

55 BRANDS

BRANDS

ROCKING SOCIAL MEDIA



WITH *visual* CONTENT

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INTRODUCTION

As Bob Dylan famously said, “the times they are a changin’.” And social media seems to be doing it more frequently than other marketing channels.

The most recent trend is the dominance of visual content. Facebook has turned its walls into timelines. Instagram became so popular that Facebook bought it for one billion buckaroos. And Pinterest--the online photo scrapbooking site--is now the number three most visited social network in the country.

If you aren't prepared for the visual content revolution, you may be left in the dust. That's why the HubSpot marketing team compiled this list of 55 brands killing it with visual content on these top 4 visually-driven social networks. Use this for inspiration to launch your visual content strategy.

Good luck!

1 Visual Content on Facebook

COVER PHOTOS



Starbucks

30,171,218 likes · 162,927 talking about this · 5,144,621 were here

✓ Liked

Message

Food/Beverages

We are the premier roaster and retailer of specialty coffee in the world since 1971.



 30m



4

About

International

STARBUCKS

Cater your photo to reflect the season.



Sunrise Signs – Custom Wraps and Graphics

1,040 likes · 26 talking about this

[Like](#) [Message](#)

Local Business
1325 Crescent Blvd, Gloucester City, NJ 08030
1 (856) 456-1809



 1,040



2

About

Like Videos

SUNRISE SIGNS



Fanta

2,923,036 likes · 42,826 talking about this

Like

Message

Food/Beverages

Gigi, Floyd, Lola and Tristan are Lost in Time! Help "Like" them back to the future!



2.9m



8

About

Events

FANTA



Quiyk

388 likes · 80 talking about this · 1 was here

✓ Liked

Message

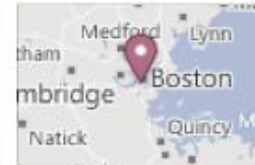
Local Business

150 Boylston St RM 602, Boston, MA.

1 (617) 297-8495



388



Email Signup

About

QUIYK

Line up your products into a colorful display.



Amsterdam Printing

2,856 likes · 9 talking about this · 98 were here

 Like

Message 

Company
Promotional products to grow your business! Check us out at www.AmsterdamPrinting.com in the US or www.AmsterdamProducts.ca in Canada.



 2,856

20% OFF
For FANS



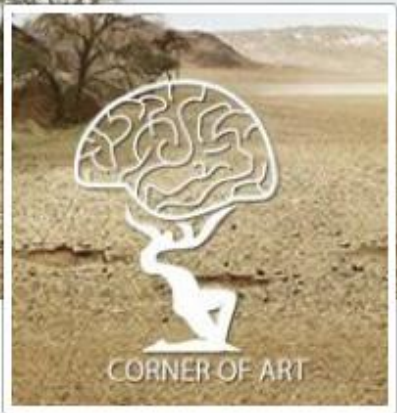
1 

About

20% OFF for Fans!

Watch our Videos

AMSTERDAM PRINTING



Cornerofart Design-Studio

+1 Add Friend

Subscribe

Message



- ♥ Married
- 🌐 Knows Arabic, English, Italian
- ♂ Male



CORNER OF ART

Connect your cover photo with your profile picture.



Uber

11,702 likes · 610 talking about this

Like ▼

Product/Service

Everyone's Private Driver. Request a swanky ride in a black car with just the tap of an app! SF, NYC, Seattle, Chicago, Boston, DC, Paris, Toronto, LA!



 11,702



1 ▼

About

Videos

UBER

5 Quick Facts

About Interactivity Marketing

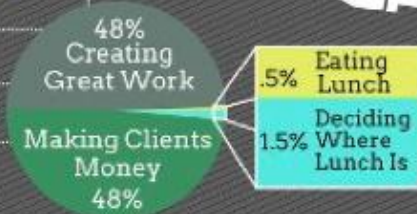


2 Favorite Social Media Platforms of IM Employees



5  Creativity + Strategy = 

3 Typical Day at IM



INTERACTIVITY MARKETING

Interactivity Marketing

2,227 likes · 14 talking about this · 29 were here

 Like  Message

Local Business
1335 44th Ave N Suite 202, Myrtle Beach, SC.
1 (843) 492-6208
Today 8:00 am - 5:00 pm



 2,227



INTERACTIVITY MARKETING

Share business facts in interesting infographic form.



UrbanDaddy

25,123 likes · 410 talking about this

 Like

Message 

Website

UrbanDaddy is a free daily email devoted to bringing you the single thing you need to know every day about your city. www.urbandaddy.com



 **25,123**

Jobs
powered by **Jobvite**



About

URBANDADDY



Coca-Cola

Coca-Cola

42,100,312 likes · 321,166 talking about this

Like Message

Food/Beverages

The Coca-Cola Facebook Page is a collection of your stories showing how people from around the world have helped make Coke into what it is today.

About



42m



8

Move to the Beat

COCA-COLA

Use inverse colors to increase aesthetic appeal.



The Murder Mystery Company

10,923 likes · 1,491 talking about this

 Like

Message 

Arts/Entertainment/Nightlife

1-888-643-2583 (CLUE)

<http://www.grimprov.com>



 10,923



1

THE MURDER MYSTERY CO.



GE

321,806 likes · 11,706 talking about this

Like

Message

Company
We love science, technology, innovation and hearing from you! So, say hello.



4

About

GE Garages

GENERAL ELECTRIC

Use one simple image to light up your brand page.



YULKAPOPKOVA #18980286/ VET



iStockphoto

28,942 likes · 397 talking about this

 Like

Message 

Product/Service

The web's original source for user-generated, royalty-free stock photos, illustrations, videos, audio clips and more.



 28,942



2 

About

iStock eCard App

ISTOCKPHOTO



GoPro

2,301,901 likes · 82,462 talking about this

Like

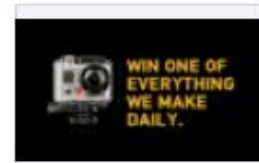
Message

Product/Service

We make the World's Most Versatile Camera. Wear it. Mount it. Love it. <http://gopro.com/> Twitter @GoPro



2.3m



5

About

Shop GoPro

GOPRO

Flaunt what your product can actually do.

