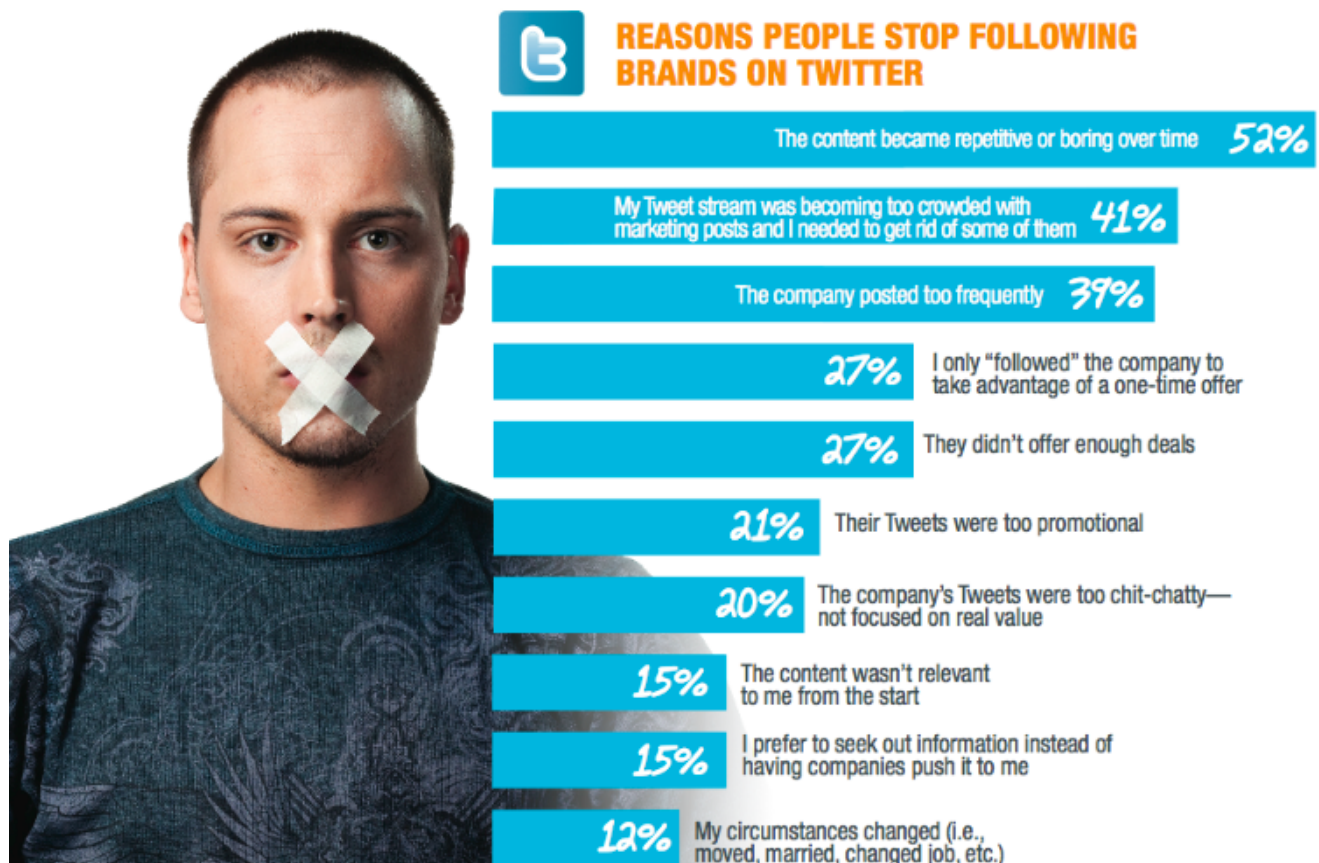


Edge Articles

Reducing Twitter Unsubscribe Rate

I have been on Twitter now for nearly five years (can you believe it has been going that long) and although I have used a couple of service to provide Twitter Analytics on my accounts I have never really performed a detailed test on what affects my unsubscribe rate.

Now there have been a couple of reports published on what reasons people give for unsubscribing but I generally think these are geared more towards large brands than individual personalities (i.e. reasons being not getting enough deals etc.), below is the results of one of these for you to take a look at.



Anyhoo, earlier last year I decided to perform some tests on a couple of my twitter accounts namely my main account @DanRaine and a couple of other niche accounts I regularly post too...

And the results are now in... drumroll please...

I found that across all four accounts I tested this with doubling the number of Twitter posts I made always reduced unsubscribes to one third of what they previously were.

This is true regardless of the number of posts I originally made on that account so for example on @DanRaine I went from 0.7 posts a day to 1.3 posts a day on one of my niche accounts I went from 0.2 to 0.5.

I haven't yet tested the top end of this (i.e. what amount of Twitter posts are too much) but I plan to do this over the next couple of months on the Niche accounts.

So really, a simple test, but the results can have a serious impact on your Twitter subscriber count.

A handwritten signature in black ink that reads "Dan Raine". The signature is written in a cursive, flowing style with a large initial 'D'.