



YOUR SITE CAN BECOME A MARKETING MACHINE !

**Making
MONEY
with
TWITTER**

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Helpful Twitter Links

<http://search.twitter.com/advanced> - Advanced Twitter Search

<http://140it.com/> - Reduce Twitter messages

<http://bit.ly/> - Replacing long URLs with tiny ones

<http://hashtags.org> - Tells what a hashtag is about

<http://whatthetrend.com> - Tells what is trending on Twitter and why

<http://twitpic.com> – Sharing photos on Twitter

<http://getsatisfaction.com/twitter> - Community of Twitter users – Great for asking questions about Twitter

<http://twopular.com/> - Twitter trends aggregator – what's trending now and what was most popular over the last two hours

<http://tweetbeep.com/> - Twitter alerts sent by email - Keep track of conversations that mention you, your products, your company, anything, **with hourly updates!** You can even keep track of who's tweeting your website or blog, even if they use a shortened URL (like bit.ly or tinyurl.com).

<http://wefollow.com/> - Find interesting people to follow – Tells how many people follow each top person. At the time of this writing, Lady Gaga had the biggest Twitter following at just over 7 million.

<http://www.twellow.com/> - Twitter Yellow Pages - Twellow is a directory of public Twitter accounts, with hundreds of categories and search features to help you find people who matter to you.

<http://mrtweet.com/> - Helps find good people to follow

<http://retweetist.com/> - Finding out who gets reTweeted the most on Twitter. Also shows what's being reTweeted right now.

<http://socialtoo.com/> - Automates follow and unfollow - Helps monitor those you follow and those who follow you

<http://tweetscan.com/> - Monitors keywords you sent and sends email alerts when they are tweeted about. Also gives you a tag or search cloud allowing you to select most popular Twitter search terms.

<http://www.socialoomph.com/> - Totally automates your tweets. I most highly recommend this service. It's truly set and forget. The feature I like the most on this service is its ability to send out rotating tweets every 24 hours so the receivers won't be receiving the same tweet at the same time every day. This service ROCKS ! I combine this with Tweet Adder to TOTALLY automate my entire Twitter account and watch all accounts grow by themselves.

<http://tweetstats.com/> - Graph your Twitter stats including reply statistics

<http://cotweet.com/> - Manage a number of Twitter accounts – For customer service departments of your company, CoTweet is a comprehensive Web-based social media engagement, management and reporting solution that helps companies of all sizes engage, track and analyze conversations about their brands across the most popular and influential social communities today: Twitter and Facebook.

<http://tweetgrid.com/> - Dashboard that updates a Twitter search in real time (e.g. for hashtags). Is an excellent tool for following several searches all day long in real time as they continuously scroll on your desktop.

<http://tweetchat.com/> - Holding real-time conversions with distant people using same hashtag. Allows you to follow the hashtag and then reply when you want to.

<http://twimailer.com/> - Receive email about each new follow – gives follower's profile

<http://doesfollow.com/> - To find out if someone follows someone else

<http://friendorfollow.com/> - Find out who is following you or not following you back

<http://twitter.com/widgets> - Widgets for Twitter users – They let you display Twitter updates on your web site or most social networks.

www.Twemes.com – Gives a much larger cloud of hashtags for last hour, day, week, month, year

www.BackTweets.com – Find out who put your domain in a Tweet (even shortened version)

www.TweetVolume.com tells you how often a phrase appears on Twitter – You can compare multiple phrases at one time

<http://twitpic.com/> - Good place to post pictures and then link to them on Twitter

<http://www.blog.spoongraphics.co.uk/tutorials/twitter-background-design-how-to-and-best-practices> Good guide to creating a Twitter background

<http://www.twitbacks.com/> - Twitter backgrounds

<http://exectweets.com/> - Tweets of executives

<http://trackingtwitter.com/brands> - Twitter addresses of major brands

<http://ubertwitter.com/> Twitter for mobile devices, mainly Blackberry

URL Shrinking Services:

<http://tinyurl.com/> - Is Twitter's default URL shortener – has custom short codes and a link preview option

<http://bit.ly/> - Is the default for TweetDeck, offers custom short codes

<http://is.gd/> - makes very short URLs (17 total characters) and you can give the users a link preview by adding a (-) to the end of the short URL

Great article about which URL shortening service to use: <http://searchengineland.com/analysis-which-url-shortening-service-should-you-use-17204>

Photos and Images

<http://twitpic.com/> - You can log in with your Twitter login, You can upload photos from your cell phone as well. They have a way to do this on the site.

<http://www.mobypicture.com/lovestwitter> - Can also post to other social networks, like Facebook

<http://pikchur.com/> - Can also post from mobile to many social networks

<http://www.yfrog.com/> - Same – simple interface, Also allows you to share videos on Twitter

Video Sharing

<http://www.tweetube.com/> - Easy to tweet a link to a YouTube video. Also allows you to share webcam videos and pictures on Twitter.

Music Sharing

<http://blip.fm/> - Create your own music station

<http://song.ly/> - music search and music sharing

<http://twiturm.com/> - share your music on Twitter

<http://twt.fm/>

Group Management

Adobe Air is a platform that many end programs sit on top of. Adobe Air is an interface between the end-user program and 3 different operating systems: Windows, Apple, and Linux. If an application sits on Adobe Air, it can play on either Windows, Apple, or Linux. You'll need Adobe Air for programs such as Tweetdeck and HootSuite.

<http://Tweetdeck.com> - allows you to create groups of people to follow. Tweetdeck is a great way to manage your Twitter account, also if you want to manage multiple Twitter accounts and allow multiple users access.

<http://hootsuite.com/> allows you to test different headlines and ideal tweet times. It also allows you to run a corporate Twitter customer service account and give several users access to it. It, like TweetDeck, allows you to create groups of people based on all kinds of different criteria.

