

[Social Networking](#)

16 Examples of Huge Brands Using Twitter for Business

63

Sphinnis

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10/7/08

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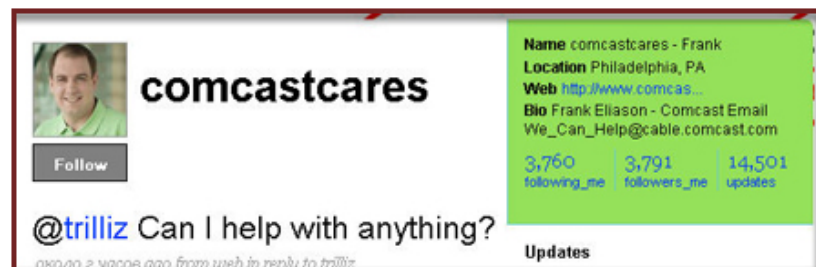
All Twitter benefits and (potential) spheres of usage are yet to be explored. However it is great to see some of huge companies already taking advantage of the tool:

- **To update customers of the company deals and coupon codes:**

1. [Dell](#) has created a number of Twitter profiles, each meant for different types of deals (e.g. [DellOutlet](#) posts recent refurbished Dell computer offers).
2. [Starbucks](#) posts new offers and also participates in threaded discussions of these offers with their Twitter-followers.

- **To offer an alternative customer support option:**

3. [JetBlue](#) offers Twitter-based customer service (notice, they even provide the customer support employee's name currently on duty).
4. [ComCast](#) offers a friendly Twitter customer support; what I personally like about their profile is the real person photo instead of the company logo.



5. [TheHomeDepot](#) “moonlights on Twitter to help their customers.”

- **To get closer to customers:**

6. Via their Twitter profile [Southwest Airlines](#) run non-official, entertaining discussions with their customers.
7. [Whole Foods Market](#) asks what their clients like to read and watch, recommends new food podcasts and invites them to the company upcoming events.

8. [HRBlock](#) runs ask-and-answer sessions with their customers.

9. [Best Buy has built Gina Community](#) to communicate with their customers and friends.

- **To react to customers' feedback:**

10. [Popeyes](#) answers their clients' feedback in an entertaining tone and also updates their Twitter listeners of the current deals and discounts.

- **To offer an alternative subscription option:**

11. [ATTNews](#) updates their Twitter-followers of the news published at the site.

12. [Forrester Research](#) posts updates of their site recent discussions.

- **To post company news:**

13. [BreakingPoint](#) posts updates of the company and industry news and also discusses it with their Twitter-listeners.

14. [Ford](#) posted the company internal news (the account seems abandoned).

Update: here are some cool Ford Twitter accounts you can check out:

- [FordCustService](#);
- [FordDriveOne](#);
- [FordDriveGreen](#);
- [FordTrucks](#);
- [FordMustang](#);
- [FordRacing](#);
- [FordRacingNWide](#).

(thanks to [@ScottMonty](#), Global Digital Communications for Ford Motor Company, for pointing the accounts out to me)

15. [Samsung](#) has created a Twitter account dedicated to mobile phones and posts both the company (US department) and product news there.

- **To promote the corporate blog:**

16. [Kodak Chief Blogger](#) both posts the company blog updates and discusses them with the company customers.

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56 Comments



- [Garry Conn](#) says:
[10/08/2008 at 1:08 am](#)

Smart corporations and businesses are the ones that are in the trenches watching and listening to what the general public say about them. The world is totally gone digital and those businesses who choose to ignore it will be left behind and unaware of what the public perception is about them. Excellent post Ann.

[Reply](#)



- [Jarret](#) says:
[10/08/2008 at 1:10 am](#)

I didn't realize that Comcast had a Twitter account. Thanks for the list I need to pay them a visit and exchange some tweets.

[Reply](#)



- [Saad Kamal](#) says:
[10/08/2008 at 5:19 am](#)

I guess its very important for the companies to understand the value of CRM and twitter is certainly an excellent app to stay in touch with customers.

[Reply](#)



- [Web Optimization & Content Development](#) says:
[10/08/2008 at 6:09 am](#)

I think we can all learn from this and just by reading what all this big companies posted can help us understand how to promote your business, services, products, company news on twitter and other social media sites.

[Reply](#)



- [Loren Baker, Editor](#) says:
[10/08/2008 at 8:10 am](#)

The magnificent thing about these corporate Twitter accounts is that they are very responsive. I have made comments about Starbucks to @starbucks, and they always respond. Good to know that there is a person on the other side of things :)

[Reply](#)



- [Bloggeries](#) says:
[10/08/2008 at 8:30 am](#)

Comcast Cares guy is a great example of how to use it properly. I'd like to see more companies have a dedicated tweetist or someone whose job revolves around this. It's the best form of tech support you can get besides phone imo. You also build awareness that well... Your company cares!

