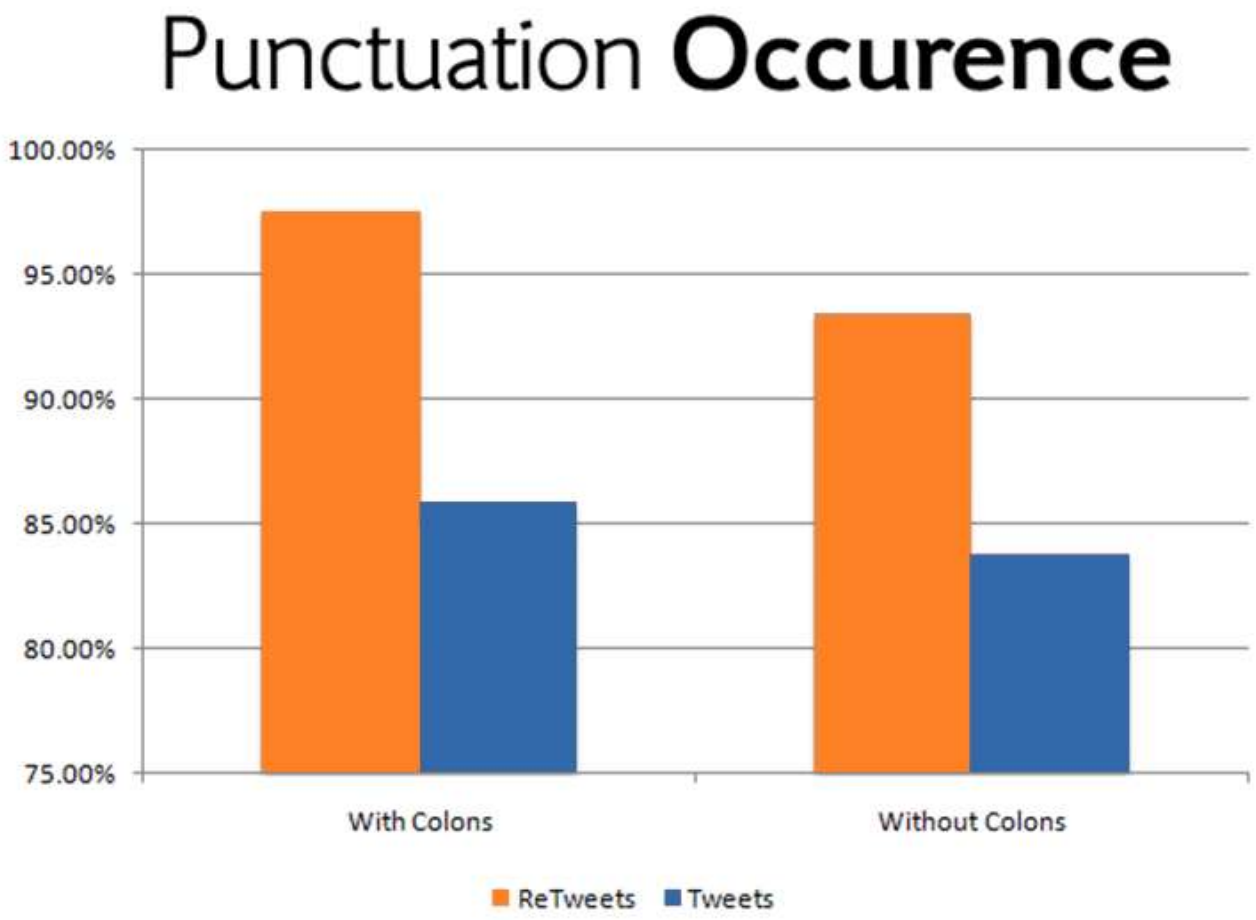
ReTweets are More Novel



ReTweets are Noun Heavy



ReTweets have More Punctuation



