How to Launch a Twitter Campaign with WebsiteAlive

A WebsiteAlive How-To Guide

WebsiteAlive®
Let's Connect

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This document will illustrate the steps and process needed to utilize WebsiteAlive within your Twitter campaigns and marketing.
You should have a Twitter account and a basic understanding of how Twitter functions.

If you do not have a WebsiteAlive account, please feel free to give it a try for FREE for 30 days.
Please visit **www.websitealive.com** to learn more and sign up.

Basic Setup - Creating or Assigning a Department

If you already have a Department ready and available to take incoming live chats from your Twitter campaign, please skip to page 4.

The first step is to make sure your WebsiteAlive account is ready to take live chats.

Our recommendation is that you set up a specific Department for these chats, however you can use any Department you'd like.

Create or Use a Specific Department:

1. Login to your WebsiteAlive account as an Administrator.

2. Navigate to **Departments.**

3. Click **Create Department** or **select the Department** you'd like to use.

4. If new, name your new Department. (IE; Twitter)

Basic Setup - Creating or Assigning a Website

If you already have a Website ready and available to take incoming live chats from your Twitter campaign, please skip to page 5.

Create or Use a Specific Website:

1. Login to your WebsiteAlive account as an Administrator.

2. Navigate to **Websites.**

3. Click **Create Website** or **select the website** you'd like to use.

4. If new, name your new Website. (IE; Twitter Campaign)

You are now ready to start taking chats from your followers and visitors on Twitter. Let's reach out!

Get the Shortcode

1. From within your Administrator account, navigate to **Websites, Code & Customization** from the left menu.

2. On the right you will see **Embedded Icon & Tracking Code, Buttons** and **Links**.

3. Under **Links** highlight and **copy the shortcode link.**

4. Open a new tweet in your Twitter account. **Paste this link** inline with your 140 character message and press **Send.**
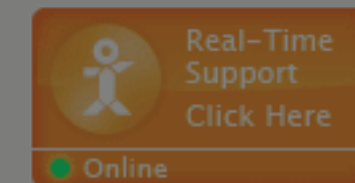

Embedded Icon & Tracking Code   + New

Chat With Us

Edit

Buttons   + New

Real-Time Support Click Here
● Online

🔗 http://alivech.at/qto9r

Any Department | Edit

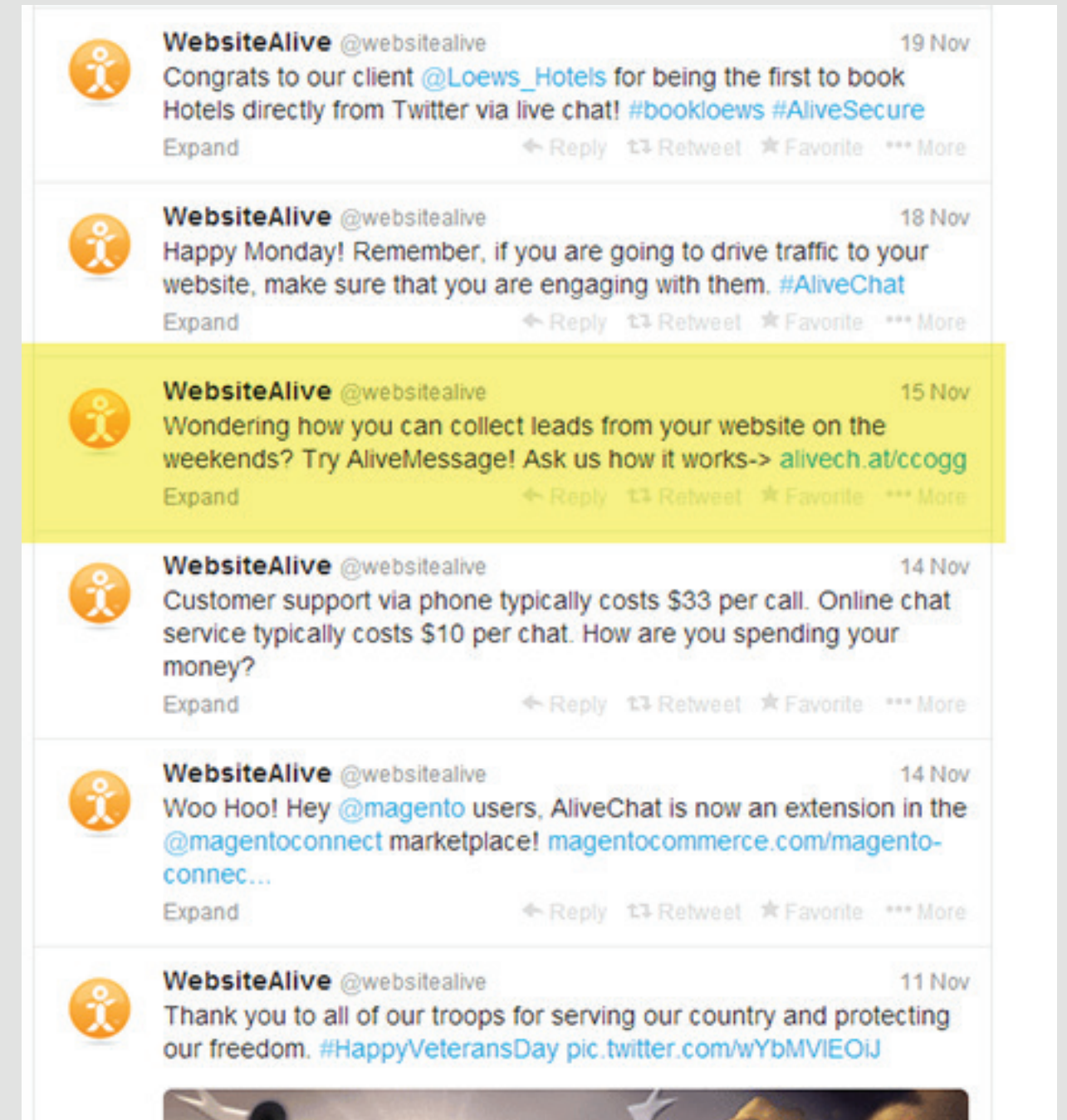Links   + New

Connect With Us!

🔗 http://alivech.at/qto9r

Any Department | Edit

Proactive Pop-Ups & Triggers

Let's Campaign!

Commonly campaigns should be geared towards driving and funneling your Twitter followers and visitors to click the link and start a chat.

Chat with us too book your hotel room directly from Twitter! http://alivech.at/qto9r

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If you need further assistance, help or support, please feel free to visit us at
www.websitealive.com for more information.