

Narrow.io Keyword Guide

30%

Hashtags

Since hashtags specify topics, they're great for targeting specific audiences. Find popular hashtags in your industry and target them.

Ex: #marketing

25%

Influencers

Influencers are industry leaders with a lot of followers. Add both their Twitter handles and real names to target users interacting with them.

Ex: @sujanpatel

20%

Phrases

Targeting phrases allows you to capture a wider audience than the other methods. Experiment with a variety of phrases to find out which ones work best for you.

Ex: "landing pages"

25%

Domains

Target the websites of competitors and popular industry blogs. Make sure to only include the domain name itself.

Ex: marketingland.com

Suggested Distribution

Automation Brackets

The number of actions your account performs depends on the size of your account. As your followers increase, your automation speed increases. See below.

Followers per Bracket

- 0 to 500
- 501 to 5,000
- 5,001 to 10,000
- 10,000+

We cannot manually increase your automation speed.

Number of Keywords

We suggest adding somewhere between **20 and 40 keywords**.

However, there's technically no limit, so experiment and see what works best for you.

Targeting Bios

Targeting keywords in user profile bios can be an effective strategy, but be aware that these keywords have an **effective period of about one month**. This varies a bit with each keyword, but Twitter has a tough time producing new users after this period.