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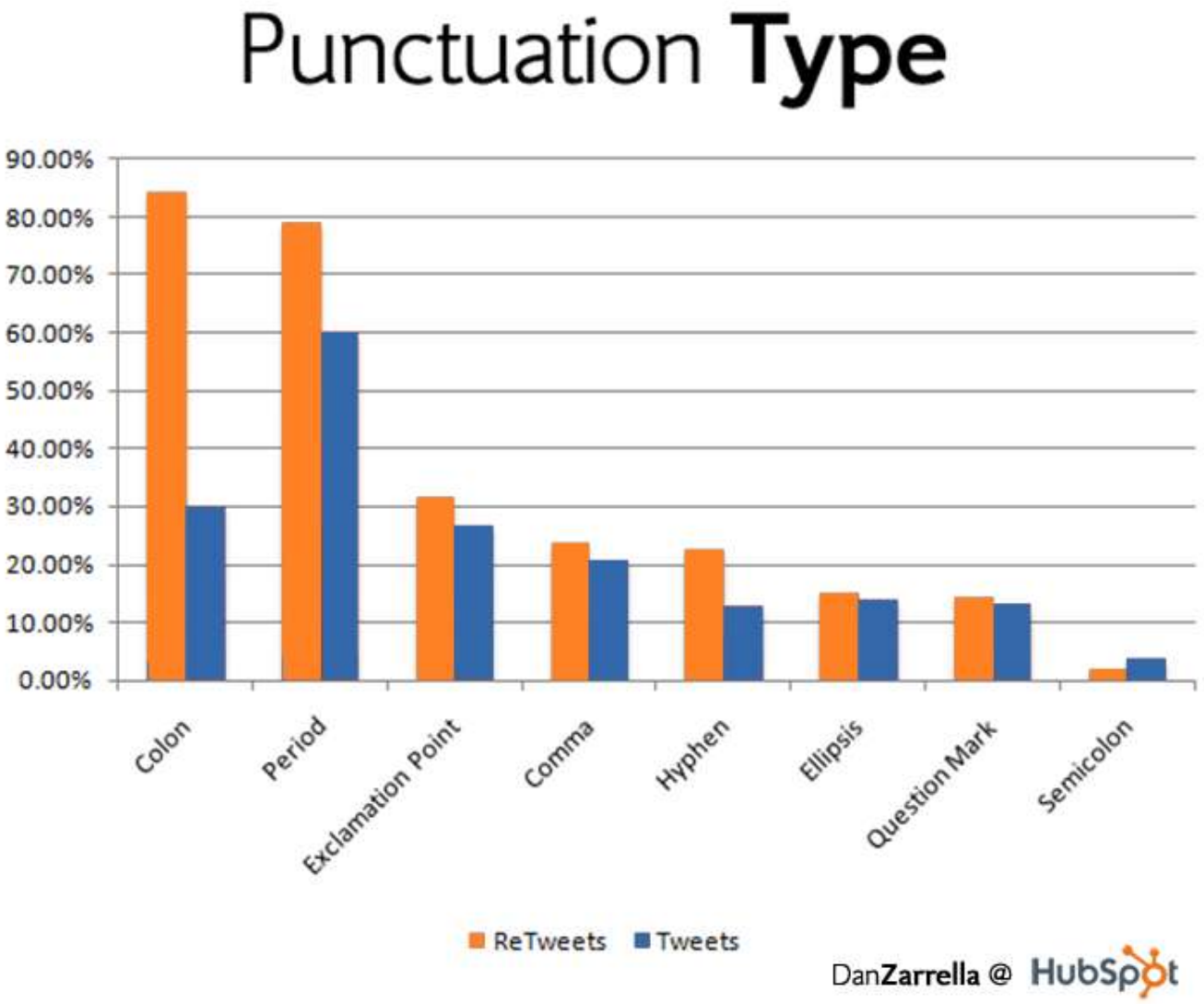
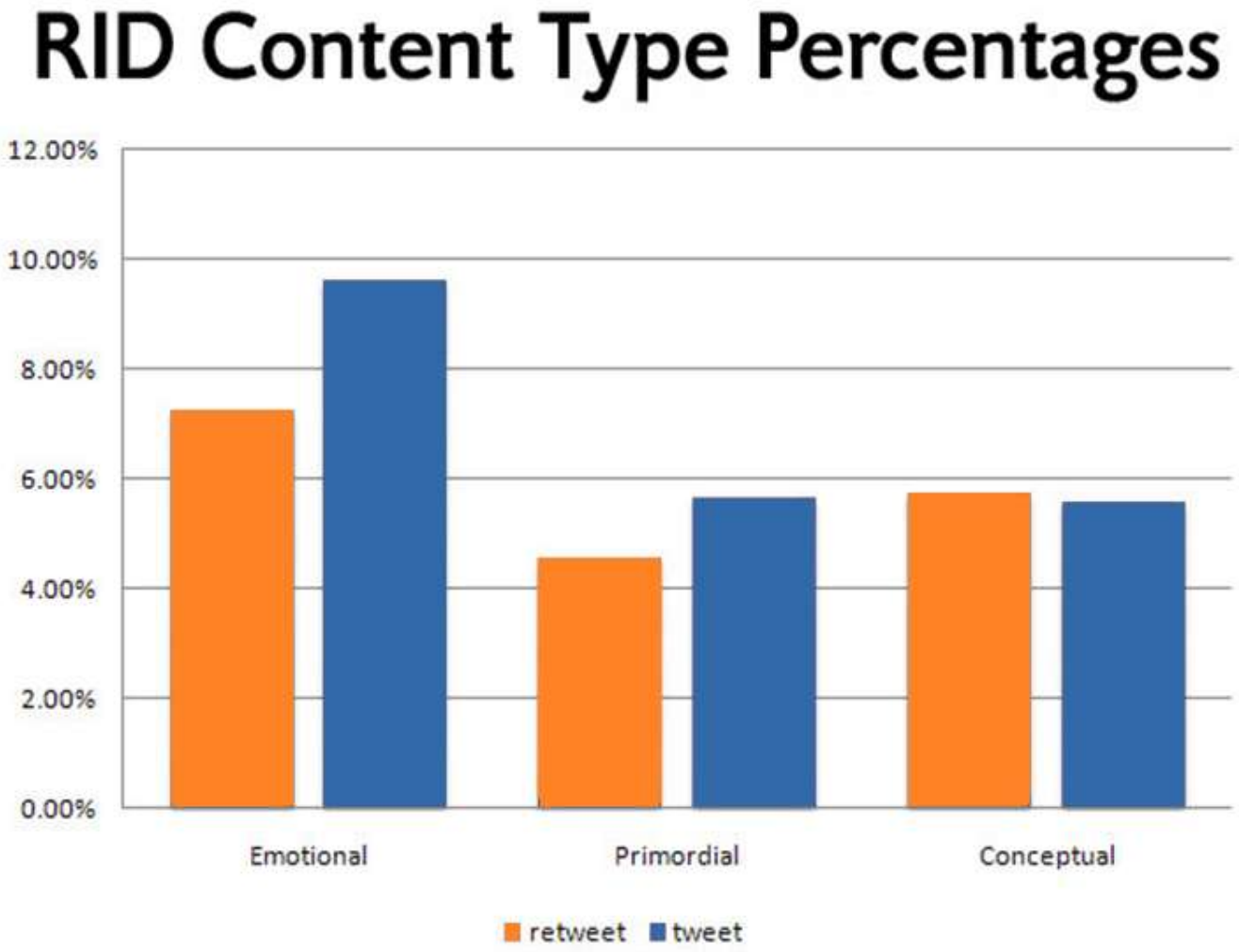
Semicolons are not ReTweetable