[Reply](#)



- [Janette](#) says:
[10/08/2008 at 11:27 am](#)

I am glad Starbucks and JetBlue have a Twitter. I get valuable information from following tweets. Good Post

[Reply](#)



- [Jeff](#) says:
[10/08/2008 at 5:36 pm](#)

According to @ScottMonty, Head of Social Media at Ford, he posted on Twitter about a month ago, he is "working on a master Twitter strategy, to align all of the accounts."

Here's a link to this tweet: <http://twitter.com/ScottMonty/statuses/908582545>

[Reply](#)



- [Keith](#) says:
[10/08/2008 at 9:53 pm](#)

Great list thank you. Now these companies need to start using Yammer, twitter for business. The companies that provide email addresses to their employees anyways.

[Reply](#)



- [Brian](#) says:
[10/09/2008 at 5:47 pm](#)

you left off Marriott Hotels @MarriottIntl

I learned about the recent terrorist bombing at their hotel in Pakistan via Twitter, unfortunately of course.

They get a little bit promotional at times but nothing over the top.

[Reply](#)



- [Internet Marketing Joy](#) says:
[10/10/2008 at 12:42 pm](#)

It is very important for companies to stay ahead from their competitors...anyways these are really huge and well established companies...Twitter is indeed a great site for content promotion.

[Reply](#)



- [Pushkar Gaikwad](#) says:
[10/12/2008 at 4:27 am](#)

Ann using is fine, being successful is totally different thing. Can you say that they are successful in achieving their goals ? I am not a power user of twitter unfortunately hence probably can't find it myself

[Reply](#)



- [Ann Smarty](#) says:
[10/12/2008 at 6:21 am](#)

@Pushkar Gaikwad, good question. That's hard for me to judge but from the number of followers some of them have and the level activity, I guess, they did succeed.

[Reply](#)



- [Scott Monty](#) says:
[10/13/2008 at 5:17 pm](#)

Jeff was right. Today, we launched [@FordDriveOne](#), the first of many Twitter accounts that we'll be using.

Scott Monty
Global Digital Communications
Ford Motor Company

[Reply](#)



- [Bernie Borges](#) says:
[10/13/2008 at 7:28 pm](#)

Large companies have the resources to devote to Twitter. This list is encouraging. Where are the small, no name companies using Twitter? I'm looking for them for my forthcoming book on social media marketing for small/mid size business. Email me examples at bernie@findandconvert.com

Bernie Borges
Find and Convert

[Reply](#)



- [Scout Dad](#) says:
[10/21/2008 at 11:28 am](#)

Although probably not a "huge brand", I've seen @resideo helping out folks looking to make hotel reservations.

[Reply](#)



- [Abhinav Gulyani](#) says:
[11/06/2008 at 7:25 pm](#)

Even though different companies have been able to get there presence on Twitter and other micro-blogging pattern based platform websites, but still there have been many factor which defines non-effective use of such websites by many companies.

Ann, can you provide some tips on how can they utilize this marketing tool to enhance there presence over Twitter, etc. websites?

[Reply](#)



- [Linda Ld Jacobson, APR](#) says:
[11/14/2008 at 9:29 am](#)

7-Eleven also a Twitter presence, though I don't think they're using it to their best advantage. At least they're making the effort!

[Reply](#)



- [Resideo.com](#) says:
[11/14/2008 at 10:34 am](#)

Hello, I'm webmaster for Resideo.com hotel reservations, and the "voice" of our Twitter account — @resideo

We've got a small community of followers and followees, but we're glad to be a part of it.

We pass on information about hotels (renovation notices, special deals, etc.) as well as actively search for folks looking for help finding a hotel.

It's important for us to be non-threatening and non-spammy, and I think we've succeeded.

[Reply](#)



- [Jenn Deering Davis](#) says:
[12/04/2008 at 1:00 pm](#)

There are definitely more and more of these large corporate accounts every day. I really appreciate the ones who are working hard to provide value through Twitter (though it seems like there are still lots of them who just don't get it yet!). Twitter can be a useful and personal way to talk to customers.

We built a website called CheapTweet (<http://cheaptweet.com>) that aggregates the tweets from online retailers, stores and merchants for anyone to search. Visitors to CheapTweet can find all the deals and sales anyone has tweeted about, and with a free account, can save and vote on those deals, as well. CheapTweet is good for retailers, because it puts their deals in front of a much wider audience than many of them have with their Twitter accounts.

