Twitter Thread by Buffer



Buffer
@buffer

A story of a tweet that received 17 million impressions ■■

As 2017 was drawing to a close JotForm founder Aytekin Tank found himself in a reflective mood. He has grown @JotForm to a team of 130 people, it has more than 3.2 million users, and its revenue climbs every month.

But something didn’t quite sit right with him. JotForm wasn't getting as much attention as its competitors. Its competitors were featured in publications like TechCrunch.

JotForm wasn't.

So he set out to change that using an age-old formula — storytelling.

To build @JotForm’s brand, he wrote stories about JotForm’s journey. The stories were getting 100,000 to 300,000+ views on Medium… but he didn’t stop there.

https://t.co/7nYBazuHBK

He repurposed his most successful stories on Medium, stories that resonated with his audience, into Twitter threads. And used Twitter ads to test how far he could spread his stories and build JotForm’s brand.

https://t.co/hwQdSWyYBd

> 1/ Don\u2019t listen to those productivity gurus.
>
> \u23f0\xa0Waking up at 6am won\u2019t make you successful.
>
> A thread \U0001f447
>
> — Aytekin (@aytekintank) July 16, 2018

He only intended to spend $5,000 on the ads but one thread took off, getting over 20 percent engagement rate. So he kept promoting it. He spent $24,098 and got 17 million impressions, 35,000+ clicks to the original stories, and thousands of

people learning about JotForm.

3 quick lessons from this case study:

1. Twitter is a great place to repurpose content
2. A Twitter thread can help you to achieve multiple goals at the same time
3. Twitter is a great place to start a conversation and build relationships

Read more: https://t.co/BStRfk1cHF