

2017 Two-Week Twitter Trial Cheat Sheet

Are you ready to increase brand awareness and improve traffic flow to your blog with our simple two-week Twitter trial? Let's do this!

Step #1: Determine Optimal Posting Times

Before diving straight into this particular test you've got to run another test first to determine the optimal posting times on your Twitter account if you don't already know what your optimal posting times are. It varies for everybody. For example, tweeting 1-4 times per hour works out pretty well for huge companies like Buffer and HubSpot but it doesn't work out so well for us.

If you do know your optimal posting times, just skip this section and scroll straight to Set-Up Your Two-Week Twitter Test.

Z Coast Media schedules tweets (we use Buffer) every day of the week right now at the following times:

- 11:48 am
- 2:41 pm
- 5:00 pm
- 10:48 pm

Why? Because these are the weird times that work best for us. If you don't already know your optimal posting times on Twitter here's a simple test you can try to narrow it down:

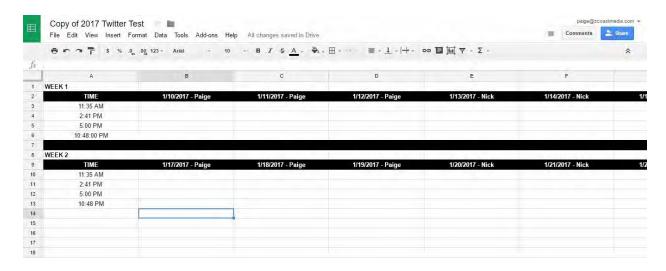
Week 1: Take an informal audit of how many followers your typical follower has. If
most of your active followers don't have a lot of followers, you're going to want to
stick to publishing a handful of times per day or less rather than 15+ times per day.
Week 2: Schedule your Tweets 2 hours apart.
Week 3: Gradually increase your posting frequency, but keep the caliber of your
content pretty similar.
Week 4: Compare the activity levels of each week. Look at retweets, likes, and
clicks. You might discover that one method resulted in a lot of likes but not very
many retweets, or vice versa. Determine which method best suits your goals as a
social media marketer.

Great, you've found your optimal posting time sweet spot! Now What?



Step #2: Set-Up Your Two-Week Twitter Test

Using your optimal posting times, set up a spreadsheet to help organize the content you'll be tweeting out/scheduling over the next two weeks. This is what our spreadsheet looked like before we began our Twitter test:



We split our Tweet scheduling responsibilities so that's why we included our names in the date columns. All we had to do was reference this spreadsheet to keep up with who's day it was to schedule posts because this test runs 14-days straight.

Once you've got your spreadsheet set up, it's time to outline your Twitter posting schedule. To make it easier on yourself, we suggest running your test from either the 1st of the month to the 15th of the month or the 15th of the month.

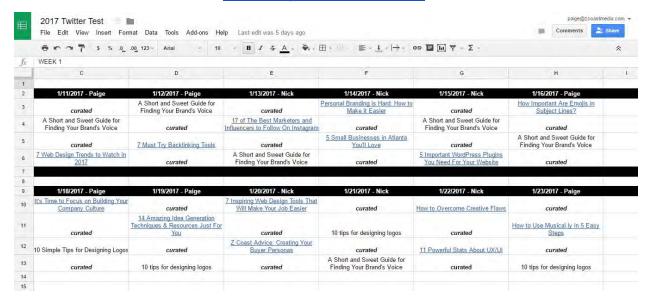
We ran our test in the middle of the month because it was an idea we came up with and just ran with it but part of us wishes we had the idea to start on the 1st of the month.

How it works: This Two-Week Twitter Trial runs on a 50/50 content split. This means that instead of following the regularly 80/20 rule when scheduling content where 80% of the content you share is curated and 20% is self promotional, **50% of the content you put out over this two week period is curated and 50% is self promotional.**

It also works on a rotational schedule so the blog posts you share over the course of the week rotate throughout all time slots. When you're done "skeletoning" out your spreadsheet it should look something like this:



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Things to Keep In Mind: While running this test you should be utilizing a mix of

- New weekly blog posts
- Older blog posts
- Curated content

When we ran this test we included a wide variety of posts we had already published on Z Coast Media, whatever the new blog post was we had scheduled for that particular week during the test, and content curated from influencers, trusted sources, and our own Twitter followers.

We also recommend using a social media scheduling tool like Buffer (which is what we use). It will make getting all this content out on your Twitter account a lot simpler.

Step #3: Don't forget to watch and measure your analytics throughout the test!

If your Twitter account has been active for more than a couple weeks, you have access to free analytics right there in your Twitter account.

It's also a good idea to have Google Analytics set up on your site as it will make tracking increase in blog traffic (and to your website as a whole from Twitter) super easy.

And that's it! It's really that simple.

Don't forget to send us a message and let us know how this test worked out for you after you complete the test.