Sharpie
Uncap what's inside



Sharpie

3,031,987 likes · 20,904 talking about this

Like

Message

Office Supplies

Grab a Sharpie product and make something already!



3m



About

Go Sharpie!

SHARPIE



PHOTOSHELTER

PhotoShelter

30,074 likes · 474 talking about this

Like

Message

Internet/Software
Powerful websites for serious photographers. Try PhotoShelter for free when you visit <http://www.photoshelter.com/>



GET STARTED

GROW YOUR PHOTO BUSINESS

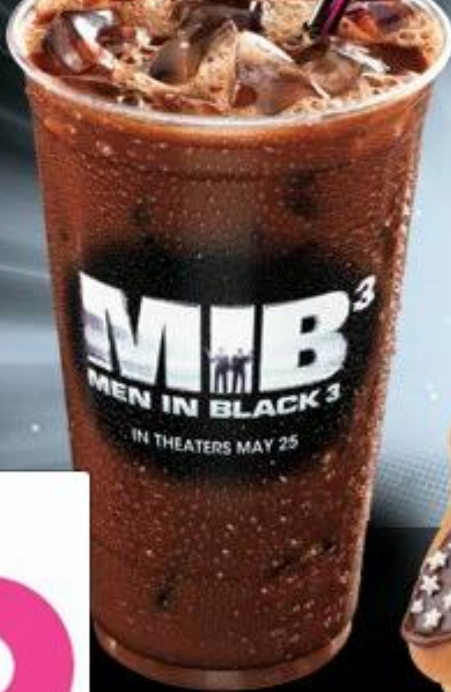
30,074

1

About

Likes

PHOTOSHELTER



MOVIE ARTWORK ©2012 COLUMBIA TRISTAR MARKETING GROUP, INC. ALL RIGHTS RESERVED.



Dunkin' Donuts

6,354,396 likes · 81,705 talking about this · 18,689 were here



Food/Beverages

Official Dunkin' Donuts Page America runs on Dunkin', and DD Facebook runs on You.



6.3m



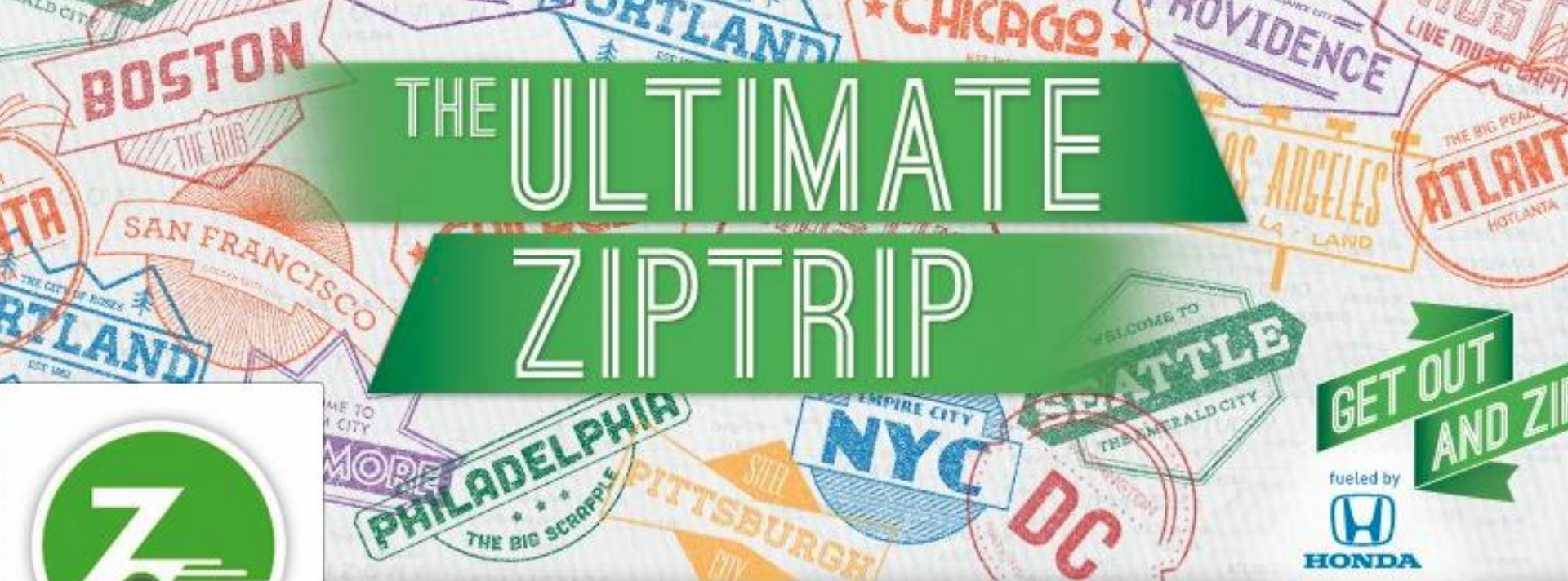
8

About

Men In Black 3

DUNKIN' DONUTS

On Facebook, it's not about you--it's about your fans.



Zipcar®

82,476 likes · 557 talking about this

Like

Message

Product/Service

Dude, what are you waiting for? Get wheels when you want them at <http://zipcar.com/>



About

ZIPCAR

BELIEVE IN YOUR SMELLS



Old Spice

2,097,900 likes · 32,603 talking about this

Like

Message

Health/Beauty

Old Spice has 74 years of experience helping guys improve their mansmells with deodorant, bodywash, antiperspirant and fragrances.



About

Bear Deodorant Pr...

OLD SPICE

Be clever.



Photo taken by Devin R.



Verizon Wireless

2,540,073 likes · 55,880 talking about this · 119,942 were here

Like [dropdown]

Company
Share your life as it happens with America's largest 4G LTE network, now in more than 250 cities.



About

VERIZON WIRELESS



Ben & Jerry's

3,956,825 likes · 32,357 talking about this

✓ Liked

Message ▾

Food/Beverages

Ben & Jerry's believes business has a responsibility to give back to the community. We make the best possible ice cream in the nicest way possible.

