

# TWITTER MARKETING

## The Most Fundamental Use of Twitter

### Create product evangelists.

search.twitter.com

1. Use the search feature to hear what people are saying.
2. Locate your potential customers and engage them.
3. Find your satisfied customers and encourage them to recommend you to their friends and relatives.

If you haven't walked into the world of Twitter, you're missing a key link in your business strategy. It's all about being viral. You tell your friends about your business, they tell their friends and so on. Don't be shy!

### Here's how to get the viral ball rolling:

- Go to twitter.com and sign up for a free account
- Fill in all the info needed for a great business profile

**Now, here's the fun part:** use the handy search feature to find out what folks are saying about your business. Haven't you ever wanted to be a **fly on the wall** and listen in to what folks say about you and your company? Well, here's your chance!

This will give you the opportunity to start conversations with customers you never would have had without Twitter. If someone is having a problem with one of your products, hop in there to reply and help them out.



**That consideration will drive more customers to you.**

Likewise, if there are congrats messages jump in and thank them. There isn't anyone on this planet who doesn't appreciate being thanked.

**Rinse and repeat the above steps and you're on your way!**





# TWITTER MARKETING

## The Next Step...What to Write

The Twitter experience isn't just about replying to posts. It's also about posting **GOOD SOLID CONTENT** that can help customers and non-customers alike.



### Direct Selling on Twitter?

Can you be "salesy" in a Tweet? Sure but try not to do that too much because it can turn your audience off. Plus, you can have your account closed by Twitter if you get too spammy.

### The CORRECT Uses

**Are you familiar** with that old marketing acronym WIIFM (What's In It For Me)? Well, this time we are going to talk about what's in it for you at Twitter and why it's such a great platform for your business.

**If you've ever heard** the saying, "look for a thirsty crowd and offer them a second glass", then you will understand what I mean when I say that you'll be able to reach your customers exactly where they live – on autopilot.

**Your customers are on Twitter.** End of story. Reach out and touch them. Sure, there are other ways to target your audience but the randomness of some approaches reminds me of playing paintball. Sometimes you hit your target but, more often than not, you hit a tree.

**And that's where Twitter comes in....**

**What would be good for content?**  
Well, you can ...

- **Give them the latest update in your industry**
- **Advise them on what to do if a product isn't working the way it should (you'd be amazed at how much loyalty this kind of post generates!)**
- **If you have a blog and post regularly, you can always send out a link to your latest post**

One of the best benefits of Twitter is that you can target your audience with laser precision through keywords, products, or your business name. Then you have the ability to deliver your messages in a drip campaign scheduled at very specific times of the day.

No, you do not have to be sitting at your computer sending every message by hand. Head over to [tweetlater.com](http://tweetlater.com) to set up a free account that lets you manage future tweets and welcome messages. This tool frees up your time to work on other aspects of your social media campaigns.





# TWITTER USES

## Twitter Customer Service

### Put Out Fires And Spread The Good Word

**What's in it for me (WIIFM)?** You knew I'd get to that, didn't you? You're so smart. Plain and simple, you'll be able to offer a level of customer service your competitors cannot.

**How is this possible?** Because you can do it faster and fresher than someone waiting for a customer service rep to answer a phone in India.

**Let's look at an example** of this. Suppose you're on Twitter and you happen to see Susie Creamcheese complaining about one of your products. You have the chance to jump on this complaint immediately instead of waiting for that complaint to circle the globe virally and then sit in a support queue.

**This rapid response** is likely to get you not only appreciation from Susie but also positive feedback from people who saw you respond to her. You can't buy that kind of goodwill.

**The sheer act of being** present to solve a problem quickly will cause other followers to spread the good word about you and your business. After all, it isn't about how many Twitter followers you have or how much stuff you can sell.



## Be Your Own Secret Shopper

Here's the fly on the wall trick to see what people may be saying about you and your company: go to [search.twitter.com](https://search.twitter.com) and type in the word "wish" in front of your business name or product.

The information you receive from the search may help you with things like customer service and even possibly tweaking a product to make it better. In fact, I'd be willing to bet that you may even be able to come up with a brand new product or two just by looking at these comments – especially if someone says they wished there was this feature or that item but can't find it. If it's in your industry and something your company can do, you may have just found a new thirsty crowd.

## Build Social Equity

Why? Because "That's What it's All About"!

This famous line from The Hokey Pokey applies to Twitter in a unique way. What it's all about is forming and cultivating relationships with your community. Credibility and integrity are an integral part of maintaining relationships with your customers and doing it in real time is a huge bonus.

Remember, a relationship is a two-way street. If all you're doing is stuffing your Twitter account with dead-end, one way messages, you'll never have the opportunity to form a common bond with your audience. This means you'll want to think about spending some time answering questions and fielding suggestions from clients and soon-to-be clients.



# TWITTER HOW TO START



## 1 Do Some Research

**It isn't enough** these days to just log onto Twitter and take your chances. There's too much competition; too many other people vying for your customers' attention.