Setting Up Twitter

The central part of the Twitter content part is about 760 px wide, centered, and about 70 px from top of page. For a 1028x768, you have about 120 px on left and right and about 70 above.

If you plan on most users having 1028 x 760, you'll be OK

Make sure your photo's height is at least 1050 px, and maybe up to 1500 px so no one can ever see your background color

If you have a width of 2048 px, no one will ever see your background color. Only your image in a fixed position.

Twitter displays the background image in a fixed position.

In the name field for a Twitter account, put the company name – This is what people will search for. Twitter's search looks in the name field, not the bio field. It's the name, not the username that Twitter searches for.

It's a good idea if you use a background image or photo. Don't use one with a subject in the middle. A good idea is maybe a beach scene or a landscape.

As long as the image is larger than the browser, this background image will stay in place when the user scrolls

Almost every visitor on Twitter will see a 120 px gap between right of screen and right of Twitter content box. Here you can put personal info and a picture.

You'll probably have about a 70 px gap across the top as well.

Twitter pattern downloads: <http://tweetstyle.com> <http://twitterbackgroundgallery.com>
<http://twitterbackgroundimages.com> <http://twittergallery.com> <http://twitterpatterns.com>

The following generate patterns: <http://bgpatterns.com> www.colourlovers.com

Hashtag Tricks

Designate a hashtag and a particular hour to have a group discussion

Collect ideas – Ask a question and give a hashtag that people can reply to

Share an experience – Designate a hashtag to a particular experience and a lot of people will use that hashtag

Putting Twitter on Your Web Site

Just make a link on your write to your Twitter home page and the user can then go there, sign in, and follow you

It is often best to put the link in a php header include so it can be easily updated

Places that you can get a Twitter-looking graphic to be a link on your web site:

<http://randaclay.com/freebies/free-twitter-graphics/>

<http://siahdesign.com/archives/150>

<http://www.vincentabry.com/31-logos-et-boutons-pour-twitter-2480>

Everyday Twitter Usage Tips

Stick to a schedule. Don't allow Twitter to overwhelm

Check out people who follow you. If their websites or bios look spammy, block them.

A spammer follows a lot more people than follow him, and might not be tweeting that much
Use Google Analytics to track visitors that are referred from links on pages (that you control) that your tweets link to.

Also use Google Analytics to track visitors and conversions from pages that your tweets link to (that you don't control)

If you are creating a shortened URL with bit.ly, you have to sign into your bit.ly account before you can enter tracking data for the link

The secret to high Twitter click-through is to make relevant tweets to a group of interested followers

You're better off just focusing on maybe 3 social networks than 10. It is better to develop 2000 contacts on a single network than 200 on 10 different networks

On a professional level, more use the combination of Twitter, Facebook, and LinkedIn than anything else

<http://ping.fm/> Allows you to post to all of your social networks at once and easily.

Only follow people worth following. These might be, for example, people in your industry and your customers

Save Twitter searches that you do a lot

Create groups in HootSuite or TweetDeck

Tweet what you want and feel free to be personal. You don't have to add value every tweet. Some followers will like the friendly touch.

Maintain an even follower/ following ratio

Have a sense of humor on Twitter

Interact with your followers

Tweet on a regular basis

Stick to a Twitter schedule

Say thank-you to anyone who shares your content

Use Feedburner to create an RSS feed

<https://www.google.com/accounts/ServiceLogin?service=feedburner&continue=http%3A%2F%2Ffeedburner.google.com%2Ffb%2Fa%2Fmyfeeds>

Use TwitterFeed.com <http://twitterfeed.com/> to feed your blog to Twitter and Facebook

To report spammers, go to <http://twitter.com/spam> and follow them. They will follow you back.
To report a spammer, send @spam a DM with the name of the spammer

If you want to show people that you're interested in what they have to say, respond to their tweets

Have a conversation with them

Twitter can be a hub of your social media activity

You need to have a genuine interest in your followers

Take 5 minutes daily to retweet and reply to others

Tweet early and tweet often

Be a friend, be a resource

Twitter is a conversation. Take time to listen to what is going on before responding

Have an opinion. Talk to strangers. Have fun.

If you want people to retweet, leave 20 – 25 characters free.

Expertise, news, sex, humor, controversy gets retweeted.

100 relevant followers is more valuable than 1000 uninterested followers

Don't post a bunch of times in a row in rapid succession

With every tweet, you either give people reason to retweet or unfollow

You can't understand social media until you use it

"Provide value and I will watch more."

Here are some ways to get followers to retweet

- 1) Keep messages short. – Leave a min of 14 characters free.
- 2) Use hashtags. You can get people to see your message who don't normally follow you.

Always include a URL (shortened) to your content

Your updates must be relevant, interesting, clever, and have something to say

Ask your followers to retweet by putting please RT at end of tweet

It's very important to ask for a retweet at the end

<http://useqwitter.com/> tells when someone stops following you. If a bunch of users stop following you after a particular tweet, you need to evaluate that type of tweet to make sure you don't lose a bunch more followers by doing a similar thing.

Ask your followers how you can help them

Share others' content before you ask them to share your content

Create a list of the top 10 to 25 users that you are following and are following you. Look on each of these user's profile, site, and blog and find a tip that you can provide to that user to help with his or her Internet marketing strategy. DM each of these with your help message. If any reply with thanks, ask them how you can help them, and then do what they say.

<http://socialmention.com/> Shows where social media, blogs, videos, images, sites, news articles, etc. have mentioned the search term that you input

Determine who's worth following by looking at that person's Tweet-to-Follower ratio (a low number of tweets to a high number of followers indicates a get-followers-fast program),

Follower-to-Followed ratio (A high number indicates the person won't follow you back) and the bio (do they share your interests, profession, or industry?)