About



4 ▾

Events

BEN & JERRY'S

Start generating leads from Facebook with the
HubSpot all-in-one marketing software:

<http://goo.gl/A7Jql>

PHOTO ALBUMS

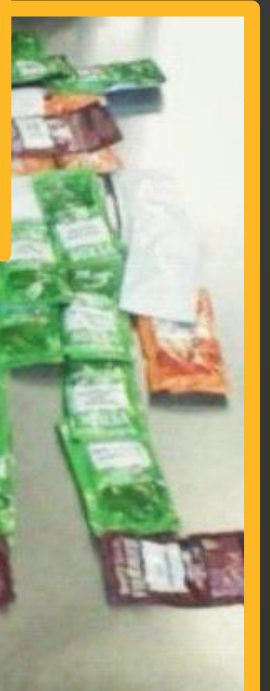
Upload photos
of your product
in **creative** ways.



100th
BIRTH-
DAY

OREO

2 0 1 2



TACO BELL

Educate your
audience.

#3

COMPANIES THAT BLOG EFFECTIVELY

GENERATE

55%

MORE TRAFFIC



70%

MORE LEADS

THAN THOSE WHO DON'T



100 STATS
ALL MARKETERS
SHOULD KNOW

Source: HubSpot 100 Awesome Marketing Charts

IMPACT BRANDING

#7

90% OF CONSUMER BUYING DECISIONS START ON THE

WEB

Source: Forrester Research



100 STATS
ALL MARKETERS
SHOULD KNOW

NURTURED LEADS PRODUCE,
ON AVERAGE, **20%**
INCREASE IN SALES OPPORTUNITIES

VS.

NON-NURTURED
LEADS

Source: DemandGen Report - <http://blog.hubspot.com>



100 STATS
ALL MARKETERS
SHOULD KNOW

Upload photos
that feature
your **customers.**

BETTY CROCKER

Betty Crocker



**FAN
OF THE
WEEK**

Betty Crocker



**FAN
OF THE
WEEK**

Betty Crocker



**FAN
OF THE
WEEK**

Betty Crocker



**FAN
OF THE
WEEK**



"I HubSpot because using their revolutionary software and inbound marketing system we increased our leads by 400% and now have an effective, automated and personal system for nurturing leads down our sales funnel resulting in higher customer conversions."

Luke Summerfield
Inbound Marketing Specialist
Saavy Panda



"I HubSpot because it helps me keep in contact with my prospects by using the best lead nurturing tools available. The ability to reach out to your perspective customers and keep them informed is one of the best ways to keep them coming back."

Liz Karschner
Marketing & Social Media Manager
SEPCO

HUBSPOT



2 Visual Content on Pinterest

CHOBANI

Create multiple boards with images that relate to your brand.



Chobani

Nothing but good pins from America's #1 yogurt, & the Official Sponsor of the 2012 US Olympic Team!



Repins from



Bashas' Dietitian



Women's Health & Fitness



Dree Harper

22 Boards

1403 Pins

155 Likes

Follow All

6209 Followers

759 Following

Activity

"Nothing But Good"

206 pins

Chobaniac Creations

377 pins

Chobani Fit

42 pins

Chobani Champions

93 pins

Insta-piration

51 pins

“The only way to do great work is to love what you do. If you haven't found it yet, keep looking. Don't settle. As with all matters of the heart, you'll know when you find it.”



Follow

Follow

Follow

Follow

Follow

CHOBANI

Each board should contain relevant visual content. Chobani does so by showcasing all the delicious treats their *fans* have made with their product.

Remember: On social networks, it's not all about you.

Chobaniac Creations

Like 18

Look at what our fans made!



Chobani

Follow

14190 followers, 377 pins



Simply YUM!

12 likes 54 repins

mealsandmovesblog.com



VerryBerry Smoothie

8 likes 22 repins

chobani.com



Creamsicle Smoothie w/ Orange Vanilla Chobani Champions

12 likes 34 repins

chobani.com



CHocolate Cherry Oatmeal Cookies

10 likes 37 repins

littlebittybakes.com



Greek Yogurt Blueberry Muffins

9 likes 60 repins

nosugarsweetlife.com



Blackberry Bread Pudding



ORECK

Describe your brand in a few words. Users are on Pinterest to pin, not to read.

Put simply, Oreck is “clean made easy.”



Oreck

Clean made easy.

[Website](#) [Twitter](#) [Location](#) Nashville, TN

Repins from

-  Chobani
-  Linda Sellers
-  Erika (Musings From a ...)

22 Boards

562 Pins

29 Likes

Follow All

1056 Followers

111 Following

Activity

Stunning Floors

30 pins



Follow

Furry Friends

98 pins



Follow

Clean made easy.

20 pins



Follow

Blue is our favorite color.

54 pins



Follow

Words that make us wise.

78 pins



Follow

ORECK

Use content related to your product to help promote your own.

Cleaning supplies aren't the most exciting products to look at. Oreck showcases various floor designs, tying it to their product by saying, "the prettiest floors need the best of care."

Stunning Floors Like 2

The prettiest of floors need the best of care.



Oreck

Follow

2231 followers, 30 pins



This tile. Breathtaking!

1 like 1 repin

artchive.tumblr.com



Kismet tile. So pretty!
O'BRIEN/LEAVER HOUSE, Pasadena,
California, 2010.

1 like 1 repin



Absolutely stunning tile floors. AND
it's blue. Just beautiful. Photography
by Emily Anderson for Rue, Issue 6
via Coco + Kelly

1 like



Herringbone pattern marble floor.

1 like 1 repin

theenchantedhome.blogspot.com



I just love this area rug!

1 like 1 repin

gallery.projectnursery.com

MASHABLE

Categorize your boards as you would your website.

Mashable pins to boards that fall into the same categories as the articles they publish on mashable.com



Mashable

Mashable is the largest independent website dedicated to news, information and resources for the connected generation.