**Does it mean** you're going to have to be engaged in protracted amounts of research? No, not at all.

## 3 Choose Your Preferred Audience

Here are a couple of ideas to get you started:

- **Lead generation** – This is where you'll find out a bit more about what future clients may be looking for in a business like yours and you may be able to sign them up to an opt-in list in order to keep in closer touch with an autoresponder campaign
- **Referrals and joint venture partners** – I've bundled these two together because they both work on the idea of new clients. JV partners can help get the word out about you to their client base and vice versa
- **Networks** – Whether you're trying to find suppliers or keep touch with your business contacts, Twitter is a great platform

## 5 Schedule Your Tweets

**Scheduling** is just what it sounds like. There are software programs that permit you to set up a schedule of tweets anytime you want (check out [tweetlater.com](http://tweetlater.com)). You could set these up once a week and not have to worry about it for 7 days – but I think you'll want to check in at Twitter at least once a day to see what's being said about you.

## 2 Determine Your Goals

Ask yourself this one question: How will your business use a platform like Twitter? Will it be for customer support, sales, or lead generation? The answers to these questions- and the way you use Twitter- rests entirely with you.

For example, businesses like @ComcastCares use Twitter for customer support. Other companies like Dell sell products or distribute company-related information.

## 4 Write Your Timeless Tweets

**Twitter works on the idea** of writing posts. Now, fortunately, these posts (or tweets) can't be very long. In fact, they can be no longer than 140 characters ... including spaces and punctuation. As you can imagine, you're not going to be writing the Magna Carta in your tweets.

**Remember to keep** your audience in mind when writing, use one of your main keywords for either your business or products, and make sure to write in a conversational tone like I have in this guide. This is not the time to make your high school English teacher proud.

## 6 Track, Measure and Iterate

There are a number of ways to measure how your message is being perceived and received. You can:

- **Monitor** how many times the links in your tweets have been clicked
- **Measure** sales by using a tracking code
- **Add up** how many new leads were generated



# ENGAGE PEOPLE ON TWITTER

## 1 Publish Useful Tips or Facts

If you can view an old issue with fresh eyes and make some suggestions, that will be very useful and will endear you to them

## 3 Reach Out With Follow Friday

Follow Friday (#FF) is a great way to begin thoughtful conversations

## 5 Respond When Something Grabs You

This goes hand-in-hand with what I said a little earlier about making sure your customers know you care. If you respond to a tweet that speaks to you, that person will see you in a different light

## 7 Introduce Yourself at Twitter Events

People following live events on Twitter regularly use something called a hashtag. If you attend a live Twitter event, by all means introduce yourself! Following up with folks you met there is a great way to make some new friends and colleagues.

## 9 Say Thank You

Sometimes just a thank you is thanks enough.

## 2 Retweet to Acknowledge Others

Retweet and add a comment at the same time. If you're able to help someone out this way (even a competitor with a product you don't carry), GOOD

## 4 Answer Other People's Tweets

While you don't want to seem like a know it all, if you have an answer to someone's problem, this could set you up as the expert that others turn to

## 6 Introduce Yourself to New Followers

It's always a great idea to introduce yourself to new followers of your tweets and you can set this up automatically at [tweetlater.com](http://tweetlater.com)

## 8 Ask For Help

Now, guys, this is similar to asking for directions when you're driving but it's important. There's no better feeling than being able to help someone. Just as you are an expert in your field, don't be shy about asking for help if you need it and let another expert help you out



## Special Note: Repeat Your Tweets

If you find that certain tweets are being clicked on more than others, feel free to repeat them



# TWITTER MONITORING



## Decide What You Want to Monitor

**This is something** you're going to want to do as religiously as possible. This is an additional fly on the wall tip so you can overhear what consumers are saying about you and your products.

**One of the many advantages** of Twitter is that you see tweets in real-time. That means you don't have to endure a pesky time delay that makes information stale the moment you read it. My suggestion is that you spend a little time on Twitter just hanging out and watching. Pretty soon you will find how even the freshest and latest breaking news will be all over Twitter faster than the gossip on Page Six of the New York Times.

## Monitor Trends When It's Appropriate

You can pick up some tools for real time trends monitoring at <http://twitter.com/trendingtopics>. You can create a free account and get the latest info whenever you need it.

## Track With URL Shorteners

Another way to accomplish some monitoring is to use link shorteners that have analytics embedded in them to see who is clicking on your links. Bit.ly (<http://bit.ly/>) has a great shortening platform with built in metrics that let you see all sorts of data. As Jeff Bullas says about bit.ly, "allows you to track how many people are clicking on the shortened link with a set of metrics that displays it in a visual format as well as textually."

## Follow Hashtags

Following hashtags — or the way to add additional context and metadata to your tweets — gives you even more monitoring capability. Get a hashtags account at [hashtags.org](http://hashtags.org) and opt in by following @hashgtags. What kinds of things are tracked using hashtags? Anything, really: events, keywords, topics.

## Use Twitter Lists to Monitor People on Twitter

Twitter lists are also a valuable tool to privately monitor your competitors. Just set up a list and you'll be able to take a peek over their shoulders without anyone being the wiser!

Twitter can be overwhelming.

**Full Voice Media** offers customized, effective, and measurable Twitter