We're on Twitter too, of course, at @cheaptweet. I would encourage any of you with products and deals you want to promote to check us out! Hopefully we can help. :)

[Reply](#)



- [michael](#) says:
[12/20/2008 at 4:14 am](#)

Starbucks does a great job of social media! Another company I have been very impressed with is Virgin America!

[Reply](#)



- [fomocona](#) says:

[12/22/2008 at 3:08 pm](#)

Ford's official Customer Service twitter account is @FordCustService. I've been managing this account since going live on 11/11/2008. The old twitter account (@fomocona) was started by me earlier this year and is currently in hiatus.

Michael McElhone
Analyst – Ford Motor Company

[Reply](#)



- [Ann Smarty](#) says:
[12/22/2008 at 3:44 pm](#)

Hi Michael, thanks for stopping by and for great addition!

[Reply](#)



- [Domain Name News](#) says:
[12/30/2008 at 3:41 pm](#)

I wonder why many of these brands aren't using their @brandname Twitter account. Seems silly

[Reply](#)



- [Ferg Devins](#) says:
[12/30/2008 at 9:24 pm](#)

there are a few of us at Molson on twitter as well...from Canada...@MolsonFerg @toniahammer @Moffat @MolsonBryan...glad to hear from folks out there...here's to responsible choices...cheers and happy new year !

[Reply](#)



- [arthur barbato](#) says:
[01/05/2009 at 6:55 pm](#)

thanks for this very interesting post. Your commentors are also to be applauded.

the vast majority of social sites use big brands to pay the piper. if you have a notion, I'll set up a peep for any publisher or agency. peace out.

-art

[Reply](#)



- [Scott Monty](#) says:
[01/06/2009 at 1:10 pm](#)

Ann, can you update this post to show that Ford is present on a number of Twitter accounts? Not everyone reads through to the comments.

There are many in the works, but some accounts include:

@FordCustService
@FordDriveOne
@FordDriveGreen
@FordTrucks
@FordMustang
@FordRacing
@FordRacingNWide

And through my own account, @ScottMonty

Thanks,

Scott Monty
Global Digital Communications
Ford Motor Company

[Reply](#)



- [olivier blanchard](#) says:
[01/06/2009 at 5:46 pm](#)

Also check out this list:

<http://thebrandbuilder.wordpress.com/2008/12/15/to-tweet-or-not-to-tweet-why-are-so-many-major-brands-still-not-on-twitter/>

[Reply](#)



- [Ann Smarty](#) says:
[01/07/2009 at 4:41 am](#)

@Scott, the post is updated! Let me know if I can do anything else for you.

@Olivier, thanks for the link!

[Reply](#)



- [Charles E. Miller](#) says:
[01/12/2009 at 7:31 pm](#)

Great post on Twitter methodologies, Ann

While taking a slightly hybrid approach, (with a nod toward Scott Monty) here at DIRECTV we are listening, sharing and getting closer to customers while still lending a helping hand in a way that can benefit a wide audience of our customers. Extending this to our engagement with enthusiast communities like DBSTalk.com and Satelliteguys.us and our own user forums at <http://forums.directv.com> have only helped us improve our service and ability to listen.

[Reply](#)



- [Social Media Marketing](#) says:
[01/29/2009 at 11:28 am](#)

Starbucks also a Twitter, though I don't think they're using it to their advantage. They try !

[Reply](#)



- [Kamal Patel](#) says:
[03/01/2009 at 11:53 pm](#)

Hey...check out that my blog :

you will find more :

<http://googleworldlatestnews.blogspot.com/2009/02/big-list-of-search-engines-their.html>

Thanks

[Reply](#)



- [James](#) says:
[03/11/2009 at 2:59 pm](#)

What about Polar (Fitness computers)??? Awesome customer service via twitter.. @chrispolarusa

[Reply](#)



- *Kate* says:
[03/12/2009 at 5:12 am](#)

The world's 2nd biggest beer company too – @sabmiller – providing company, industry news as well as job postings.

[Reply](#)



- *Rafael Montilla* says:
[03/26/2009 at 10:37 am](#)

Excellent info!!!

[Reply](#)



- *Ulla H* says:
[03/26/2009 at 3:01 pm](#)

Hey, hey,
Everyone seems to do Twitter... So, big...
I do understand this is just the beginning on a long interesting journey together ...

Very, very interesting... :)

[Reply](#)



- *Anna Hodges* says:
[03/27/2009 at 10:29 am](#)

Thanks for the wonderful info, Ann. We are still feeling the whole Twitter thing out atm and this is helpful.

@ScottMonty – do you use any other services to manage all your accounts? (like Co-tweet)... I'd appreciate any advice you can lend. :)

[Reply](#)



- *Scott Monty* says:
[04/03/2009 at 11:48 am](#)

Glad I dropped back in. @Anna, yes – we use Co-Tweet and it's really been effective for us. I've also used TweetGrid fairly regularly as well.