ReTweets are Less Emotional



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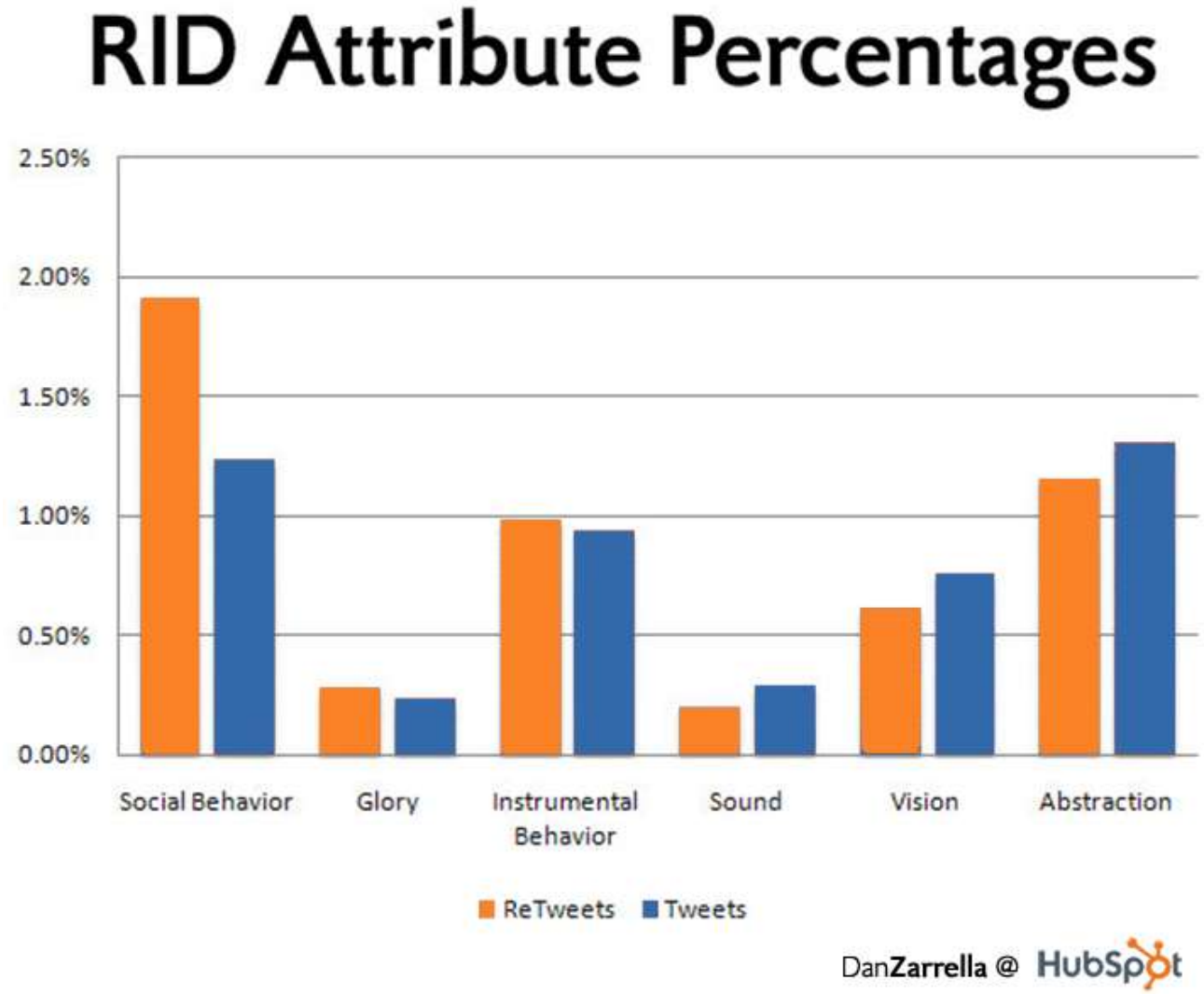
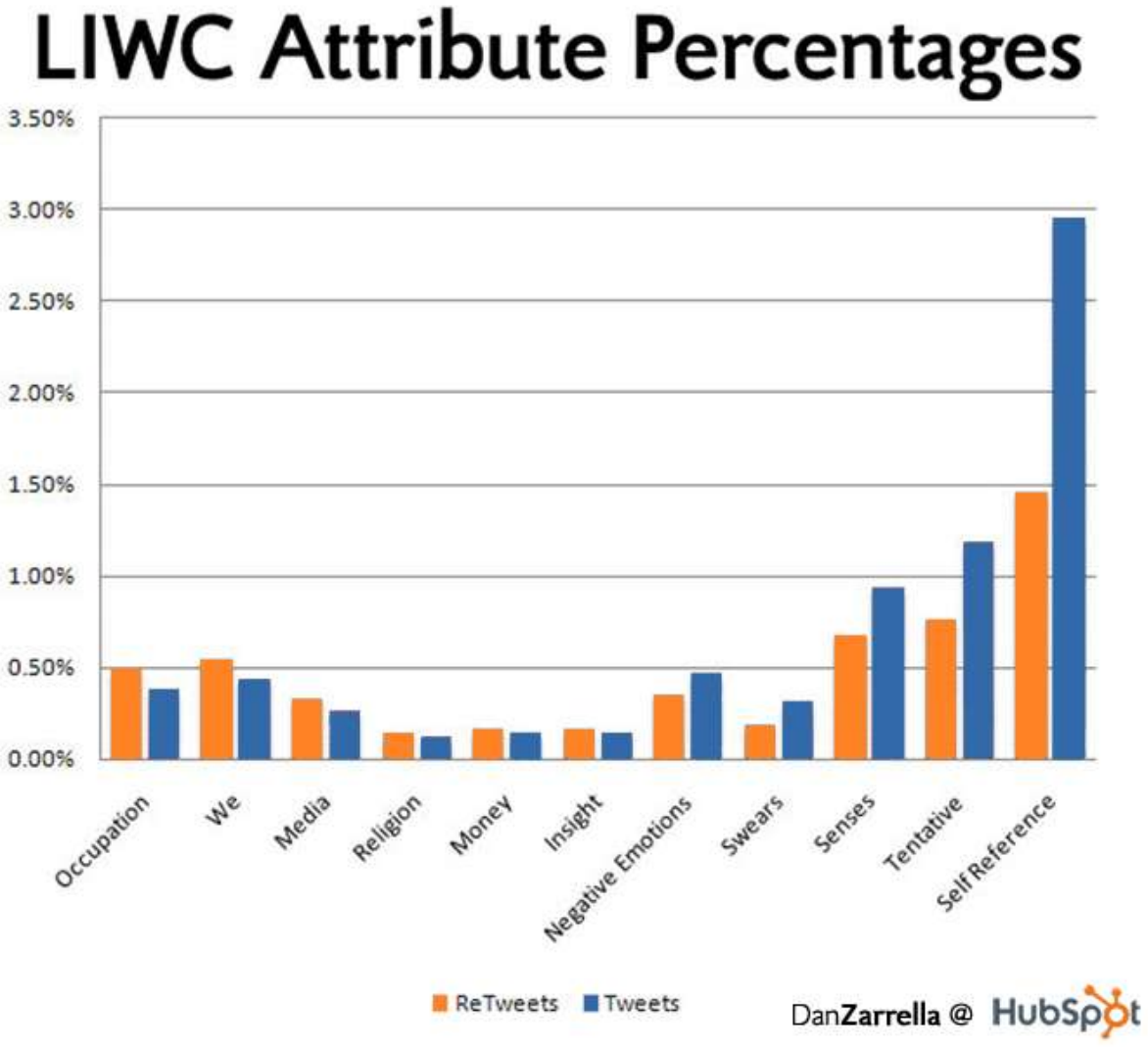
