

# KPMG increases thought leadership awareness and website visits with keyword targeting in timeline

 Promoted Tweets



**KPMG**  
@KPMG

KPMG International (@KPMG) is a global network of professional firms providing Audit, Tax and Advisory services. They have more than 152,000 outstanding professionals working together to deliver value in 156 countries worldwide. @KPMG uses Twitter to connect with various audiences around the world, interact with employees, clients and prospects, showcase the work of member firms and senior leaders, and drive conversations on emerging business issues and opportunities.



## THEIR CHALLENGE

Best known for their auditing and tax services, @KPMG also maintains a broad advisory service, including a global healthcare practice. KPMG firms wanted to boost awareness of their expertise in the healthcare vertical and to drive traffic to a thought leadership report on kpmg.com. @KPMG wanted to engage a highly targeted audience of healthcare professionals and executives, B2B decision makers and the c-suite.

## THEIR SOLUTION

@KPMG used keyword targeting in timeline to connect their Promoted Tweets with the right audience, increase impressions and drive traffic to kpmg.com. To engage their key audience, KPMG targeted Promoted Tweets to relevant healthcare keywords (e.g., health systems, hospital policy, aging population and sustainability), successfully avoiding irrelevant consumer-focused healthcare conversations.



**KPMG** @KPMG

It's imperative we empower patients to become active partners in their care, rather than passive recipients  
[bit.ly/176EVX6](http://bit.ly/176EVX6)

 Promoted by KPMG



**KPMG** @KPMG

@keithmartinmd Thanks for the RT, Keith. We'd like to invite you to the KPMG Healthcare LinkedIn group to discuss  
[linkd.in/YUExdq](http://linkd.in/YUExdq)

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Promoted Tweets in timelines and in search highlighted intriguing insights from a thought leadership report available for download on the @KPMG site. @KPMG offered a bold point of view in their Tweets meant to stimulate discussion.

In fact, @KPMG responded directly to people who engaged with their Tweets. To keep them interested and engaged, the brand invited users to continue the conversation in the KPMG LinkedIn group.

70%

of website traffic driven by Twitter

3%

engagement rate on Promoted Tweets

9.76%

increase in followers

**“Keyword targeting in timeline offers advertisers a tremendous ability to target with relevancy. You can tap into public conversations, and people will see content based on what they are talking about in the moment. It’s a very powerful way to drive awareness and engagement.”**

Eliot Johnson (@EliotJohnson)  
Senior Manager, Global Social Media at KPMG

## THEIR RESULTS

Keyword targeting in timeline helped @KPMG reach a highly targeted audience and drive Promoted Tweet engagement rates as high as 3% – significantly higher than both healthcare and B2B benchmarks.

One of @KPMG’s keyword targeted Promoted Tweets received over 900 Retweets. A nearly identical organic Tweet tweeted on the same day received five Retweets.

@KPMG increased followers by 9.76% and Twitter accounted for about 70% of new traffic to their website. The campaign generated nearly 250K impressions and over 7K engagements.

## 3 KEYS TO SUCCESS

- 1 TARGET A NICHE AUDIENCE.**  
Keyword targeting in timeline allowed @KPMG to engage the right audience on Twitter and drive them to take action – visit their website, download thought leadership content or join their their Healthcare LinkedIn group.
- 2 SHARE VALUABLE CONTENT.**  
To demonstrate thought leadership and drive downloads, offer your target audience valuable content. Include links in Promoted Tweets that make it easy to track how many visitors Twitter drives to your site.
- 3 STAY TOP OF MIND.**  
The B2B purchase cycle can be long and complicated. Foster an ongoing relationship and stay top of mind with your audience by participating in two-way conversations on Twitter. “Through the discussions which resulted from the Promoted Tweet campaign, @KPMG leadership was invited to participate in relevant industry events; both online and offline, by relevant industry influencers. This demonstrates the value of Twitter in both brand awareness, but also the potential for real life connections,” says Dan Di Federico (@D4NtheM4N), Social Media Community Coordinator at KPMG.

