

twitter

Marketing Guide

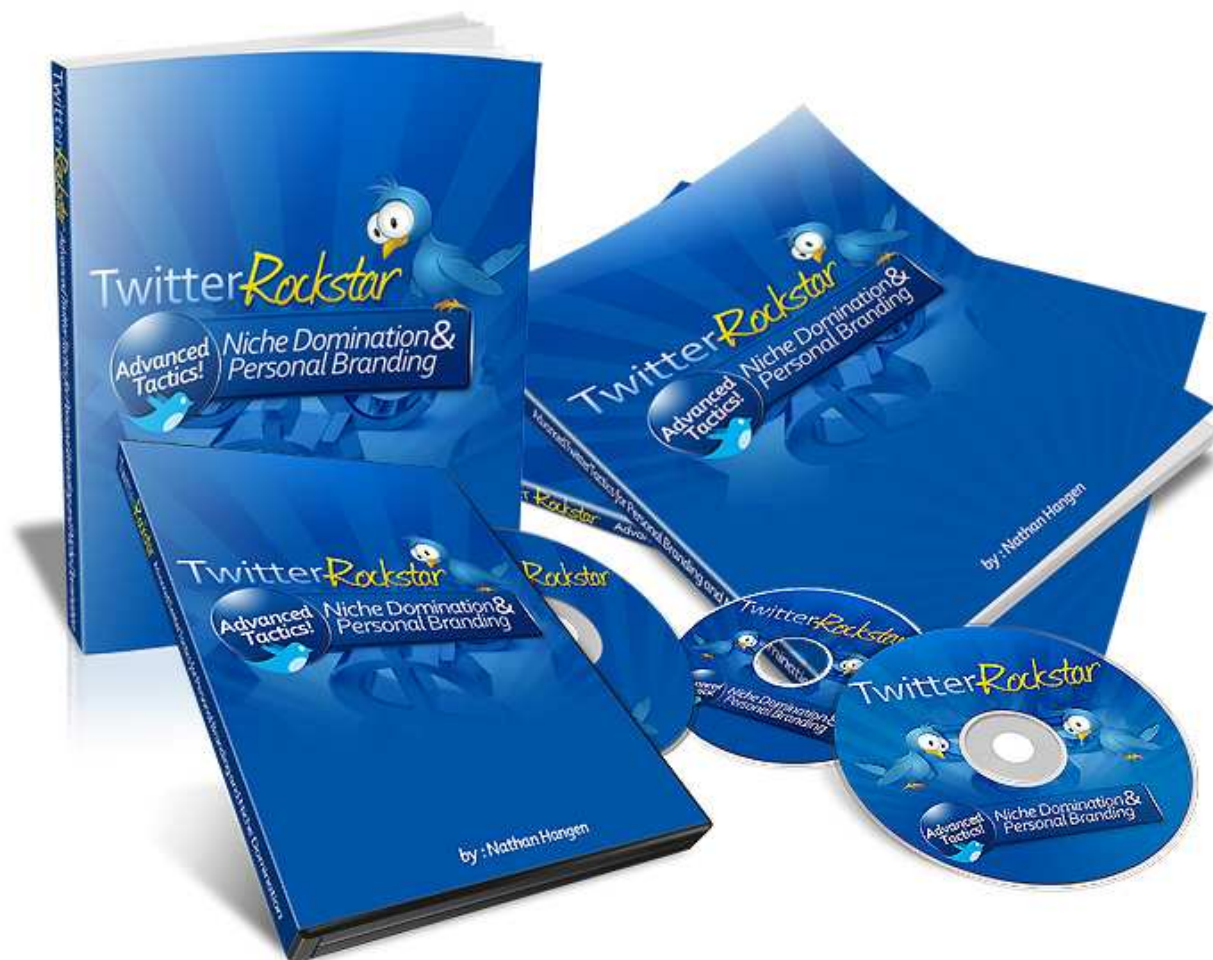


How To Use Twitter
As A Marketing Tool

TWITTER MARKETING GUIDE

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Introduction

Twitter now holds third place behind Facebook and MySpace among the top 25 Social Networking sites, with 54,218,731 monthly visits, (completely overtaking MySpace in the process), according to Compete. ComScore's own study showed Twitter traffic increased up to 700% in the twelve months preceding its study. Functioning Form quotes 44.5 million unique visitors worldwide in June, 2009. Since Twitter use is multiplying daily, it's only common sense to consider Twitter as a crucial part of your marketing strategy.

But using Twitter as a marketing tool doesn't just mean slapping up links to your product and tweeting them (in fact, if that's your *only* Twitter marketing strategy, it's virtually guaranteed you'll fail miserably!) Instead, take advantage of the way Twitter allows you to diversify your marketing in a number of methods; some of them overt, some "behind the scenes".