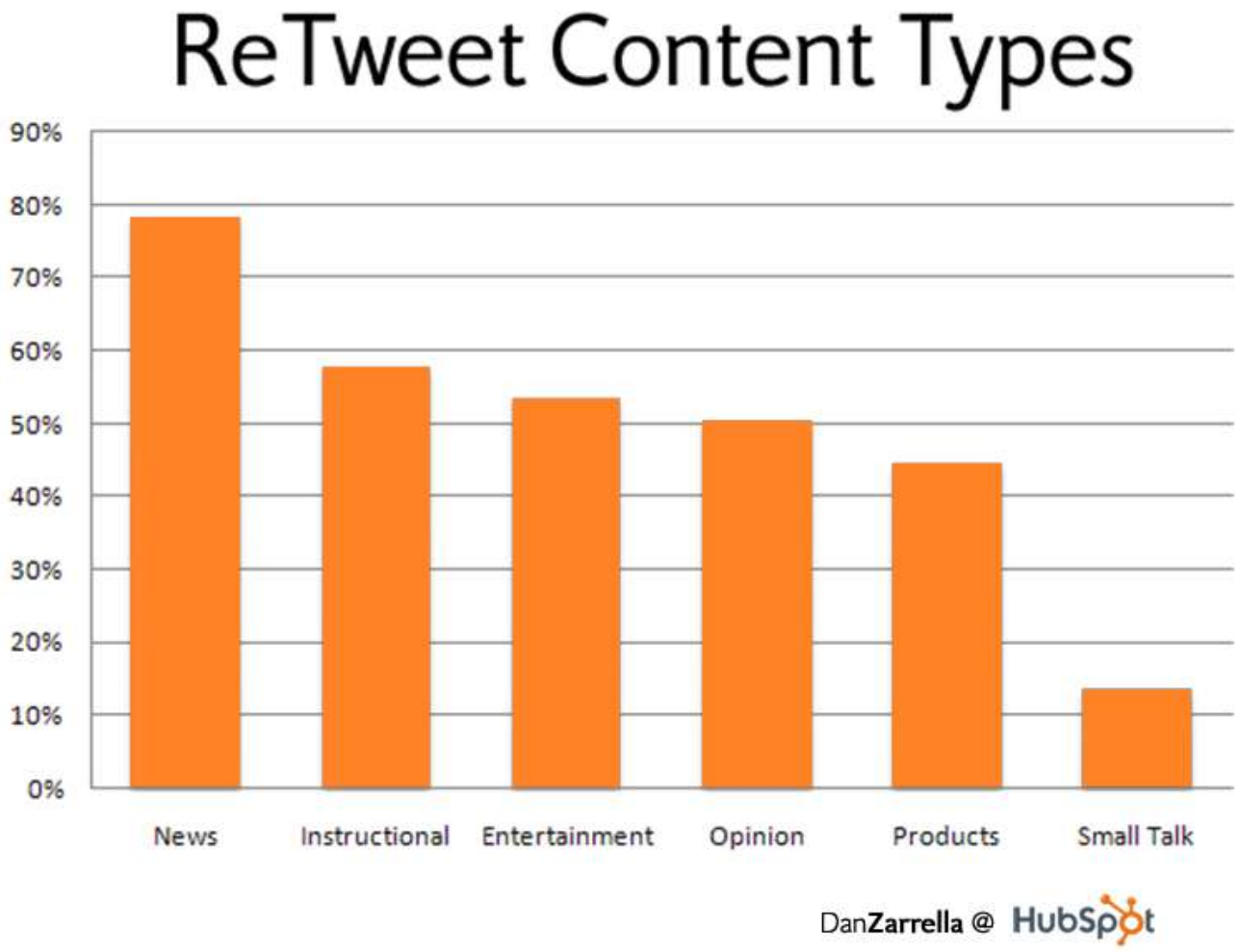
ReTweets are Social and Concrete



