

# How Twiplomacy connected directly with over 1,000 diplomatic missions and journalists, and achieved a 25% response rate



## Company Profile:

Twiplomacy

## Client Sector:

Diplomacy

## Solutions:

Audience Intelligence  
Influencer Marketing  
Media Strategy

- **Challenge:** Identify, segment, and connect with both relevant journalists, and key senior diplomatic profiles
- **Solution:** Use of the Audiense Platform to identify thousands of profiles within Twiplomacy's target audience
- **Results:** A creation of segmented and targeted audiences, improving outreach as well as attaining coverage in over 50 publications



“The Audiense Platform is our most powerful communications channel. It allows us to identify and segment thousands of prominent diplomats and journalists when we have a new study out, a task that would be impossible to do manually.”

*Matthias Lüfkens - Managing Director, Digital, EMEA -  
Burson-Marsteller*

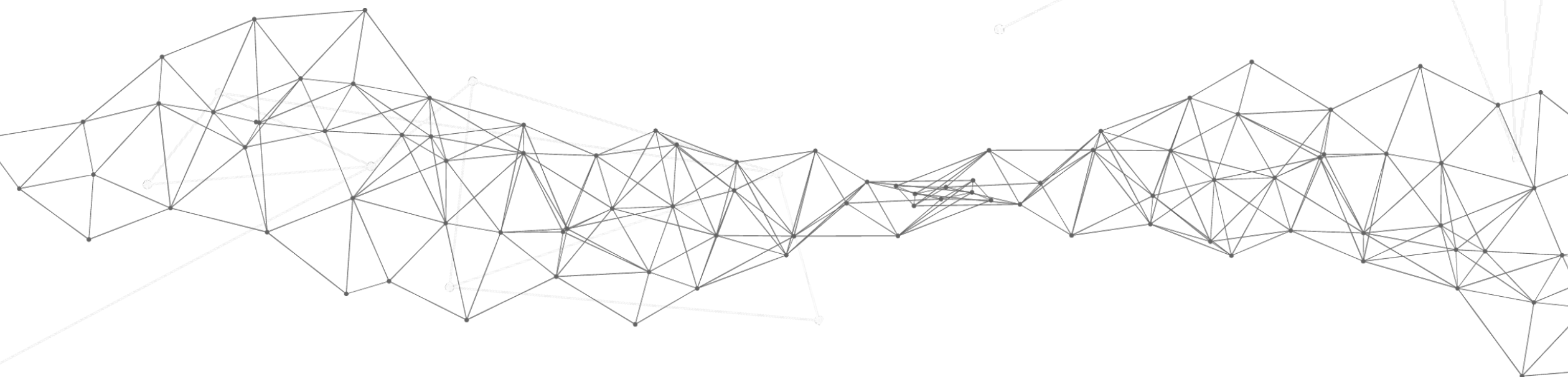


twiplomacy  
Mutual Relations on Twitter

audiense:



Twiplomacy is **Burson-Marsteller's thought leadership study**, set up in 2012 by Matthias Lufkens to monitor, advise, and report on the activity of world leaders, diplomatic missions, and government embassies on social media. Now in its sixth year, it produces over ten reports annually and has over 46,000 followers on Twitter alone, including many high-ranking government officials from around the globe.





# The Challenge

Twiplomacy's **target audience** of diplomatic agencies and world leaders all over the globe is a **particularly powerful niche that is hard to effectively reach**.

Twiplomacy also **needed** a way **to bypass the “noise”** of traditional PR communications, as journalists covering these areas of government or tech receive a mountain of pitches for stories every single day.

They **needed a solution** to identify these audiences, organise them, and engage them organically.



Photo by Kyle Glenn on Unsplash



# Audiense provides a solution

**Twiplomacy** used the **Audiense Platform** to identify over **1,000 diplomats**, and **4,000 diplomatic agencies**. They segmented those groups to isolate the **400+ diplomats** and **1000+ diplomatic agencies** that follow them, as well as other world leaders, journalists, and major government organisations.

To date, they have built **nearly 200 lists** out of these profiles, allowing for accurate, organised communication at the push of a button.

The **combination of relevant segmentation and direct communication** has driven responses from a quarter of the people contacted so far, leading to coverage in over **50 major publications**.





# What were the outcomes?

- Built **nearly 200 lists of highly segmented**, precise target audiences
- Identified **1,000 diplomatic missions**, and **400 senior diplomats, who follow Twiplomacy**
- Enabled coverage in **50+ leading international publications** including **CNN and Politico**, as well as mentions from a number of world leaders on Twitter





# audiense:

Understand and activate the audiences that matter

How we helped Twiplomacy connect directly  
with over 1,000 diplomatic missions and  
journalist



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