It's also important to understand why – and how – Twitter works... and what is making it so successful; the hidden qualities that fooled so many "experts" busy nay-saying it last year.

1. It operates immediately, in "real-time". Even people on dialup can post a tweet pretty quickly (compared to the interminable steps to get to the point of posting on Facebook).
2. Participants actually drive the ship. It's **personal choice-based**, rather than solicitation based

3. It's 140 character limit and micro-blogging format make it sync perfectly with the modern "no time to breathe" mindsets and lifestyles

4. It's all about **communication** and **connection**.

All these factors can be used to your advantage when you plan your Twitter marketing strategy. But above all, **never lose sight of #4**: Get that right, and you've got a Twitter presence that people will (pardon the pun) flock to!

There are two key elements to Twitter Marketing: the way you approach it, and the tools you use.

Let's start with how to approach making your Twitter presence a powerful marketing aid...

How To Do It

Twitter can help you:

- Find more clients
- Stay on top of trends
- Clue you in quickly to breaking news
- Do focused networking
- Discover the latest Twitter marketing tools and tips
- Establish your brand
- Drive traffic to your articles, blog(s) and website(s)

And it will do all this as long as you remember the social interaction component is a vital key. ([Jeremiah Owyang](#) shrewdly calls Twitter “a next-generation instant messaging tool”.)

You see, one of Twitter’s biggest secrets – and it’s as plain as the good old proverbial nose, there’s no excuse for not catching this one – lies in the fact that *everyone is so busy tweeting, they often forget to respond*.

And that’s inexplicable.

Thus an industry expert may have 2,237 followers, as you'd expect... but if you're the only one who responds to his post about getting up into the mountains that weekend, you have a much better than average chance he'll feel pleased enough to actually comment back (which probably wouldn't happen in the "real world", in a month of Sundays). A few interchanges like that, while he stares at your profile photo (and that's absolutely **Rule # 1** – upload an *actual photo of your face*) and he'll know exactly who you are. Your face will likely be stamped indelibly in his mind's eye.

If you wrote him an unsolicited email, he wouldn't know you from Adam. There'd be no face to put to the name – and you'd be right down there with Spammers in his "delete" queue.

Check Your User Profile Passes The Test

So *Numero Uno* – follow these tried and true guidelines, when setting up your business profile.

1. Upload a professional headshot of yourself for your profile picture, if you want to make any sort of personal connection at all. Sure, don't be afraid to let your personality in the photo – but if you're into selling stocks and bonds, do you *really* want potential clients and business venture partners to stare at a photo of you in a sombrero with little teddy bears hanging all round it? (Mind you, if you're selling Joe's Pre-Owned Fine Motor Vehicles in Baja, California, that hat might be just the ticket.)

2. You'll be allowed 160 characters to write a small bio of yourself, for your profile. This is the perfect opportunity to hone that one-sentence "elevator speech", explaining what you can offer your target market. Only now you have to also think of (a) potential joint venture partners or mentors (b) people who will mutually find you fun to hang out with. (Think of it as a "Mission Statement" for Twitter.)
3. Then – and this is a REALLY crucial step – when you've said what you want to say **professionally**, go back over it and make sure your bio feel more **personal** than business
4. This might seem rather obvious, but remember to put the URL to one of your websites or blogs into your profile. (*Not* doing so makes Twittering largely a waste of your time!)
5. USE KEYWORDS in your bio! (And even in your username, if you can do it naturally.) Everything should fit the image/persona you want to reveal, which will, I hope, also be at least an honest, strong facet of the Real You. Your **logo** (if you use one), your profile page **colors**, your **profile photo** – all should reinforce your Mission Statement.

6. DO make your Mission Statement part of your Twitter core values.

And if you haven't yet created a Mission Statement, now's a great time to do it! (A "Mission Statement" is just a simple explanation – sort of like your 'elevator speech' – stating what you or your company is all about. It can refer to the products you produce (*"My mission in life is make solid door handles that never break and look great forever!"*) – or it can touch on deeper levels of what drives you: For example, stating your core values. (*"My Emergency Nighttime Caregiver Relief service helps me give back to the community through creating trust and transparency by always providing reliable, caring service."*)

7. Concentrate on following people **who fit naturally with you and your interests.** While it's a really good idea to follow people who first follow you, be discerning: Don't follow anyone who hits you with a long link of nothing but hard-sell offer links – or someone who has 7693 people he's following, but only 43 followers. (Why? In a word, "spam"!)

8. If someone really doesn't fit, don't hesitate to unfollow them by going to their profile and clicking on the ticked "Following" button. They won't know you've done it (unless you "Block" them instead, and they actually value enough to realize one day they can't see your tweets any more.)

Once you realize you can **follow** or **unfollow** friends, the next logical step is **grouping** them. And from grouping, it's a short step to analyzing.

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