Very important rule – YOU NEED TO EARN YOUR FOLLOWERS

If you're going to follow lots of people, you should try to add value to them

Spammers usually have a high # of people they follow, a low # of followers (probably people who auto-follow), and a low number of tweets

Creating groups in TweetDeck is a good way to differentiate good people to follow from less important people to follow

Unfollow users who tweet infrequently. These don't help you.

Unfollow users who don't tweet anything relevant

Some Retweeting rules: Leave enough room for others to retweet. Shorten everything such as URLs to make room for retweeting

TFF – Twitter Follower-Friend Ratio – ideally this should be about 1.0. If you have a 2.0 or higher, you could be a thought leader with lots of followers. Find the user's TFF on <http://tffratio.com/>

10% of all Twitter users produce 90% of all the content

Spammers often try to follow 10s of thousands of people, hoping that some of them will follow back. Twitter catches this.

Twitter usually doesn't let you have a difference of more 10% - You can only follow 10% more people than follow you. This has even shrunk down a little below 10% now.

Search for followers based on interests and keywords

Follow how many times your tweet gets retweeted on <http://retweetist.com/>

If you get a lot of emails as a result of Twitter, set up a folder in your email just for Twitter email and view them all at once

Set aside small blocks of time to deal with twitter – or you might get overloaded by Twitter

Bookmark (mark as Favorite) links to read later

Don't start your posts with the @username symbol, or only that user will be able to see your message – Only people following that @username will see the message

The key to click-throughs is to write an interesting introduction to the page you are linking to

There are widgets that can send your tweets to your site or blog

The timestamp on a tweet is a permanent URL that can be linked to if someone wants a permanent link to that tweet

OH means overheard on Twitter

Tuesday, Wednesday, and Thursday are the best days for posting in order to get seen by the most people. Send your messages during Eastern business hours

Retweet your message with a different twist, if you want more people to see it

Specify your link for twitter as: <http://twitter.com/yourname>

Put a "Tweet About This Page" link on a web page as follows:

[http://twitter.com/home?status=I%20Like%20Stat%20\(http://www.excelmasterseries.com\)%20Good%20Stuff](http://twitter.com/home?status=I%20Like%20Stat%20(http://www.excelmasterseries.com)%20Good%20Stuff)

The person would click on the link and go to their sign in page. After the person logged in, the subject box would show the following: I Like Stat <http://www.excelmasterseries.com> Good Stuff

It would be ready for that person to tweet immediately. → %20 is a space

You need to Deselect Email when someone starts following me → Settings / Notices to keep an automatic email from being sent out

If you want to use hashtags in your own posts, you first need to follow @hashtags

You can have an email sent to you when you receive DM – In Settings / Notices

#followfriday is a good way to find people to follow

<http://topfollowfriday.com/> - to find the most followed person on Friday

It is good form to follow people who follow you

To Retweet → RT *@thatusername* his message, maybe add your own comment

To search for a tweet with a link, you need to go to Advanced Search

<http://search.twitter.com/> - Find keywords for questions you might be able to answer (and get clients)

Twitter is really only good if the people you are listening to or communicating with use Twitter.

Use DMs for 1-on-1 conversions if you feel that there is no value to Twitter at large

3rd party clients like Tweetdeck and Twhile make it a lot easier to manage Twitter

Ask questions. Twitter is great for getting opinions

Instead of answering the question, “What are you doing?”, Answer the question, “What has your attention?”

You can save that search to an RSS feed. Just click on the button that says “RSS feed for this search” and you simply copy the address out of the address bar. You can save it as an RSS feed or part of your Google Reader or iGoogle page.

www.Twemes.com – Gives a much larger cloud of hashtags for last hour, day, week, month, year

Twitter can be like an instant message system with two or more people talking back and forth to each other (Dm or *@username* in front of message)

Live tweeting at events is becoming very popular

For special characters like ©, **Start** / All Programs / Accessories / System Tools / Character Map

If you are on the profile Page of a mutual follower, you can send them a direct message by clicking the Direct Message link

To DM a mutual follower – type in the message box: *d username message*

It’s a good idea to keep your direct message box cleaned out – Delete any old ones

By default you receive an email whenever someone starts following you. You can turn this off.

To check out another person's updates, click on their icon in your list of followers, or type in the URL address bar: <http://twitter.com/username>

You might want to look at someone else's tweets if you have been offline a while and you want to catch up on what the other person tweeted to you. Your timeline might be very full and it might just be easier to check out that person's timeline instead.

You can nudge someone (have Twitter send a message to their cell phone) if 1) You both follow each other 2) The user has a mobile phone registered with Twitter and it's turned on, 3) The user has authorized Twitter to send messages to their phone

To nudge someone, type in the message box: nudge *username*

If you are on the profile of a mutual follower, (if the person is nudgeable) you see in the Action section a "nudge" link

On the list of people you follow, you'll see a "nudge" link next to each person who is nudgeable

A Twitter bot is an automated Twitter account that returns some kind of data at your request. Usually you have to be following that bot

Using the timer bot → You must 1st follow timer (it will mutually follow you back) – Go to www.twitter.com/timer and follow.