Repins from



Karin



Tonya Sayers



Michael Andre

18 Boards

512 Pins

1 Like

Follow All

26977 Followers

22 Following

Activity

Tech & Gadgets

60 pins



Follow

Web Humor

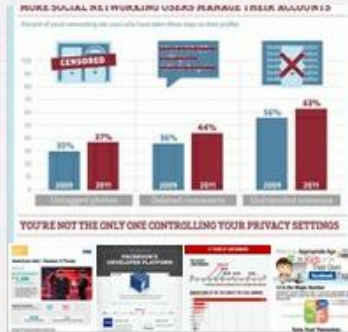
52 pins



Follow

Infographics

85 pins



Follow

Tips and Tricks

25 pins



Follow

Social Media

48 pins



Follow

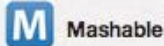
MASHABLE

Send users back to your website.

Mashable hosts a weekly photo contest. In order for users to participate, they must be directed to a link on the Mashable site.

Mashable Photo Challenge Like 1

Every week we ask Mashable readers to submit their photos based on a particular prompt. We encourage readers to submit photos from any type of photo-capturing device - Challenge Page: <http://on.mash.to/HtJpgu>



Follow

31674 followers, 18 pins



Old ceramic bunnies

6 repins

mashable.com



Classic carousel

6 likes 1 comment 3 repins

mashable.com



Lilla Jade That's Brighton, UK ;)



Add a comment...

ETSY

Pin. A lot.

According to RJ metrics, over 80% of pins are re-pins. This emphasizes the importance of pinning new content. Etsy has 30 boards with 1592 pins (as of May 28, 2012).



Etsy

The world's most vibrant handmade + vintage marketplace.

 Everywhere

Repins from

-  Griottes ♥
-  enhabiten
-  Laura Watt

30 Boards

1592 Pins

16 Likes

Follow All

88454 Followers

523 Following

Activity

Gift Ideas

128 pins



Follow

Etsy Weddings

75 pins



Follow

Stuff We Love

259 pins



Follow

Yum! Recipes to Share

179 pins



Follow

DIY Projects

126 pins



Follow

ETSY

Tap into the platform's audience.

Pinterest first became popular with women planning weddings--and that group is still the largest Pinterest demographic. Although wedding accessories are only one part of the business, Etsy dedicates an entire board to weddings. A smart choice for this platform.

Etsy Weddings Like 7

E Etsy

Follow

126389 followers, 75 pins



Change up the traditional engagement ring with a fine "specimen" such as this 14K Gold and Diamonds ring by [doronmerav](#) on Etsy.

70 likes 1 comment 117 repins

etsy.com



Mindy C. Jones This is beautiful! I'd love it as a right hand ring.



Add a comment...



Who needs a ring when you can adorn yourself with an antique pendant?

41 likes 1 comment 46 repins

etsy.com



Barbara Polinsky Beautiful!



Add a comment...



An eco alternative to rice or confetti: ecofetti, which washes away with water.

70 likes 116 repins

[100layercake.com](#)



Rin and Joe gathered friends and family for a casual backyard celebration, complete with pom poms, confetti, snow cones and badminton.

64 likes 4 comments 66 repins

etsy.com



Susy Morris A breath of fresh air instead of the overhyped, overspent affair!



Kandace McCreary Weddings are nice, but dont really need anything fancy. Marriage is more crucial. I've



These flowers will always stay fresh. Custom paper bouquet, \$100

45 likes 1 comment 73 repins

etsy.com



Lara Harris Just beautiful!!

DRAKE UNIVERSITY

Take advantage of all things cute.

By pinning photos of adorbs bulldogs (the school mascot) Drake University is sharing images that capture the attention of users beyond those in Drake community.

Adorbs bulldogs Like



Drake University

Follow

3452 followers, 73 pins



Will you be my friend??

15 likes 67 repins

google.com



Just me and my little friend!

1 like 7 repins

google.com



It's getting hot here in Des Moines, this bulldog knows how to handle it though!

12 likes 7 repins

goo.gl



Why are you leaving me for the summer? Please come back to Drake soon!

2 likes 8 repins

google.com



These cute bulldogs are already done with finals. They are waiting you to play with them

3 likes 4 repins


englishbulldognews.com



PEAPOD DELIVERS


Food.

Who doesn't like food? Any company in the food industry has the ability to share endless food recipes and products.






Peapod Delivers

Peapod is the largest U.S. grocery delivery service. Started in 1989, we celebrated our 20 millionth delivery in August 2011. www.peapod.com

 East Coast and Chicagoland

Repins from

-  **Ramona Ramsay**
-  **Jane Wang**
-  **Cooking Light**

47 Boards

1060 Pins

30 Likes

[Follow All](#)

593 Followers

30 Following

Activity

Peapod Kitchen Tested ...

172 pins



[Follow](#)

Healthy Eating

56 pins



[Follow](#)

Quick & Easy Recipes

42 pins



[Follow](#)

Spring Produce

22 pins



[Follow](#)

Delivery Trucks

17 pins



[Follow](#)



Make your content interesting.

When you think Pinterest, you don't think, "cute tech pictures!" But GE engages users by highlighting the biggest and baddest technologies they've produced.

Badass Machines Like 5

Here are the biggest and baddest technologies produced by GE.



GE

Follow

3318 followers, 101 pins



Video: #GE 's Walking #Truck - ca. 1965

by SchdyInventTech

1 like 2 repins

youtube.com



Drill, Baby, Drill: #GE machinist is using a high-precision CNC #drilling #machine to #manufacture a crankshaft for the #Jenbacher #engine .

1 like

gereports.com



#GE #Healthcare 's Optima MR430 is a leap forward in #musculoskeletal #MR imaging because only the targeted #anatomy goes inside the system.

1 like 2 repins

gereports.com



A close-up of GE90 fan blades at #GE #Aviation in Cincinnati, OH. #engine #technology #manufacturing (Taken with instagram)

2 likes 3 repins

generalelectric.tumblr.com



Two #GE workers add finishing touches to one of our largest #compressors .

1 repin


gereports.com



AARP

Show versatility.

What's a company for people 50+ doing on Pinterest? AARP is pinning interesting images that could attract people outside of their target audience. This could bring in customers through the children and grandchildren of their target customer.