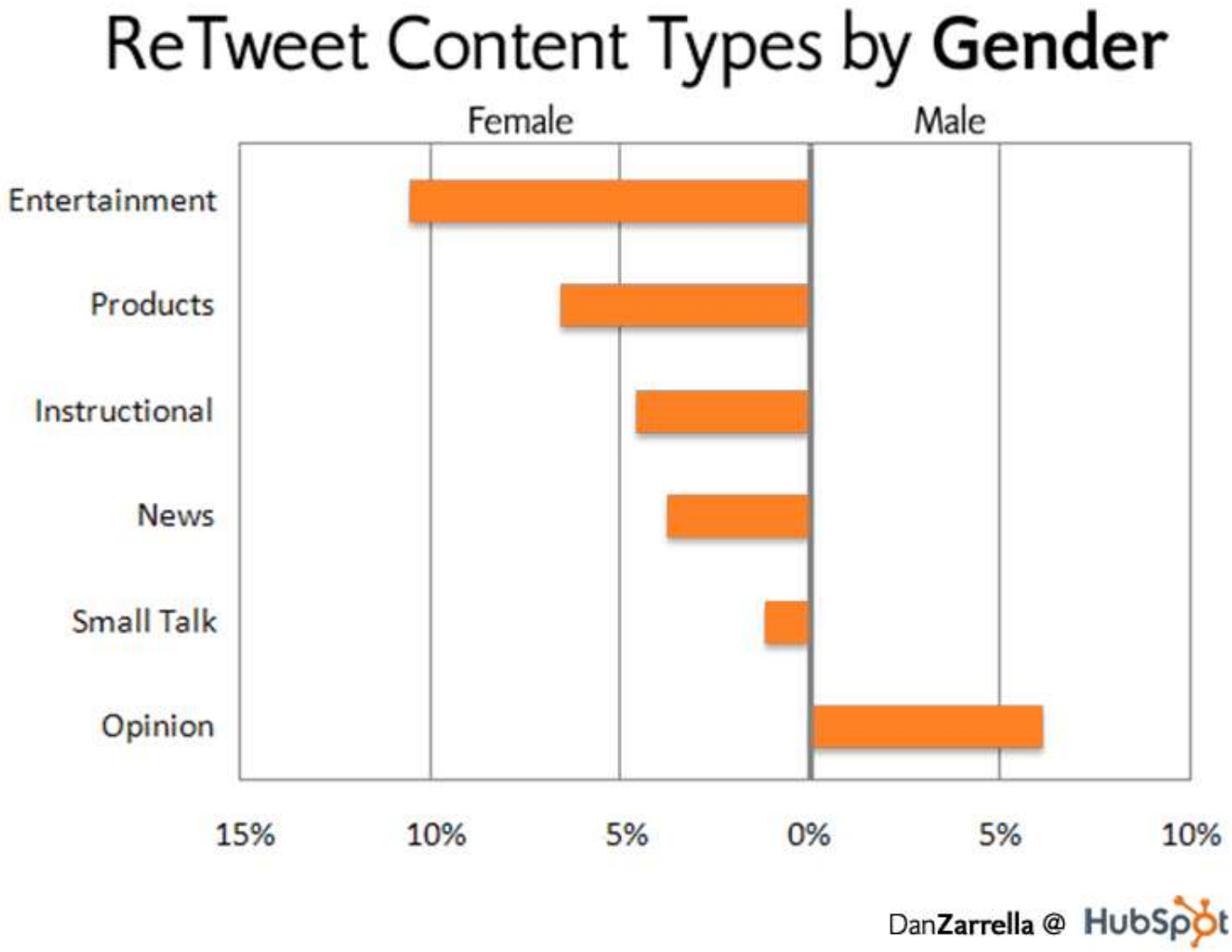
Self Reference is not ReTweetable



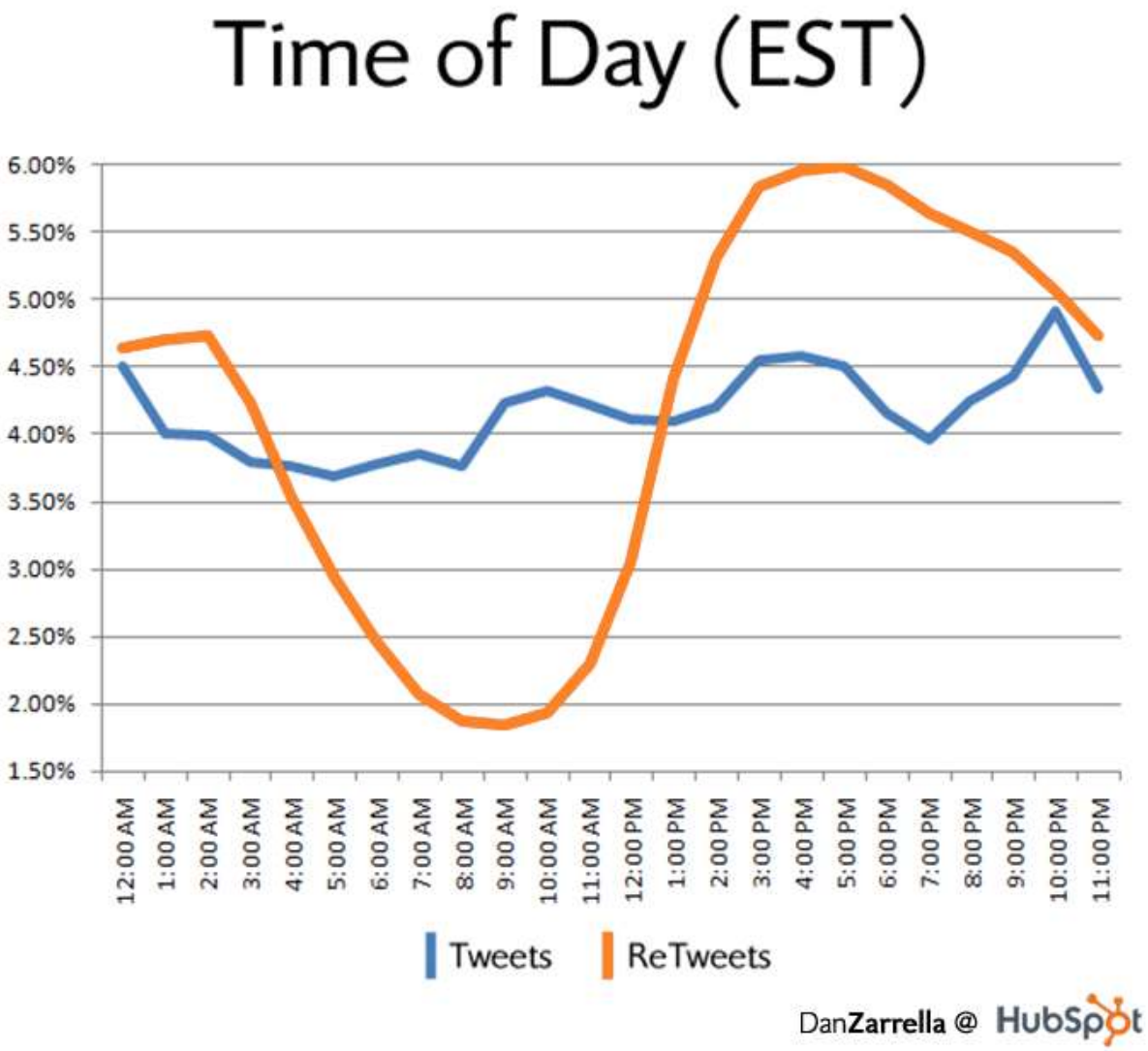
News is ReTweetable



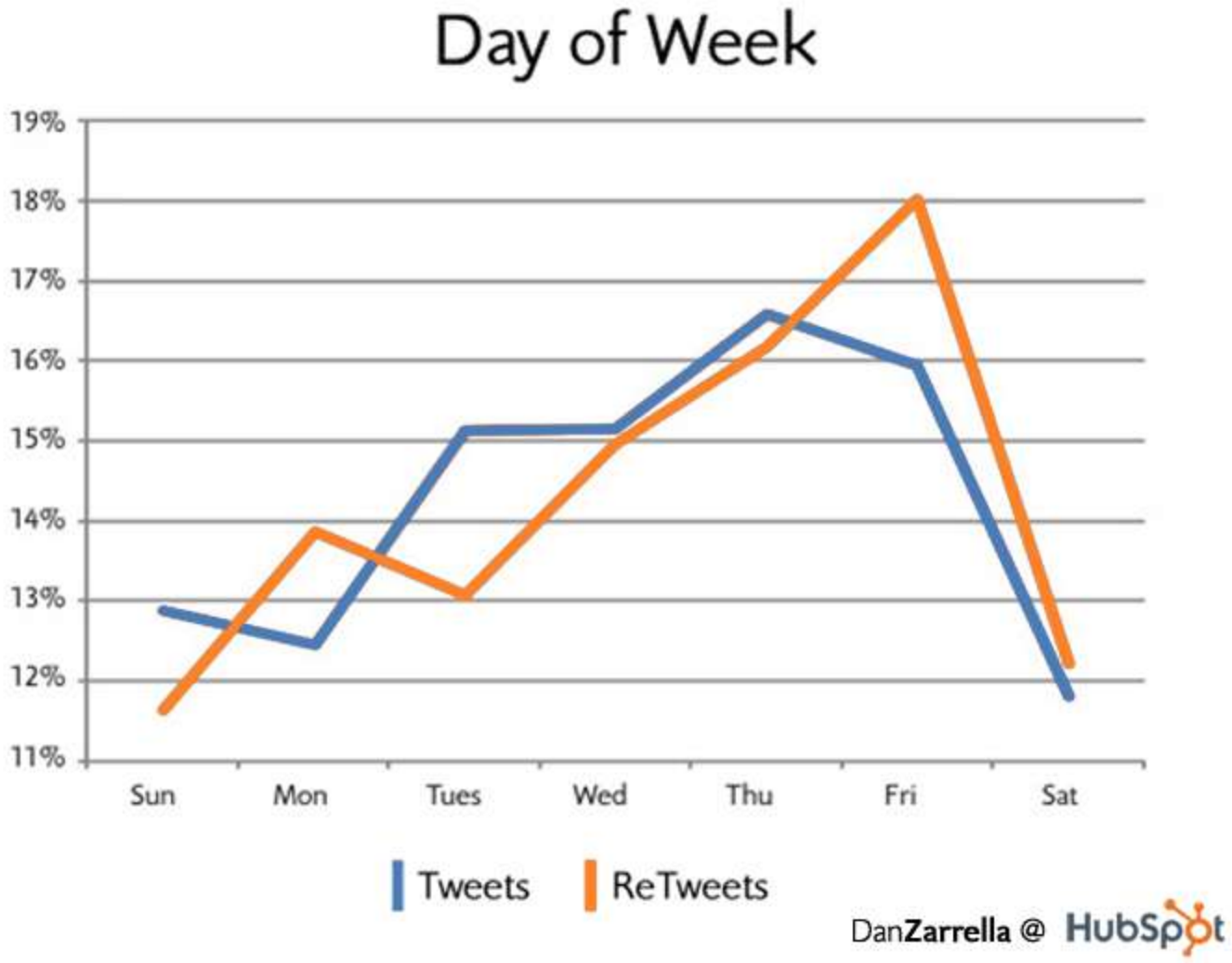
Men and Women ReTweet Differently



Timing is Everything



Timing is Everything



Track the Whole Funnel

Process