Send timer a DM (as long as you are a mutual follower):30 Call Carol

In message box, type: d timer 30 Call Carol

The above sent text messages to my cell and also DMed my Twitter account

To get a foreign translation, go to <http://twanslate.com/>

And follow them at www.twitter.com/twanslate They'll follow you right back

Getting a map go to www.twitter.com/t411 and Follow them, After they follow you, you can DM them at: d t411 map *place*

Translating → Follow twitter.com twanslate After they follow you, DM them with: d twanslate fr I love Twitter

Weather forecast → Follow twitter.com/forecast Then, after they follow you, type `dforecast city, state (or zip)`

List of major twitter bots: <http://twitter.pbworks.com/Bots>

If you want to save a search, next to the new search will be an icon that says “Save this Search”

Advanced search – to search for a phrase – put double quotes around the phrase

To minus a phrase from a search, you must put the minus sign inside the double quotes

The minus sign goes directly next to whatever you are excluding

To set a subset of tweets from a person, do an advanced search and use the From function

To search for replies sent to a person, use the advanced search and use the To: function, and search for a main word or theme of the reply

Advanced search for a hashtag – Don’t add the hashtag

Adding Twitter search as one of the search engine choices on Internet Explorer: In the Twitter search on your home page, search for TEST and then copy the URL in the address bar after the search is run. Go to the main search engine bar on the browser and click the option on the right hand drop down “Find More Providers” → You will then have the option to create a new provider. Paste in the URL of the TEST search and name it Twitter.

Adding Twitter to Firefox – this is just an Add-On to the Firefox search bar called Twitter Search, Just click on Manage Search Engines and then locate and add that one

To set up an RSS search for a Twitter, after you’ve made the search, scroll to the bottom and it will say “Subscribe to RSS feed”. Click on that and that RSS feed will be one of the RSS feeds you can instantly bring up under Favorites (Feeds, not sites). You can get the address of that RSS feed in that RSS’s feeds’ properties → just left click on it.

www.TweetGrid.com is a great way to have multiple Twitter searches sent to your desktop simultaneously and in real time

Both TweetGrid.com and Monitter.com allow you to get real time updates of multiple Twitter searches. I like Tweetgrid better because it is easier to read (black text on white background – opposite for Monitter) and Tweetgrid can be adjusted for the number of columns

The average number of tweets day per twitterer is 4

Have a group chat among people not in the same place by designating a Hashtag and a specific hour to do it. Use Tweetgrid or Tweetchat to stay on top of the conversation and moderate it.

Use a hashtag to collect ideas and gather answers over time to a question

Use a hashtag to share an experience among a lot of people who shared it

You can turn off email notification among new followers in Settings

Don't use auto-DM – these are generic messages sent to someone when they start following you

Report spam – spam@twitter.com & block the spammer

Don't start a message with @ symbol if you want all of your followers to see it

Link to interesting stuff around the web

Link appealingly to your site – write an appealing introduction to the link

If you want you recent tweets to show up in your blog or site, go to: <http://twitter.com/widgets>

Each tweet has a unique link. Just click on the time/date directly below the tweet and you'll see the URL of that particular tweet in the address bar

Post pictures on TwitPic and link to them in tweets

Putting a hashtag at the end of tweets makes them easier to read

OH means overheard

If you want to publish regularly on Twitter, use Tweetlater or TwitterFeed

#FollowFriday – puts names of people to follow with an introduction

Tuesday, Wed, and Thurs are the best days to post

Report important messages, with just a little different twist. If people don't see your message immediately, they probably won't at all.

To run programs like Twhirl and TweetDeck, you need to be running Adobe Air

For iPhone, use Twitterific or Tweetie

For Blackberry, use TwitterBerry or TinyTwitter

To get good followers, be interesting, be conversational, and follow relevant people

@Respond to any messages that start with *@YourUserName*

Make yourself retweetable by using no more than 125 characters in your message

Keep shortened URL when retweeting. Some people are tracking click-throughs

Put a spin on your retweets to make them more interesting – use via instead of just retweeting

Retweet stuff like How to, News, warnings, Freebies and contests

For retweets, if the list of those who retweeted gets too long, you only should show the 1st and last person in chain

Feel free to add your own comments to retweets

Twitter is great for asking questions, especially if you can't think of anything to post

Also, don't only ask questions, repost great answers

Find questions that you can answer by searching for keywords in the questions in <http://search.twitter.com>

When you do searches on the normal Twitter search, you can refine the search by doing things like **–something** (adding a minus sign to the beginning of the term to create a negative term)

<http://monitter.com/> allows you to watch several Twitter searches at once

If you want to keep an eye on the same Twitter searches all day long every day, try Twhirl or TweetDeck

To see a query converted into a search string, do the search on Twitter's advanced search and look at the top of the page

Follow almost everyone who follows you

To post a message from your phone (after you are set up), dial 40404

Putting a hashtag into a message categorizes that message into that hashtag category

WhattheTrend.com tells what a particular hashtag is all about

You don't need to put hashtags in a Twitter search

Putting *@AccountName* in a message creates a link to that account

If you want ALL of your followers (not only mutual followers) to see a message, don't start a message with *@AccountName*

To retweet -> RT: *@OriginalPersonAccountName*

DM is a private message, but the other person has to be following you

A Tweetup is a meeting via Twitter – Designate a hashtag for the Tweetup and use Twtvite.com to give directions and invite everyone (and get RSVP back from everyone) – Create a Twtvite and Tweet a link to your followers with the designated hashtag

Fail Whale – Symbol that twitter is down

Trending topics is the 10 most popular words or phrases being Twittered about at the moment

Great article about which URL shortening service to use: <http://searchengineland.com/analysis-which-url-shortening-service-should-you-use-17204>

You can track click-throughs with URL shortening services. I like bit.ly the best. You can (and should) also use Google Analytics to track click-throughs to your site.

You can cross-post your Tweets on Facebook using this Facebook app:
http://www.facebook.com/r.php?referrer=112&app_id=2231777543

To cross-post tweets on all of your social networks: <http://ping.fm/>

To select the tweets you'll post on Facebook: <http://apps.facebook.com/selectivetwitter/> - You can choose which tweets you want - just end a tweet with **#fb** when you want to post it as your Facebook status.

Twitter for Business

Start slowly and build

Your company can build customer relations by keeping track of the questions they can answer and then carefully approaching the questioner

You need to have clear goals with Twitter, such as increasing the customer base, offering customer service, connecting with potential partners.