AARP


AARP is leading a revolution in the way people view & live life after 50 / Member Helpline: 1-888-OUR-AARP or member@aarp.org

🌐 🐦 📍 📍 UT: 42.291799,-83.134136


Repins from



Nancy Goodchild



Preserve Social Securit...

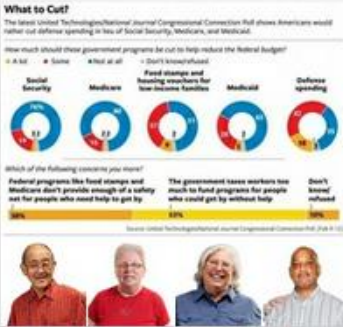


Kathy Catino

24 Boards 361 Pins 19 Likes [Follow All](#) 744 Followers 93 Following Activity

Social Security

17 pins



Follow

Movies for Grownups

29 pins



Follow

50+ Technology

15 pins



Follow

Making a Difference

37 pins



Follow

Relationships

15 pins



Follow

MODCLOTH

Be different.

In a world of color, ModCloth focuses on black and white images to show of their vintage collection.

Vintage Vantage Like 6

Seeing the future by the ways of the past.



ModCloth

Follow

43866 followers, 86 pins



Summer cycle style. #vintage

76 likes 250 repins

delightfulcycles.tumblr.com



Touch the stars. Willy Pogany 1882-1955.

58 likes 117 repins

nattyboo.tumblr.com



Free vintage knitting patterns! #diy

9 likes 38 repins

subversivelesbiananarchicknitter.blogspot.com



Black & White. Norman Norell -1972.

33 likes 1 comment 67 repins

WHOLE FOODS

Take a colorful spin on basic life teachings.

We've all been told to eat our vegetables--and when they're yummy, we do! Whole Foods isn't pinning pictures of your everyday broccoli and spinach. They're presenting images of unique veggies that look like nothing but a delight to indulge in.

Eat Your Veggies




Follow

51690 followers, 50 pins



Candied Grapefruit Peels


23 likes 46 repins


 Jerry James Stone from blogs.kqed.org



Purple Cauliflower "Mashed Potatoes" with Cauliflower Pesto. Uses the whole vegetable!

54 likes 4 comments 243 repins

 Jerry James Stone from blogs.kqed.org

 Anne Lewis This looks like art!




Perfect for Cinco de Mayo!

36 likes 1 comment 121 repins

 Whole Foods Market from greatrecipestomake.blogspot.com

 Jennifer McElhaney Spam

 Add a comment...



Pasha

9 likes 8 repins

 Jerry James Stone from purevege.com



13 Recipes for a Gourmet Vegetarian Cinco de Mayo

46 likes 148 repins

 Jerry James Stone from treehugger.com



TEENAGE

MINTED

Narrow your focus.

Pinterest allows you to have endless boards. That means you can create specific boards catered to one specific idea.

pastel pink nursery Like

Minted

Follow

3697 followers, 14 pins



sausilito moses basket with nautical detailing--a sweet resting spot for the newborn

1 like 6 repins

serenaandlily.com



Love how light and airy this nursery is. Seen on [OnToBaby.com](#). Photographed by Canary Grey Photography.

3 likes 5 repins

ontobaby.com



Such sweet blush pink and silver grey bedding from Carousel Designs.

1 like 4 repins

babybedding.com



Awesome hot pink glider. Fun book shelving over frame wallpaper. From Project Nursery. Plush show.

1 like 6 repins

projectnursery.com



Our little sprout birth announcement by karen glenn for minted lets you showcase two pictures!

minted.com



This antique alphabet birth announcement by laura hankins for



CLUB MONACO

Keep it customer-centric.

Club Monaco shows off it's trendiest products by featuring photos *customers* sent in strutting their stuff!

You Bought It, We Love It Like

Send us photos on Twitter, Facebook, or at social@clubmonaco.com of yourself in Club Monaco or something you bought from us and we'll post it here. We love seeing you in Club Monaco!

Club Monaco

Follow

5165 followers, 52 pins



@mimitoday looking chic and date-ready in her @clubmonaco dress!

4 likes 3 repins



@gokce_pinky showing off her @ClubMonaco bracelets!

1 like 4 repins

pinerly.com



@frankdominguez looking summer-smart and handsome in his @ClubMonaco blazer!

1 repin

pinerly.com



@ainsklass dangling her feet in her @ClubMonaco Sasha Poncho!

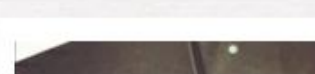
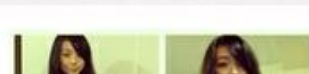
1 like 2 repins

pinerly.com



@devithinks teases us with her @ClubMonaco delivery!

pinerly.com



Find out how much traffic and leads Pinterest brings to your business.

<http://goo.gl/A7Jql>

3 Visual Content on Instagram

PUMA

Show off your brand logo in new and appealing ways.



likes



PEPSI MAX



Pepsi MAX

158

photos

4155

followers

22

following

You are following this user

Following

The official Instagram of Pepsi MAX (USA): special access to our sporting events, athletes, and celebrities, life at Pepsi HQ, and zero cal soda!

www.pepsimax.com/facebook



COACH

If you've got a pretty product, strut it's stuff!



coach

47

photos

22654

followers

0

following

You are following this user

Following



FOREVER 21

forever21

1w



58 likes



CELTICS

People who love your brand want to see more of its key players.



Boston Celtics 

190

photos

171...

followers

765

following

You are following this user

Following

Official Instagram of the 17-time world champs. Click link below to download an exclusive Celtics iPhone lock-screen wallpaper for free

www.nba.com/celtics/photos/parquet_640x960.png



BILLBOARD



likes



BRISK

Keep it simple.



likes



4 Visual Content on Twitter

SPOTIFY

Use your background to list key features of your product or service.



