



Contact@zcoastmedia.com

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?



Contact@zcoastmedia.com

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:

The screenshot shows a Google Spreadsheet with the following structure:

	A	B	C	D	E	F
1	WEEK 1					
2	TIME	1/10/2017 - Paige	1/11/2017 - Paige	1/12/2017 - Paige	1/13/2017 - Nick	1/14/2017 - Nick
3	11:35 AM					
4	2:41 PM					
5	5:00 PM					
6	10:48:00 PM					
7						
8	WEEK 2					
9	TIME	1/17/2017 - Paige	1/18/2017 - Paige	1/19/2017 - Paige	1/20/2017 - Nick	1/21/2017 - Nick
10	11:35 AM					
11	2:41 PM					
12	5:00 PM					
13	10:48 PM					
14						
15						
16						
17						
18						

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 to the end 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:



Contact@zcoastmedia.com

	C	D	E	F	G	H	I
1							
2	1/11/2017 - Paige	1/12/2017 - Paige	1/13/2017 - Nick	1/14/2017 - Nick	1/15/2017 - Nick	1/16/2017 - Paige	
3	curated	A Short and Sweet Guide for Finding Your Brand's Voice	curated	Personal Branding is Hard. How to Make it Easier	curated	How Important Are Emojis in Subject Lines?	
4	A Short and Sweet Guide for Finding Your Brand's Voice	curated	17 of The Best Marketers and Influencers to Follow On Instagram	curated	A Short and Sweet Guide for Finding Your Brand's Voice	curated	
5	curated	7 Must Try Backlinking Tools	curated	5 Small Businesses in Atlanta You'll Love	curated	A Short and Sweet Guide for Finding Your Brand's Voice	
6	7 Web Design Trends to Watch in 2017	curated	A Short and Sweet Guide for Finding Your Brand's Voice	curated	5 Important WordPress Plugins You Need For Your Website	curated	
7							
8							
9	1/18/2017 - Paige	1/19/2017 - Paige	1/20/2017 - Nick	1/21/2017 - Nick	1/22/2017 - Nick	1/23/2017 - Paige	
10	It's Time to Focus on Building Your Company Culture	curated	7 Inspiring Web Design Tools That Will Make Your Job Easier	curated	How to Overcome Creative Flaws	curated	
11	curated	14 Amazing Idea Generation Techniques & Resources Just For You	curated	10 tips for designing logos	curated	How to Use Musical.ly in 5 Easy Steps	
12	10 Simple Tips for Designing Logos	curated	Z Coast Advice: Creating Your Buyer Personas	curated	11 Powerful Stats About UX/UI	curated	
13	curated	10 tips for designing logos	curated	A Short and Sweet Guide for Finding Your Brand's Voice	curated	10 tips for designing logos	
14							
15							

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.