Be sure that the company's Twitter account is integrated with other functions such as customer service and tech support

Find questions that you can answer by searching for keywords in the questions in <http://search.twitter.com>

In the profile settings (under Settings → Account), use the Name field to identify the company (Twitter's search looks at the Name field) – and Twitter emails on Behalf of the Name, not the surname – so Name should always be the company name, and use the 160-character Bio to identify the person or people behind the Twitter account.

Sign messages with the initials of whoever in the company is posting

Retweet your customers – that will make them feel good.

Twitter is a great way to assist customer support – You can reply in public, demonstrating your company's responsiveness. If an inquiry is specialized, take it to DM.

Create your Twitter account like @ComcastCares – Great background !!

Post mostly NOT about your company – If you want people to follow you, your posts must be interesting

Link creatively to your site. Frame the link in a way that is interesting to your followers.

Follow HARO (Help A Reporter Out) (@skydiver)

Become a resource in your field and reporters will contact you

Build an API so your customers use Twitter to get better service, for example, to track their packages. Customers using your Twitter integrations often become the company's most avid fans

Important things to search for: Your name, Your Twitter account name, Your company, brand, or product, Your competitors

Online business reputation – use something TweetBeep, which emails hourly result for a Twitter search

You can use Twitter's advanced search to find local clients – location can be part of the search

Drive people to your site with Twitter – Tweet about your products and site and put up a link to your site

Monitor your brand on Twitter by doing searches for your brand, company, products, competitors, and key buzz words in your industry

You can save that search to an RSS feed. Just click on the button that says "RSS feed for this search" and you simply copy the address out of the address bar. You can save it as an RSS feed or part of your Google Reader or iGoogle page.

Find prospects by doing searches for queries that people would use when searching for your products

Use the Twitter "Favorites" feature as a list of company testimonials. Click a complementary Tweet with the star to make it a favorite. When someone asks for testimonials, send them to your favorites page → twitter.com/username/favorites

Use Twitter to promote events. Tweet about the event and include a link to a signup page → use the Twitter invite leads

Create a #hashtag for each event and publicize the hashtag

A hashtag allows live tweeting at an event

If you have a new Internet tool, promote it on Twitter. Twitterers especially love tools that rate or grade them. Create a link to the tool and tweet the link.

You can establish yourself as a thought leader in your industry by tweeting about useful resources and thoughtful tips. Develop relationships with reporters, bloggers and other social media people.

Here are 2 resources:

<http://twitteringjournalists.pbworks.com/Media+Outlets+Using+Twitter>

This is a list of media outlets that use Twitter

<http://www.mediaontwitter.com> - a comprehensive list of media on Twitter

Follow the journalists and you can find tweets about editorial opportunities to publicize your stuff.

DM reporters instead of emailing. You are forced to keep it concise (under 140 words). Someone has to be following you back to DM them.

Use Twitter to check up on your media person before contacting them. They might be out of the office.

Designate a person in the company to track company name, products, etc. And respond to tweets about them.

Use Twitter to update customers with any problems or downtime. Make sure your customers follow you on Twitter.

Make sure you follow back every one that follows your company account

Don't auto-DM someone when they start to follow you or your company

Use the following metrics:

- **Reach:** total number of followers
- **Response Rate:** Average number of @replies per tweet – When you send out a tweet or link, how many respond?
- **Branding and Awareness** – How many people reference your company or products. Use the Twitter Search to track.
- **Twitter Grader from HubSpot:** Your overall effectiveness of your Twitter account. Calculates the number of followers and the influence of their followers.
<http://twitter.grader.com/>
- **Sales Funnel:** Number of visitors from Twitter who visit your company website sales page

It is a good idea to have more than 1 Twitterer in a company. People can quit and take vacations.

www.TweetBeep.com is an alert service that sends you daily or hourly email alerts of a search you're watching. It can even locate when someone mentions your domain (even in the shortened form).

www.BackTweets.com – Find out who put your domain in a Tweet (even shortened version)

When promoting a blog post, ask a question or explain what's coming next, instead of just dumping a link.

Ask questions. Twitter is great for getting opinions.

When you do talk about yourself, make it useful. Give advice, blog posts, pictures, etc.

Don't toot your horn too much.

Use DMs for 1-on-1 conversions if you feel that there is no value to Twitter at large.

3rd party clients like Tweetdeck and Twhile make it a lot easier to manage Twitter

Twitter doesn't replace customer service but it can augment customer service.

Twitter breaks news faster than other sources, esp. if it is news that impacts online folks.

Twitter gives your critics a forum, but allows you to study them

You should sign up for alerts on relevant content at Tweet beep – This send s email alerts.

Twitter is really only good if the people you are listening to or communicating with use Twitter.

Retweet your customers – They'll like it.

<http://backtweets.com/> - Find out how many tweets have links to your site

Using Twitter Trends For Business

- 1) Monitor trends for terms related to a problem that your business solves
- 2) Write a blog post about how to solve the problem
- 3) Tweet a link to that blog post
- 4) Make sure your blog post has a strong call to action
- 5) Monitor that trend (monitor the hashtag related to that trend)
- 6) Follow the people who tweeted about that hashtag
- 7) Using tracking data on the bit.ly link to your blog post

Twitter For Marketing

Your evangelists can spread the word about you on Twitter to LOTS of people (anyone who follows them)

Block people who don't add value to your marketing efforts

For each message about your product, send 10 to 15 messages that don't talk about your product at all

Find your fans and evangelists by locating whoever retweets your posts most often

Monitor your industry so you know who you should be following

Twitter is a great channel to communicate with customers and offer customer service

You can use Twitter to get the word out about your products and new products

Twitter can be part of your strategy to deliver news to B2B clients

On Twitter you rely on your customers to talk about your products

Searching for prospects, do a search for people who are talking about your industry, company, or products. Do the search on Twitter Advanced Search and Twitter Regular Search, also on <http://twitterment.com/> <http://nearbytweets.com/>

Keep a list of new resources you can use to expand your list of prospects

When you find prospects, engage them about anything, send relevant information, go to your site and do (sign up for email newsletter, blog, download free literature, etc.)