This is Spotify

- Listen for Free
- Millions of songs
- Apps inside Spotify
- Music for mobile
- Discover and share

Spotify 
@Spotify
The world's music collection. Play, discover and share for free.
<https://www.spotify.com/>

6,343 TWEETS
17,310 FOLLOWING
309,689 FOLLOWERS

Search

[Follow](#) 

Tweet to Spotify

Tweets

- [Following](#)
- [Followers](#)
- [Favorites](#)
- [Lists](#)
- [Recent images](#)

Similar to Spotify

 **Dave Haynes** @haynes_dave
[Follow](#)

Tweets

 **Spotify Playlists** @SpotifyPlaylist 11h
It's Monday! #RTtoWinMondays - 6 month Premium Spotify and pair of Urbanears - twitpic.com/8sf8gt - RT and follow @SpotifyPlaylist to win!
 Retweeted by Spotify
[View photo](#)

 **sigur rós** @sigurros 9h
if you have spotify, then join us in listening to 'valtari' here: bit.ly/JHQWXf #valtarisoundrop
 Retweeted by Spotify
[Expand](#)

 **SpotifyOz** @spotifyoz 10h
Check out @MonaFims #MusicMonday's recommendations. spoti.fi/LWMfhk What are you listening to?
 Retweeted by Spotify
[Expand](#)

 **Red Bull Racing** @redbullracing 27 May
Check out what the garage are listening to today on #Spotify. open.spotify.com/user/redbullra...

SITEPOINT



Articles Book

SitePoint

Helping you build a better web.

Ahawk Sarah Hawk
^LS Louis Simoneau



SitePoint

@sitepointdotcom

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Melbourne, Australia <http://www.sitepoint.com/>

Search

9,197 TWEETS

45,080 FOLLOWING

93,630 FOLLOWERS

Tweet to SitePoint

@sitepointdotcom

Tweets

Following

Followers

Favorites

Lists

Recent images



twitter

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Tweets



SitePoint @sitepointdotcom

12h

Congratulations to Matt Asbury and Timothy Jack - the winners of our first Name That Pic comp. awe.sm/5uGyG ^hawk

Expand



SitePoint @sitepointdotcom

14h

@uberbee Hi there, I'll get that sorted for you. Thanks. ^hawk

View conversation



SitePoint @sitepointdotcom

14h

@uberbee sure ... pls send email address and we'll forward your copy :) ^mick

View conversation



SitePoint @sitepointdotcom

15h

@stofke72 Bigger. What browser are you using??? ^hawk

View conversation



SitePoint @sitepointdotcom

15h

SitePoint design author @elliottjaystocks answers critics of responsive design. bit.ly/KxYoW6 /via @alexwalker ^hawk

Expand



SitePoint @sitepointdotcom

19h

Our designer Alex says this is the best tool he's seen to create your own CSS sprites - SpritePad wearekiss.com/spritepad ^hawk

Expand

CATERPILLAR INC.

Reply

For more than 80 years, Caterpillar has been building the world's infrastructure.

We are a global company, with hundreds of locations worldwide to serve and support our customer base, and respond quickly to their needs.

www.cat.com



<https://twitter.com/>#



Caterpillar Inc.

@CaterpillarInc

Visit us at www.cat.com or www.caterpillar.com.

Peoria IL · <http://caterpillar.com>

Search



Follow



1,331 TWEETS

56 FOLLOWING

21,392 FOLLOWERS

Tweet to Caterpillar Inc.

@CaterpillarInc

Tweets

[Following](#)

[Followers](#)

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[Lists](#)

[Recent images](#)



[Similar to Caterpillar Inc.](#)



Alcoa Inc. @Alcoa

Tweets



Caterpillar Inc. @CaterpillarInc

25 May

Be sure to slow down through work zones across the country this Memorial Day weekend.

[Expand](#) [← Reply](#) [↻ Retweet](#) [★ Favorite](#)



Caterpillar Inc. @CaterpillarInc

21 May

Caterpillar Inc. will be featured in SKYFALL, the James Bond film being released in the fall. Watch the trailer here: skyfall-movie.com/site/

[Expand](#)



Caterpillar Inc. @CaterpillarInc

21 May

June 1 is the deadline for story contest submissions. Don't miss out on big prizes from @CaterpillarInc. Enter today: goo.gl/nbt6e

[Expand](#)



Caterpillar Inc. @CaterpillarInc

16 May

Does your Cat equipment help your hometown keep running? Share your story and win lunch with Mike Rowe: goo.gl/KgIVf

[Expand](#)

Caterpillar Inc. @CaterpillarInc

14 May



IDEAPAIN

Use your background as a space to show how your service can improve something.

The image is a composite of a whiteboard scene and a Twitter profile. On the left, a man in a striped shirt is writing on a whiteboard. The whiteboard contains handwritten text: "Innovation" in green, "9:30 - Conf. call" in purple, and "Term" in orange. On the right, a Twitter profile for @IdeaPaint is overlaid. The profile includes the company logo, bio, location (Ashland, Ma), website (http://www.ideapaint.com), and statistics: 2,917 tweets, 1,627 following, and 6,298 followers. Below the profile are sections for "Tweet to IdeaPaint", "Tweets" (with a list of tweets from 6h to 25 May), and "Similar to IdeaPaint" (listing users like Leona Gaita, WISTIA, and Johan Ronnestam). The whiteboard background also has other notes like "Term", "green update", "special", "Trip", "with Justin", "with Lou (co)", "erm", "orking space", "low-Sen2 product", and "3mas, claud, team".

IdeaPaint
@IdeaPaint
IdeaPaint transforms any smooth surface into a high performance dry-erase canvas.
Ashland, Ma · <http://www.ideapaint.com>

2,917 TWEETS
1,627 FOLLOWING
6,298 FOLLOWERS

Tweets

- IdeaPaint** @IdeaPaint · 6h
Wishing everyone a happy Memorial Day! ow.ly/I/EK19
Expand
- IdeaPaint** @IdeaPaint · 25 May
RT @karndawn: @hhusman AGREED! I want @IdeaPaint on my office walls! And kitchen at home.
Expand
- IdeaPaint** @IdeaPaint · 25 May
RT @charly_jimenez1: I NEED to do this! So awesome! Clear @IdeaPaint makes any wall a dry erase board bit.ly/Kn43xU
Expand
- IdeaPaint** @IdeaPaint · 25 May
A pre-long weekend productive Friday. Photo by @magitisa. pinterest.com/pin/1883068281...
Expand
- IdeaPaint** @IdeaPaint · 25 May
A pre-long weekend productive Friday. #almostthere Photo by @magitisa. pinterest.com/pin/1883068281...
Expand
- IdeaPaint** @IdeaPaint · 25 May
@magitisa Awesome photo! We shall pin it!
View conversation

Similar to IdeaPaint

- Leona Gaita** @leonagaita
Follow
- WISTIA** @wistia
Follow
- Johan Ronnestam** @ronnestam
Follow

SNAPPLE

THE BEST LIGHTLY SWEETENED STUFF ON EARTH

New!