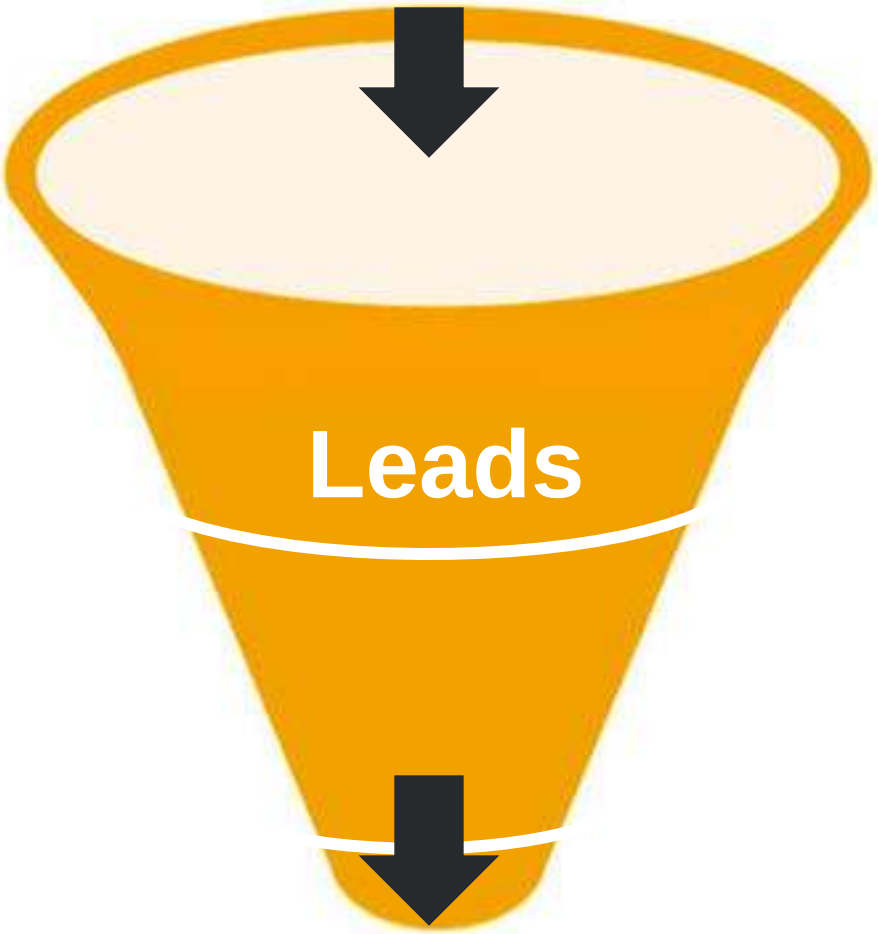
Get Found

- Publish
- Promote
- Optimize

Convert

- Test
- Target
- Nurture

Visitors from ReTweets



Customers

Tools

Get Found

- Content Mgmt
- Blogging
- Social Media
- SEO
- Analytics

Convert

- Offers / CTAs
- Landing Pages
- Email
- Lead Intelligence
- Lead Mgmt
- Analytics

HubSpot Puts the Pieces Together

"Let Zarrella take you to social media marketing school. You'll learn more from reading this book than from a month of research on the Internet."
—Guy Kawasaki, cofounder of Alltop.com

the social media marketing book

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Thank You!!