Measure your sales before and after a Twitter campaign

Survey your customers to see if any of them found you on Twitter

If you are using Google Analytics tracking code to track users who came from Twitter, append &utm_nooverride=1 to the end of the tracking code. This will make sure that Google Analytics lists Twitter as the source of any conversions no matter how many more times the visitor comes to your site from various sources before converting. Otherwise Google Analytics will only record

the last place where that visitor came from before the conversion as the source of the conversion.

Create a marketing campaign that involves a blog, a web site, a Facebook page and invite people to join these groups

Write a regular blog and post to your followers on Twitter that you have a new post

Do the same when you have a new video or podcast out

Determine who exactly your customer is, not approximately

Send your messages only to people who care about your products, not to those who don't

Create new content daily

Encourage retweets

Don't bombard your followers with commercial messages

Send out a variety of different types of tweets – They are:

- Personal messages
- Retweets and replies
- Questions
- Commercial messages
- Miscellaneous messages

Talk about things related to what you know

You need a Twitter strategy

1st Determine what specific goal you want to achieve with Twitter

Ask your clients on Twitter for advice for whom you need to target on Twitter.

Offer a discount to Twitter users who use your products

Offer a prize to the first 20 people who click on a link in one of your tweets

You can create separate Twitter accounts for your company, each customer service rep, each major product, and yourself

Add your Twitter address to all contact info places and on every marketing piece you have

Continuously track how many times you tweet with the link to your site was retweeted on <http://retweetist.com/> and also do the following:

- 1) Use trend searches and normal searches to find people who have a problem that you can fix
- 2) Follow those people
- 3) Write a blog post about how to solve the problem
- 4) Use bit.ly to create a shortened URL to your post
- 5) Tweet about the blog post and include the shortened URL

Monitor the trend you started by creating a saved search

Retweet influencers - respond thoughtfully to their interesting points. Tweet about their good blog posts and include their name and a link to them. In short, become visible and valuable to them.

Find industry leaders and evangelists in your industry by doing a name search on Twitter's Find People

Follow your competitors. If you use TweetDeck, you can create an "industry group" of your competitors, industry thought leaders, etc. related to your industry.

On Friday, send out a #FollowFriday tweet with names in your industry you'd like your followers to follow. Keep the list small – maybe 2 or 3 – and, very importantly, explain why they should be followed. Also thank anyone who lists you on a Friday tweet.

Connect with your evangelists

Do this by keeping track of your retweets of your content. If you see the same user retweeting your stuff often, that is an evangelist.

Always thank evangelists and return the favor

<http://twittercounter.com/> - will tell you how many people started following you in a certain time period. TwitterCounter can also be used to determine how many followers a competitor is picking up. If a competitor is doing well, check out what content the competitors is putting out.

You also want to compare the number of updates. You want to see how your number compares to that of a successful competitor.

<http://www.crowdeye.com/home.aspx> searches lots of social media sites for a search term that you input. Even gives links to that search term.

<http://twitterment.com/> searches tweets and bios of twitter users. You can identify users in a certain industry with this tool.

<http://tweepsearch.com/> Allows you to search all bios in Twitter for a certain search term that you input

<http://justtweetit.com/> Is a directory of Twitter users and allows you to find users in a particular industry. Use it to find other tweeters like you.

<http://tweepz.com/> - An excellent robust search for everything in twitter users, including bios

It is a good idea to put sharable items on your web site – that will get passed around, and so will your marketing message.

Use Twitter to send links to your videos, blog, and web site. It will increase traffic.

Typical twitter update to send out info about your new blog post:

New post: Graph the Normal Distribution <http://bit.ly.334nn> Please RT

<http://twitterfeed.com/> and <http://ping.fm/> can automatically send out updates to many different social networks whenever you update your blog

You should only have 1 marketing message for every maybe 10 or 15 non-marketing messages. You have to give more to get.

If you're not getting results, it's probably not Twitter's fault. Re-evaluate what you're doing.

Tweet the title of all your articles along with a URL

Marketing is about promoting your expertise and how advantageous it is to someone else

Tweet to a niche

Think of Twitter as your own PR campaign

Put a link in each tweet back to your site. It will increase traffic.

DO NOT PUSH YOUR PRODUCT

Don't change your avatar. It needs consistency.

Get an RSS feed of topical news in your industry and tweet a link as soon as breaking news hits the search engines.

Tie your blog posts to Twitter

Integrate Twitter with other social media efforts

A blog is great resource to send people to on a daily basis

With a blog, think of Twitter as content taste test for your blog.

Share news about your clients

<http://hashtags.org/> to check out what's currently trending.

You can use hashtags to build a community, create a buzz around something, or start a discussion around a certain topic

A hashtag says that you are talking about a certain topic and if other users want to talk about it, they should be using a hashtag too.

<http://happn.in/> Tells what hashtag trends are going in individual cities. It also shows the users who are using a certain hashtag a lot.

Create an elevator pitch that can be sent in 1 Tweet. Focus on the benefit it brings to customers.

<http://twitterment.com/> and <http://tweepz.com/> allow you to search all bios in Twitter for Key words

Your marketing tweets shouldn't sound "markety"

You have to reply to tweets pertaining to problems in your business

You should try to be proactive and educate people on upcoming trends and events in your industry, create content to educate people about what's coming up.

Keep an eye on trade journals in your industry

People love lists

Use your blog to promote what you know. Use Twitter to promote your blog.

