



How to Take Your Twitter Strategy from Meh to Wow!

- Josh Martin, Sr. Director Digital & Social

#shakeupshow
@Jmart730



Listen First

OUR SOCIAL POV



Focus on what people really care about

What We're Looking For:

- Quality vs. Quantity
- Authentic
- Differentiated
- Contextually Relevant / Targeted

What We Want to Avoid:

- Forced
- Lifestyle
- Cute

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OUR PERSONALITY

WITTY

We make clever observations

DOs

- Make quick, relevant remarks
- Be self deprecating when appropriate
- Come off smarter to fewer

DON'Ts

- Take ourselves too seriously
- Using puns, dad humor, slapstick
- Be needy / "try too hard" or forced

THINK

Inside jokes, Banter, Personal humor, Sharp, Insightful

BOLD

We speak without hesitation or regret

DOs

- Be surprising & different
- Speak our mind
- Take risks

DON'Ts

- Come off mean-spirited or defensive
- Be afraid of judgement
- Use exclamation points

THINK

Strong POV, Spontaneous Fearless, Obscure, Direct, Ballsy, Scrappy

CONFIDENT

We're proud of who we are

DOs

- Speak directly & simply
- Know where we don't belong
- Only say it if it adds value

DON'Ts

- Be cocky
- Seek affirmation
- Overthink it

THINK

Unspoken pride, Knowledgeable, Unapologetic, Unbothered

GENUINE

We stay true to ourselves

DOs

- Present ourselves as a true fan
- Come off approachable / relatable
- Be consistent

