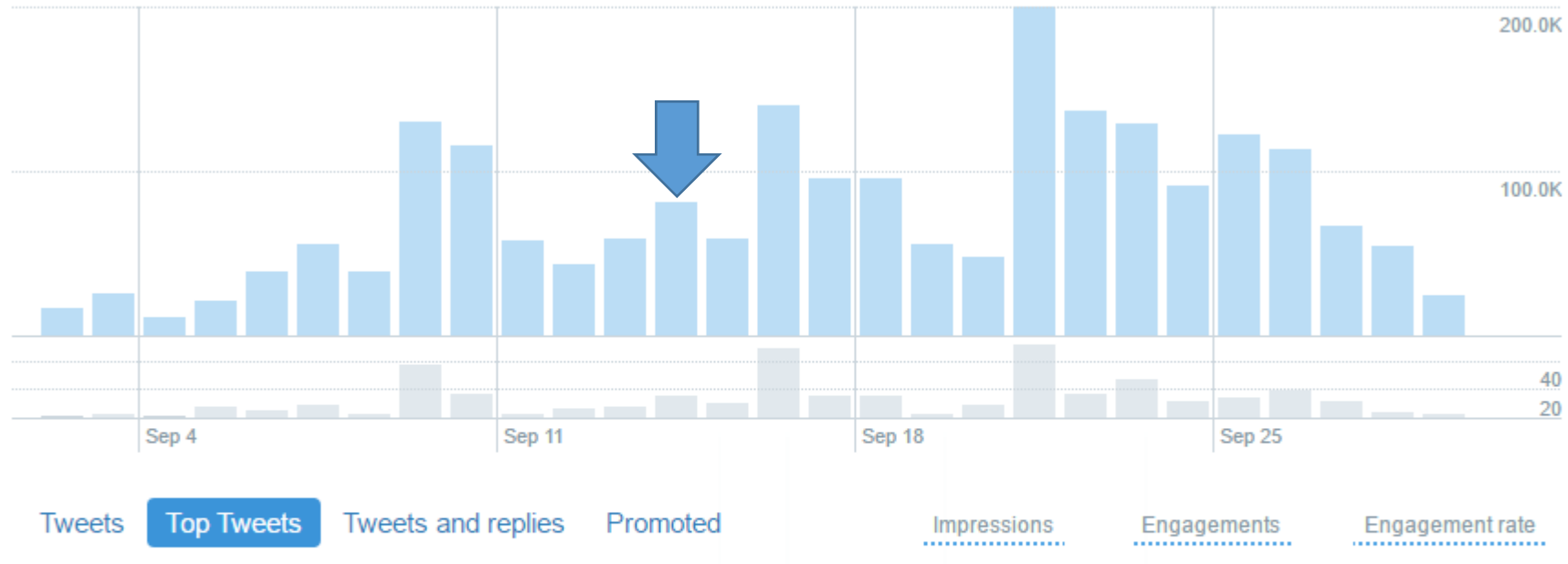


Book launch - NIGEL – Twitter performance

Competition launch day was September 14th (see arrow below) – the initial tweet was seen 46,017 times with 3051 ‘engagements’ (see next page)

Your Tweets earned **1.7M impressions** over this **28 day period**



Monty's Dog Nigel @montysdognigel · Sep 14
WIN 1 of 3 copies of Monty's new book NIGEL
Autographed & Pawtographed! RT to enter.
More: j.mp/2cacLXS pic.twitter.com/3efNrQ08m2

[View Tweet activity](#)

46,017 3,051 6.6%

Promote

Note that Monty's big book PR day (21st) on Radio 4, Radio 2 & The One Show gave Nigel's account its largest number of daily impressions ever at 200k.

Total competition tweet engagements included 1,032 ReTweets (to enter the competition) via the first tweet (which was in the Twittersphere for several days):

Tweet Activity



Monty's Dog Nigel @montysdognigel
WIN 1 of 3 copies of Monty's new book NIGEL
Autographed & Pawtographed! RT to enter.
More: <http://j.mp/2cacLXS>
pic.twitter.com/3efNrQ08m2

Impressions	46,018
Total engagements	3,051
Retweets	1,032
Detail expands	620
Link clicks	497
Likes	457
Media engagements	245
Profile clicks	129
Replies	62
Follows	9




Tracking Software

Twitter only shows the most recent 100 ReTweet individuals by default, making high volume competitions impossible to draw fairly (without a lot of regular checking and note taking). As a result the competition was run using the social media software 'BeeLiked.com' to track all the ReTweets, and to aggregate the entries across multiple tweets about the competition.






We can see that ReTweet entries were largest on the first competition tweet of 14th September at 10.30am, the following two tweets about the competition on 15th (6pm) and 16th (8pm) helped a little more to raise awareness as well as the first tweet. The prize draw was made on the 21st September but in reality could have been made earlier on the 18th without a major impact on the total number of entries.


The beeliked.com software also randomly drew the 3 winners from the 1546 unique entrants:

 **Ann Smith**
Sep 14, 2016, 4:30 pm




RT @montysdognigel: WIN 1 of 3 copies of Monty's new book NIGEL Autographed & Pawtographed! RT to enter. More: <https://t.co/SWiGQVHVEZ> http...


Winner

 **Stuart Warren**
Sep 14, 2016, 2:21 pm




RT @montysdognigel: WIN 1 of 3 copies of Monty's new book NIGEL Autographed & Pawtographed! RT to enter. More: <https://t.co/SWiGQVHVEZ> http...

Winner

 **Anne Kirkham**
Sep 14, 2016, 5:15 pm

RT @montysdognigel: WIN 1 of 3 copies of Monty's new book NIGEL Autographed & Pawtographed! RT to enter. More: <https://t.co/SWiGQVHVEZ> http...

Winner