Best time to tweet are:

- 1) Sunday evenings
- 2) Weekdays in the mornings or after lunch
- 3) Weekdays after dinner time
- 4) Near the middle of the week

Twitter For Customer Service

You can improve customer service without increasing staff by putting CSR's with time on their hands on Twitter duty. Your company also gets the following benefits:

- 1) Customer gets instant response and doesn't have to wait for "next available rep"
- 2) You leave a public record of your great service
- 3) You save the customer time
- 4) You improve your reputation.

Don't deal with issues on Twitter that could be confidential or cause embarrassment to another person

<http://customer-circus.com/> <http://www.measuredup.com/> <http://www.my3cents.com/>
<http://www.angieslist.com/angieslist/> are sites that consumers can publically complain about companies

If you fix a customer's problem on Twitter quickly, they might become an advocate and begin to praise you.

Don't get into angry debates and discussions on Twitter. It looks bad and it is permanent record on the Internet.

If you are monitoring, for example, your brand, on Twitter, it is a good idea to set up an RSS feed for the following reasons:

- 1) An RSS feed operates from the Internet, not your desktop, so it won't miss something if your computer is off. If you have the URL to the particular RSS feed, you can access it anytime you have internet access
- 2) You can share your RSS feed as long as you have the URL to that particular feed. Just keep your RSS feed in an easy-to-access spot, such as your iGoogle home page or Google reader.

<https://www.google.com/reader/> <http://my.yahoo.com/> <http://www.newsgator.com/> are popular RSS feeds

Write blog posts about your customers' most frequently-asked questions or most common problems

Write blog posts about issues that might become problems

Use Twitter to thank people

If you aren't or won't do a good job at customer service, you should make yourself invisible on Twitter. Don't engage Twitter if you have a lot of customer dissatisfaction.

Free reputation management checking and social metrics:

- 1) <http://tweetscan.com/> - Register for email alerts for a search term
- 2) <http://twitalyzer.com/>
- 3) <http://www.google.com/alerts>
- 4) <http://www.howsociable.com/>
- 5) <http://twittergrader.com/>

Promoting Your Live Event On Twitter

- 1) Create a clear, easy-to-remember slogan about the event
- 2) Create a web site just for the event
- 3) Put shared items on the site and allow others to do the same
- 4) Upload your videos to YouTube, Vimeo, and other video-sharing sites. Don't send them all up at once. Do it regularly over a period of time. Send out links to these videos in your newsletter, blog, and Twitter.
- 5) Encourage people to follow you and send out occasional reminders that you're going to be live tweeting at the event.
- 6) Establish a hashtag well in advance of the event and let everyone know about the hashtag, so that no one else will start another hashtag related to the event.
- 7) Post photos of the event using your cell phone and Twitpic.com. Send the unique URL attached to the photo through Twitter.
- 8) During breaks in the event, use the hashtags to post questions
- 9) Use some Twitter search application to follow a hashtag search during the event

Never tweet anything negative or derogatory in a tweet

PR Tools On Twitter

<http://www.mediaontwitter.com/> This is a comprehensive media database

Use Google alerts to follow, for example, your name, brand, product, competitors, etc.

Use <http://tweetscan.com/> to monitor mentions of your name, company, etc. in Twitter. You can also use this to keep track of DMs and @replies

<http://www.howsociable.com/> tells how many times a term has appeared on 20 or more social networks. Provides brand visibility metrics.

www.TweetVolume.com tells you how often a phrase appears on Twitter – You can compare multiple phrases at one time

Pitching a story to journalists on Twitter:

- 1) Research each journalist that you would like to see write about your company. Find out what they write about to make sure your story would appeal to them.
- 2) Don't send them a press release. Send them an email explaining why you think the story would be a good fit for them. Tell them if they would like some background, refer to your web site and/or offer to send them a press release.
- 3) If they ask for more information, send them what they want.
Bloggers will often write about your products, but journalists often won't.

<http://www.grouptweet.com/> - This allows you to create a group that, if any group member DMs to, the DM is sent to the entire group. The groups can be made private so no one can see tweets or DMs.

You can create a Virtual Press Center as follows:

- 1) Post all of your press releases to a blog (This helps with SEO and also you to easily refer people to updated info)
- 2) Send notifications of these updates on Twitter – use <http://www.grouptweet.com/> to create a group a journalist and tweet just to them.

Blog about case studies of clients you've helped and problems you've solved.

ALWAYS KEEP IN MIND THAT YOUR OVERALL DIRECTION OF ANYTHING PUBLIC IS TO SOLVE CUSTOMER PROBLEMS

In your bio, you might mention a BENEFIT (not a feature !) of your service.

Don't try to cram too much info into a bio.

Become a thought leader by giving away your content.

Do lots of Twitter posting with a shortened URL pointing to your content

Adjust your TwitterFeed settings → update frequency, what parts of the blog (title, etc ?) do you want to post, which URL shortener, how to sort posts, post prefix, post suffix.

You can ask other thought leaders to write guest posts in your blog and do the same for them.