Snapple®

@Snapple

Made from the Best Stuff on Earth.®
New York, NY · <http://www.snapple.com/>

Search

Follow

6,151 TWEETS

14,169 FOLLOWING

30,984 FOLLOWERS



New!

~ LIGHTLY SWEETENED ALL NATURAL Snapple. ~

Tweet to Snapple®

@Snapple

Tweets

Following

Followers

Favorites

Lists

Recent images



Tweets



Snapple® @Snapple

21 May

Want a chance to perform LIVE on @nbcagt? Submit your video at youtube.com/agt Just don't forget us when you're famous..... #AGT

Promoted by Snapple®

Collapse Reply Retweet Favorite

3

RETWEETS



10:36 AM - 21 May 12 via Twitter for Mac · Details



Snapple® @Snapple

6h

Snapple knows you can do it! Submit your talent at youtube.com/agt for a chance compete on America's Got Talent LIVE and in color!

Expand

NAKED JUICE

Use your background as a space to prompt visitors to do something.

FOR THE LOVE OF ALL THINGS GOOD!
VOTE NAKED
CAMPAIGNING GOODNESS
THAT'S OUR NAKED TRUTH™

VOTE NOW
AT FACEBOOK.COM/NAKEDJUICE

FOR RESPECTING THE FRUIT!

FOR NO PRESERVATIVES!



Naked Juice

@nakedjuice
All natural 100% juices and juice smoothies, made from the best bare-naked fruits. No added sugar and no preservatives - ever!
California · <http://nakedjuice.com>

3,307 TWEETS
107 FOLLOWING
7,571 FOLLOWERS

Tweet to Naked Juice

Tweets

-  **Naked Juice** @nakedjuice 15m
@KaliaPrescott Looks like love at first sip to us! Way to keep hydrated the way nature intended.
-  **Naked Juice** @nakedjuice 20m
@IAmGaryDavis What's not to love about bare naked deliciousness that keeps your taste buds and muscles happy?!
-  **Naked Juice** @nakedjuice 3h
Beach or BBQ, nothing naturally replenishes the body for a fun #MemorialDay like some Naked Coconut Water nakedjuice.com/our-products/w...
Expand
-  **Naked Juice** @nakedjuice 27 May
@itsTynaLee Yes! BJ's, Sam's, and Costco all sell a variety of sizes and favors of Naked.
-  **Naked Juice** @nakedjuice 26 May

Similar to Naked Juice

 **Dream Water**  @DreamWater
 Promoted ·

LEGO GROUP

The LEGO Group
@LEGO_Group
Latest news and updates from the LEGO Group tweeted by Jan from the Corporate Communications team.
Billund, Denmark · <http://www.lego.com>

1,886 TWEETS
459 FOLLOWING
23,570 FOLLOWERS

Tweet to The LEGO Group
@LEGO_Group

Tweets

- Following
- Followers
- Favorites
- Lists
- Recent images

Similar to The LEGO Group

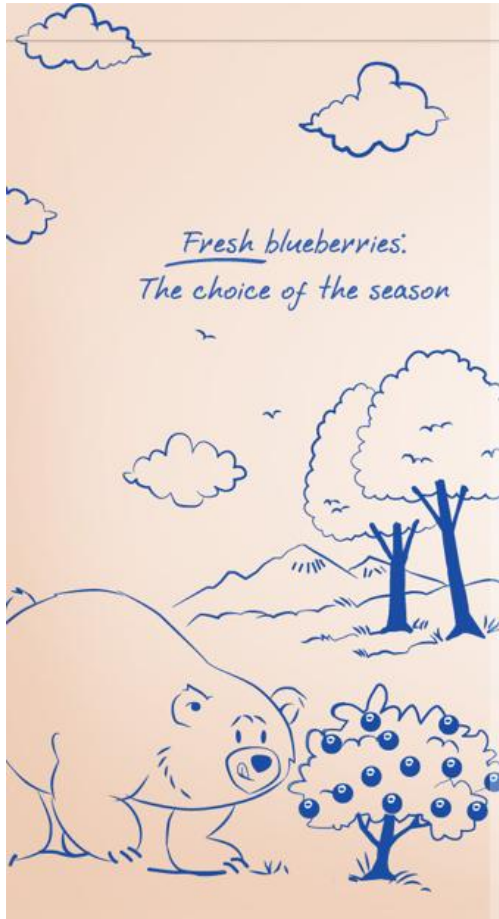
- TED News** @TEDNews
Following
- LEGO CUUSOO** @LEGO_CUU...
Follow
- Chick-fil-A, Inc.** @ChickfIA
Follow

twitter
© 2012 Twitter About Help Terms Privacy
Blog Status Apps Resources Jobs
Advertisers Businesses Media Developers

Tweets

- The LEGO Group** @LEGO_Group 47m
@sun00way the next LEGO Club magazine will be coming early June.
Expand
- The LEGO Group** @LEGO_Group 10h
@tombard888 No present plans for a LEGO Hockey set. We had a #NHL set (#3578/2004) which you may be able to find used? ow.ly/EJsb
View conversation
- The LEGO Group** @LEGO_Group 23h
@andrewgfc haha ... must pass this on to design team to ensure your family is never in doubt about whether it's ok to get you these sets
View conversation
- The LEGO Group** @LEGO_Group 23h
@manoflabook I am sure your son too enjoyed you joining the build. Thank you for sharing and happy birthday to him
View conversation
- The LEGO Group** @LEGO_Group 23h
@lizzdubs Good luck!
View conversation
- The LEGO Group** @LEGO_Group 26 May
@vickyp_gr Thank you
View conversation
- The LEGO Group** @LEGO_Group 26 May
'Assembling the LEGO Avengers' via @Kotaku kotaku.com/5913393/asmemb...
Expand
- The LEGO Group** @LEGO_Group 26 May
@sun00way Thank you. Will ask the Club Manager for France to ...