I wanted to make one final note: we were finally able to secure the @Ford account (<http://twitter.com/Ford>). This replaces the @FordDriveOne account.

[Reply](#)



- [Guy Stephens](#) says:
[04/06/2009 at 4:43 pm](#)

Great list of US brands. Just to let you know that we're using twitter in similar ways at Carphone Warehouse in the UK. Primarily for customer service – complaints resolution, service updates etc.

Accounts include –

- @guy1067 (customer service)
- @carphoneware (more of a corporate account)
- @cpwhelp (general help queries)
- @guyatcarphone (will be replacing @guy1067 shortly)

[Reply](#)



- [Worlds Top Brands](#) says:
[04/22/2009 at 10:42 am](#)

All the worlds top brands should be using twitter and other social sites for marketing and customer service purposes.

[Reply](#)



- [In Toronto](#) says:
[05/07/2009 at 6:52 am](#)

I am assuming every 'big' and 'small' company will eventually be taking advantage of social media sites to build better relationships with their customers.

[Reply](#)



- [Palmetto](#) says:
[05/13/2009 at 12:40 pm](#)

Do these companies use Twitter to do all these things, or do they use Twitter just to link to their corporate web site for the actual Q&A sessions, surveys, news, web logs, etc?

[Reply](#)



- [Priyanka D](#) says:
[06/09/2009 at 2:25 am](#)

We have been on twitter for quite some time now.. . we use it for overall customer engagement, feedback, out reach etc...
@DeskAway

[Reply](#)



- [Rob Loy](#) says:
[06/11/2009 at 4:10 pm](#)

I work for a Global 500 company called Henkel. The opportunity to bring to user's attention the brands (Dial Soap, Purex Laundry, Right Guard deodorant, LALooks Hair Gel, Loctite Glue) that Henkel sells makes micro-blogging a great tool. To promote all the brands with the Henkel name would take many press releases and commercials and advertisements, but through Twitter, YouTube, Facebook, and Flickr, a constant message can be distributed efficiently.

[Reply](#)



- [Thomas Sebastiani](#) says:
[06/12/2009 at 12:20 pm](#)

Only a few of the large companies have learned how to completely maximize the potential of their Twitter presence. They all should have a nice-looking profile, follow everyone who follows them, and maintain dialogue with their followers.

[Reply](#)



- [maurice](#) says:
[06/25/2009 at 5:22 am](#)

Thanks got some great ideas from this!

[Reply](#)



- [prafuldass](#) says:
[07/01/2009 at 9:11 pm](#)

Great list!.recently microsoft also joined twitter. <http://twitter.com/microsoft>

[Reply](#)



- [nike dunk](#) says:
[07/16/2009 at 4:29 am](#)

16 Examples.profounding analysis. love it.

[Reply](#)



- [Website. designer in faridabad](#) says:
[07/19/2009 at 8:26 am](#)

Thanks a lot this will really be very helpful and the matter of the fact is the whole content fall so smoothly at place make it very readable appreciate the effort.

[Reply](#)



- [Project Pankaj](#) says:
[07/30/2009 at 1:14 pm](#)

Its incredible how deep twitter has penetrated into the corporate sector. such a simple technology too!

[Reply](#)



- [Matthew](#) says:
[08/13/2009 at 9:22 pm](#)

I had not idea Home depot or Starbucks had twitter accounts! I am now following both. Thanks for the nice post!

[Reply](#)



- [Peter](#) says:
[08/18/2009 at 1:15 pm](#)

Brands on Twitter completely makes sense as many people identify or are identified by certain brands these days.

Check out some of the Taco Bell accounts. They're doing some unusual and cool stuff as well. ->
[@FeedTheBeat](#) [@TacoBellTruck](#)

[Reply](#)



- [John](#) says:
[08/25/2009 at 12:58 pm](#)

Great Info, thank you for posting!

[Reply](#)



- [Php](#) says:
[10/08/2009 at 8:50 pm](#)

Great Examples and analysis!!! Thanks

[Reply](#)



- [Jean-Paul Setlak](#) says:
[10/18/2009 at 8:59 pm](#)

With the arrival of the Google Wave platform, Twitter is going to benefit immensely. But the rules of the game will be brand new ones. Do you know that Page Rank is no longer part of the Google Webmaster tools? Get ready for some uncharted fun

[Reply](#)



- [Indu](#) says:
[10/28/2009 at 4:44 am](#)

Creating accounts in social media sites is easy. But the one who follows, interacts, and attracts the customers is the real winner.

[Reply](#)

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