Ask your Twitter address to all of your marketing materials

Always keep in mind your marketing strategy on Twitter

Use a Twitter application such as Tweetdeck, Twirl, or Hootsuite, not the Twitter web site

Using Twitter for Customer Acquisition

First and foremost, play it safe. Try to stay under Twitter's radar by not being too aggressive in acquiring new followers. Twitter will suspend accounts if any of its limits are breached. It is now becoming harder and harder to get a suspended account reinstated. The larger of a Twitter following you have, the more you have to lose if Twitter suspends one or more of your accounts. It is probably best to stay well within the limits of the following rules:

- 1) The maximum allowable number of new Follows per day per account is 1,000. This includes Follows sent out and Follow-Backs. Your best bet is to stay way below this limit to avoid triggering Twitter's attention. If you limit the daily Follows sent out by any single account to 350 or less, you should have no problem. I use TweetAdder to automatically keep Follows plus Follow-Backs within this limit.
- 2) After a Twitter account has acquired 2,000 followers, the 10% Rule applies. The number of people you follow can't exceed the number of people who follow you by 10%. In other words, if one of your Twitter accounts has reached 2,000 followers, don't allow the Follows sent out plus the FollowBacks to exceed 200, until more people begin to follow you or you unfollow a few people. It is best to try to keep your tff (Twitter Following / Follower) ratio to be just a tiny bit under 1.10. I use TweetAdder to automatically keep my tff ratio 1.09 or lower for my Twitter accounts that have more than 2,000 followers.
- 3) Don't unfollow anyone for at least one whole day after you begin following them. Twitter views this as churn. That's a label you don't want from Twitter. You'd be better off if you never unfollow anyone for at least 2 days, preferably 3. TweetAdder handles this for me pretty easily.
- 4) Don't set up more than 10 Twitter accounts from 1 IP address. If you need to set up more than 10 Twitter accounts, Google "proxy IP address" or "proxy IP server" to find out how. This limit is why I have only 9 Twitter accounts. I've heard of people with many more accounts, but it's risky unless you really know what you're doing.
- 5) If you have set up multiple Twitter accounts based on derivatives of the same gmail account (joejohnson@gmail.com, joe.johnson@gmail.com, and j.oejohnson@gmail all forward to the same email account but can be used to set up separate Twitter accounts), be aware that if any of those accounts are suspended, all of the accounts will be suspended.
- 6) If you are using a tweet automation tool, it is best to tweet no more often than hourly and limit to 10 per day total per account. I use SocialOomph to automate my Tweets at regular hourly intervals during certain times of the day.
- 7) If you have multiple Twitter accounts and use an automation tool to Tweet at regular intervals, makes sure that no accounts are tweeting the same thing at the same time. In

the past, I've had a few Twitter accounts suspended for this reason. I'm much more careful now when I'm setting up the timing, intervals, tweet content, and tweet rotation on SocialOomph. All accounts tweet at different times and with different tweets.

If you are using Twitter for prospecting, consider automating at least some parts of your Twitter interaction. If you are trying to achieve large numbers of Twitter followers, automation is almost mandatory. I've had good luck with the following 3 tools: TweetAdder, SocialOomph, and bit.ly.

TweetAdder – TweetAdder automates the following tasks for me:

- 1) Automates Follows sent and Follow-Backs for each account
- 2) Automatically keeps my tff ratio at 1.09 for all of my accounts with more than 2,000 follows
- 3) Automatically unfollows anyone who doesn't follow me back within a time limit that I specify. I usually keep that time limit at 3 days for all accounts.
- 4) Provides a "safelist" of accounts I'm following that won't be unfollowed
- 5) Creates a "who to follow" list for each account based on any of the following criteria that I specify → Tweet keywords, Profile data, Location, Followers of another user, and Users followed by another user.
- 6) Allows for completely different settings on each of my Twitter accounts.
- 7) Can be used to automate tweets but I find that SocialOomph is the best tool for that.
- 8) Can be used to automatically send replies and direct messages, but I avoid doing this because it can come across as "spammy" to recipients.
- 9) It's quite easy to use and very intuitive. I probably spend 15 minutes total daily on all 9 of my Twitter account making little adjustments here and there, and then, with the push of 2 buttons, all automated tasks of all accounts run all the way to completion.

If you are interested in [TweetAdder](#), you can click here to check it out. It has a free trial. If you find it useful, there are 4 pay versions that can be purchased with a one-time fee as follows at the time of this writing: Managing 1 Twitter profile - \$55, managing 5 Twitter profiles - \$74, managing 10 profiles \$110, and managing unlimited profiles - \$187. I've purchased the unlimited version, but I'm only using it to manage 9 Twitter profiles at the moment. I've also heard that another similar tool called Hummingbird does a great job at managing Follows and Unfollows, but I don't have experience with it so I can't provide any insight into it. I can say that

TweetAdder has done a very fine job for me so far and I'm now averaging about 300 new followers a day with not much effort on my part. Here is a link to [TweetAdder](#) where you can get the free trial.

SocialOomph – This tool works great to automate Tweets for all of my accounts.

SocialOomph has so many uses that I probably haven't tapped into even 30% of its functionality, but here's what it does for me:

- 1) Schedules tweets for any Twitter account that will continuously repeat themselves at any interval 24 hours or greater that I specify. This makes SocialOomph a real Set-And-Forget tool, if you want that.
- 2) Creates a series of Tweets that I specify which will be sent out on a rotating basis at the same time every day (or at any interval 24 hours or greater). I use this function to prevent any of my Twitter accounts from sending out the same Tweet at the same time every day.
- 3) Auto-follows anyone who follows me
- 4) Has a very good URL shortening service, but I've using bit.ly for a long time and have had good results with bit.ly so I'll stick with bit.ly

If you are interested in using [SocialOomph](#), you'll be happy to know there is a free version. The free version, however, does not provide the service of recurring tweets, which is the main reason that I like and use SocialOomph. Maybe I'm just lazy but I just love "Set and Forget." The pay version of SocialOomph costs \$29.97 per month at the time of this writing. I've been using the pay version of SocialOomph exclusively to automate recurring and rotating Tweets for all of my Twitter accounts and it's worked very well so far. Here is a link to [SocialOomph](#) if you are interested.

bit.ly – bit.ly is not only great for creating very short URLs but it also provides excellent analytics. I use Google Analytics tracking data to monitor anything happening on my site, but offsite, I use bit.ly to track clicks. I exclusively use bit.ly to track offsite clicks so all of the click-through information is maintained in one place.

May you have the best of luck and the greatest success using Twitter !