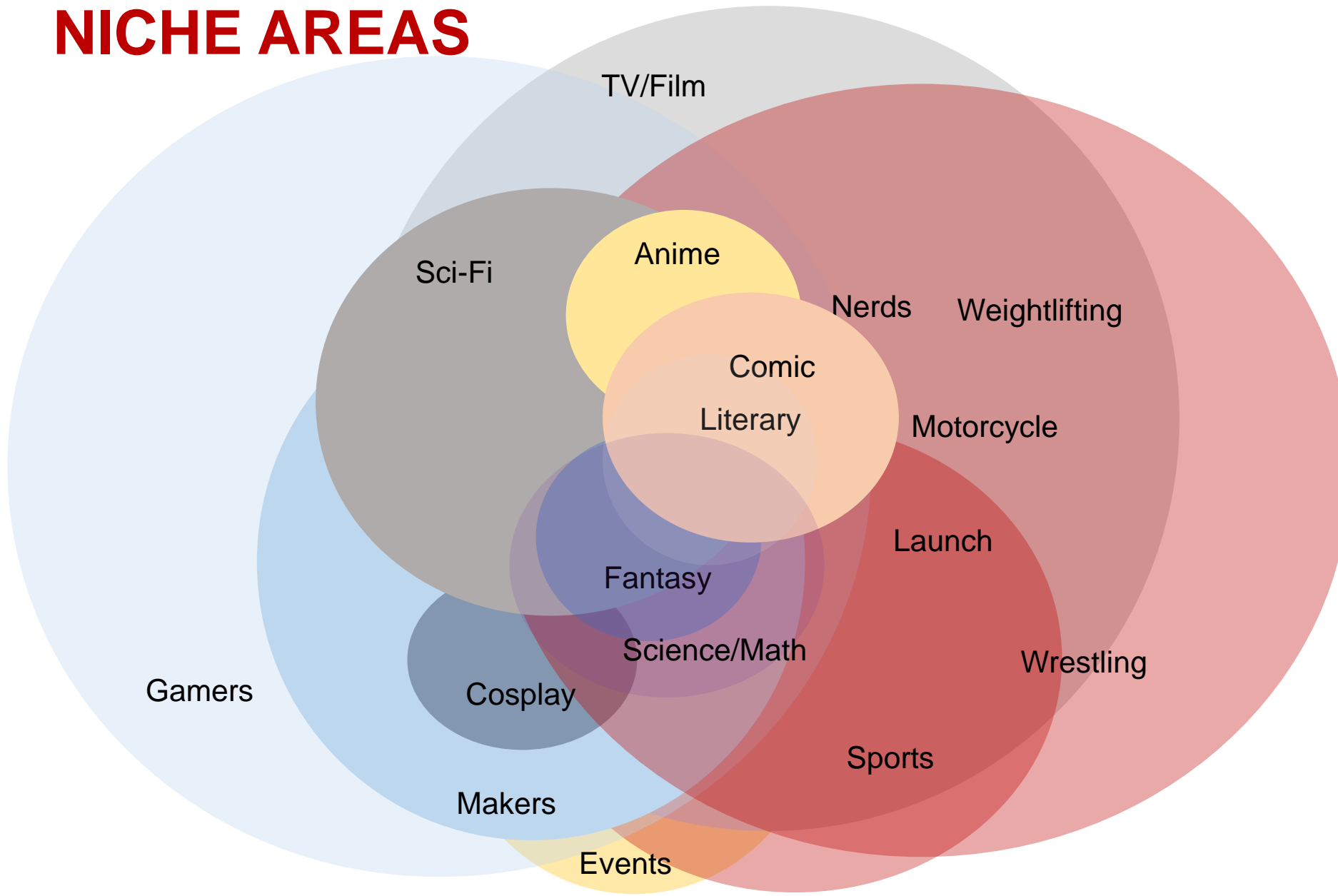
DON'Ts

- Look like every other brand
- Try to be everything to everyone
- Try to be something we're not

THINK

Self aware, Permission to be there, Real, Legit, Straight shooter, No BS

NICHE AREAS



Beyond Gaming/Nerd+:

Nostalgia
Sports
Events
TV
Wrestling
Launch
Motorcycle
Weightlifting

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MONTHLY CONTENT MIX

Expand



Geek Interests

60%

Explore



New Audiences

20%

Mass

Arby's Fan
Sell Focused
Holidays
Culture Moments
Common Knowledge

20%

Posts That Make Us Proud

 **Arby's** 
@Arbys

Finish them!



RETWEETS 6,624 LIKES 15,528

2:21 PM - 1 Mar 2016

 **Arby's** 
@Arbys

Well, this was a great way to start the day.
#PokemonSunMoon



RETWEETS 8,132 LIKES 15,548

10:58 AM - 10 May 2016

 **Arby's** 
@Arbys

It's dangerous to go alone! Take this.



RETWEETS 2,835 LIKES 4,821

12:21 PM - 14 Sep 2015

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Murky
@murky_am

Follow

@Arbys @feriowind Arby's your marketing team is doing an amazing job, I never eat Arby's but your ads recently have got me to.

LIKE

1



Erik Ransom
@ErikRansom

Follow

I haven't been to @Arbys in years, but I will go out of my way to eat there this week to reward this @WestworldHBO ad. 🙌🙌🙌

12:53 PM - 7 Dec 2016



Bobby Crissman I went to Arby's the other night for dinner because I happened to pass it while out Christmas shopping. It literally came down to a half second decision to turn into the parking lot, in which I decided to give you my business because your marketing team is on point with the anime/video games/movie marketing.

Like · Reply · Message · 🍌 455 · December 23, 2016 at 11:51am



Sean C Wallace I want you to know Arby's, that before this brilliant marketing campaign I never visited your stores. Now I eat Arby's like 3 times a week. For the love of god, please keep making these...

Like · Reply · Message · 🍌 1,685 · December 23, 2016 at 11:28am

Posts That Make Us Proud



Arby's
@Arbys

Sneaking candy into a movie is for n00bs.
#Deadpool



RETWEETS 1,015 LIKES 3,272



1:55 PM - 12 Feb 2016



Arby's
@Arbys

Time to break out the #FightStick



RETWEETS 2,124 LIKES 3,245



1:09 PM - 16 Feb 2016



Arby's
@Arbys

And now our watch begins #GameofThrones



RETWEETS 226 LIKES 939



8:58 PM - 24 Apr 2016

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Posts That Make Us Proud

Arby's @Arbys


We're at Pumpkin Hill, you ready?



RETWEETS 5,714 LIKES 10,066

Arby's @Arbys

Even Dovahkiin have to eat



RETWEETS 1,699 LIKES 5,645

Arby's @Arbys

Beefy AND portable. We dig it. #NintendoSwitch



RETWEETS 6,071 LIKES 14,219

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KEY TAKEAWAYS

1. Listen to your audience
2. Don't be afraid to test & learn
3. Be different