MCDONALD'S





McDonald's ✓

@McDonalds

Welcome to the Official McDonald's USA Twitter page! We're here to listen and learn from all of our fans and followers. Check out the link to meet our team.

UT: 41.802969,-88.180901
http://www.aboutmcdonalds.com/mcd/newsroom/meet_the_tweet_s_mcdonalds_twitter_team.html

Search

[Follow](#) ↓

7,478 TWEETS

10,055 FOLLOWING

469,258 FOLLOWERS



Inspired by
the season





new Blueberry Banana
Nut Oatmeal

Tweet to McDonald's

Tweets

- [Following](#)
- [Followers](#)
- [Favorites](#)
- [Lists](#)
- [Recent images](#)

Similar to McDonald's

-  **Little Debbie** ✓ @LittleDebbie
Follow
-  **Audrina Patridge** ✓ @AudrinaP...
Follow
-  **Wendy's** ✓ @Wendys
Follow

Tweets

- 

McDonald's @McDonalds

Hey @spantony... sounds like a chill summer! How about adding a Frozen Strawberry Lemonade to the mix? Follow & DM us for an icy treat!

[View conversation](#)

1h
- 

McDonald's @McDonalds

@Leanne_Seely We can make that happen! Follow & DM us for a Frozen Strawberry Lemonade on the house!

[View conversation](#)

1h
- 

McDonald's @McDonalds

Hey @_iheartCB, enjoy a McCafe #CherryBerryChiller on us this summer! Follow & DM for a chill treat!

[View conversation](#)

20h
- 

McDonald's @McDonalds

Hey @poisonsix9, we want you to chill in the sun with our #CherryBerryChiller! Follow & DM us for a chill break.

[View conversation](#)

27 May
- 

McDonald's @McDonalds

Hey @1andonlyTT, keep it chill on the beach with a Frozen Strawberry Lemonade on us! Follow & DM us for an icy drink!

[View conversation](#)

27 May
- 

McDonald's @McDonalds

@textiff Cool off with a refreshing McCafe #CherryBerryChiller on us! Follow & DM us for a chill drink!

[View conversation](#)

26 May

twitter

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DISNEY PIXAR

Use your background to highlight your latest product release.

The image shows a screenshot of the Disney Pixar Twitter profile page. The background is a lush, green, misty landscape with glowing blue fireflies, which is the setting of the movie Brave. The profile header includes the Disney Pixar logo, the handle @DisneyPixar, and the text "The official Twitter page of Disney•Pixar! Emeryville, CA · http://www.facebook.com/DisneyPixar". On the right side of the header, it shows "Following", "1,350 TWEETS", "110 FOLLOWING", and "1,999,546 FOLLOWERS". Below the header is a banner for the movie Brave, featuring Merida and the text "Disney PIXAR BRAVE CHANGE YOUR FATE. JUNE 22 WATCH THE TRAILER BELOW". The main content area is divided into two columns. The left column contains navigation options: "Tweet to Disney•Pixar" (with a search bar containing @DisneyPixar), "Tweets", "Following", "Followers", "Favorites", "Lists", "Recent images" (with a row of four small image thumbnails), and "Similar to Disney•Pixar" (with a list of accounts: Pixar Talk, AFI, and Upcoming Pixar). The right column is titled "Tweets" and features a tweet from Disney Pixar dated "25 Apr". The tweet text is "Meet Merida's family in the final trailer for #Brave. Watch: di.sn/12X". It is marked as "Promoted by Disney•Pixar" and includes interaction buttons for "Hide video", "Reply", "Retweet", and "Favorite". The tweet content is a video player showing a scene from the Brave trailer with Merida and her family. The video player has a play button in the center and a progress bar at the bottom showing "0:00 / 2:32".

TWITTER



Twitter ✓

@twitter

Always wondering what's happening.

San Francisco, CA · <http://blog.twitter.com/>

Search

Following

1,324 TWEETS

989 FOLLOWING

10,582,349 FOLLOWERS

Tweet to Twitter

Tweets

Following

Followers

Favorites

Lists

Recent images



Similar to Twitter



Robert Scoble ✓ @Scobleizer

Follow



Twitter API ✓ @twitterapi

Follow

Tweets



Twitter @twitter

25 May

"With Twitter's help, White House 'bootstraps' a new digital strategy"- fedscoop.com/with-twiters-... - See also dev.twitter.com/blog/say-hello... @TwBootstrap

Expand



Twitter @twitter

25 May

This week #OnlyOnTwitter, the President hosted a town hall blog.twitter.com/2012/05/onlyon... & an author wrote a story blog.twitter.com/2012/05/twitte...

Expand



Twitter Int'l @international

25 May

We were honored to host the President of Turkey @cbabdullahgul and his family at Twitter today. Teşekkürler!
pic.twitter.com/cVmz4Utk

Retweeted by Twitter

View photo



Twitter @twitter

21 May

Around the world, people shared their views of the #eclipse (#日食) on Twitter: blog.twitter.com/2012/05/starin...

Expand

HubSpot software can show you exactly where your visitors and leads are coming from.

<http://goo.gl/A7Jql>

CONCLUSION

We hope these examples inspired you to use compelling visuals in your marketing, not only on Facebook, Instagram, Pinterest and Twitter, but also across other marketing channels—email, blog, calls-to-action. Don't wait to incorporate the lessons you have learned here.

As soon as you make changes to your social media strategy, start tracking the results of your efforts. How many visits did social networks drive back to your website? Did they result in new leads or sales? This is all information you can obtain through the right marketing analytics. Sign up for your free hubspot 30-day trial to start measuring and optimizing your marketing.





Search Engine
Optimization



Blogging &
Social Media



Lead
Generation



Lead
Management



Email &
Automation



Marketing
Analytics