How to Use Twitter for Business

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Introduction

The web allows us to reach customers all over the world. Social media has changed not only how people connect with others, but also how customers feel about businesses through a company's voice as presented to the world. Through social media, a business has the opportunity to reach its customers and prospects in ways that make the customer feel unique, important, and individual. This has

changed how businesses identify and connect with consumers. It is essential to the success of a business that social media becomes an integral part of advertising, public relations, and gathering of demographics about its target audience.

Twitter is unique in its ability to provide equal benefit to both businesses and Twitter followers through a partnership of mutual interests. Twitter followers will spread the word about your company's promotions, advertisements, new products, business

trends, anything you tweet about, and anything others tweet about you. It is one of the most predictable expenditures in promoting a company that is cost-effective in its ability to reach its target audience, providing a business with customers who spread the word for you in a lightning-fast media vehicle. Twitter is worldwide, instant word-of-mouth advertising that costs relatively little, and when used properly, pays off big.

Every savvy businessperson today knows that the way we communicate has changed drastically. It

all began with email. Although attachments to an email message are a common way to share long documents, spreadsheets and pictures, it is common knowledge that the shorter and to-the-point an email message is, the more likely the message will be read, understood, and acted upon swiftly. No one wants to read a long drawn-out email message – and most people won't. Time is too short and too valuable, and if your message is too long, you should expect the reader to miss the major points if you write them too far down in

the message. In news writing lingo, a good email never buries the lead. The important message is usually less than two or three sentences long and often followed with bullet-point instructions. It is an efficient way to communicate tasks, news, and ideas. Most managers and staff read at least 30 emails on a slow day, and heads of departments and business owners receive constant emails throughout the day and night. It is not unusual to hear the familiar buzz or ping of a smart phone email message reverberate on every attendee's phone at

some point during a business meeting. This is a new world, and if you are not operating within the new rules of communication, or rather, outside of the old ones, you are not operating as efficiently as your competitors.

This is the very reason many businesses fail to see the value in a media like Twitter that requires the use of 140 characters or less. More is not better anymore, it is just more. These days, more is actually less. Too much information kills the message - not because it isn't important, but because

after the first couple of sentences, you've lost your audience. We are in a nanosecond-need mode in our lives. We can distribute information that quickly; consequently, we feel a need to consume it that quickly. It is what we are not only accustomed to now, but what we demand. Consumers rarely accept anything less. "I need it now and I need it fast and if I don't get it within 2 seconds, I am clicking over to another internet site," is the motto of most internet users. To convey a message in 140 characters or less is a brilliant

concept that only requires some understanding of Twitter and the purpose it serves to business. Conveying the message properly is just one facet of Twitter's advantages to business. The advantages a company receives from its use of Twitter are many, and most of them have not likely been fully discovered. Because of the unlimited possibilities of using Twitter in business and how to use conversations in real time to benefit your business goals, it is a brainstorming topic for a wide range of employees in your business from the

most creative to the most analytical.

What is Twitter?

Twitter is a vehicle that allows its users to link people together who have common interests, ideas, opinions, preferences and needs. It is a way to receive and share information in real time. It is used by people, and through the use of Twitter, companies have the opportunity put the real voices of real people in their business publically forward a way that allows a business to reveal its personality and connect on a

more individual level with its customers. Used to its potential, Twitter bonds a business to its customers in a way that removes the official, often tight corporate image and conveys the truth; businesses are made up of real people. Individual customers want to know who they are doing business with. They want to know that there is a real person behind the company image who cares about them. It makes a business friendly. People want to do business with someone who gives them personal attention and cares about what they care

about. People are more likely to buy when they like you, not your product. In an advertising push, the goal may be to reassure the customer that they are cared about, and a statement may be printed in a newspaper or magazine, or voiced in a television commercial conveying "We care about you, our customer." It is still seen as a promise, not necessarily truth; therefore, it is likely not as effective as showing a customer they are cared about by answering their tweets, listing to what their suggestions, complaints, and compliments, and responding to them in

real time. Interacting with customers through Twitter proves to them that they are important to the business as individuals, not just a target demographic, and that proof means it is no longer just a promise, it is a proven fact. Customers will say, "If someone at the business answers my question, listens to my concern, and returns my tweet personally, then I know they care about me. I will remain their customer." Using Twitter properly is a promise fulfilled to the customer, not simply a promise made.

Anybody who is anybody is on Twitter. If a major CEO is not on Twitter making his or her presence felt in the conversation in their business arena, then they are not connected with what is going on in business today – and they should be. A presence in this unique social media venue is not only advantageous for top-level executives, it is essential. For the first time, customers, clients, and potential customers of your product or service have the opportunity to hear the voice of the big dog. To deny them that voice is

to deny the importance of the very people that make business possible, no matter what field of business it is - even the Pope has a Twitter account and is connecting with his followers. For owners of small businesses, it is another way to connect with your community. Successful small business owners already devote their time and knowledge pitching in to help develop community interests. Your community is on Twitter, just waiting for you to join in and listen to their interests and needs

. It is a mutually beneficial

relationship; the community tells you what they want and need, and you can provide it to them in the form of additional products and services.

Twitter Symbols, Language, and Uses

Twitter has its own language, but it is easy to learn. Some call the world of Twitter the Twitterverse. Perhaps it is a play on words – somewhere between universe, and a Twitter verse - not an entire song, just a little verse to get you singing the tune. So, let's learn the language of this catchy little tune…

It is important to be familiar with the simple and easy-to-understand terms, symbols, and methods of communication on Twitter before entering into a discussion on how to best use Twitter for business. There are just nine main terms and concepts needed to help facilitate the discussion: *tweet, retweet, favorite, mention, timeline, reply, hashtag, links,* and *followers*.

A *tweet* is a message sent by the originator of the Twitter message. A tweet can be sent and received on computers, laptops, e-readers, mobile

phones – anything with an internet connection. Since tweeting is real-time communication, a large percentage of tweets are received and sent on mobile devices in keeping with the idea of instant on-the-go conversations. Efficient in its simplicity, a typical tweet looks like this:

TWEET

The Regattabar @TheRegattabar ← Reply ⟲ Retweet ★ Favorite · Open
It's #FatTuesday & we're celebrating w Buckwheat Zydeco! Join us & c/o who @USAToday calls "A zydeco trailblazer" t.co/9cvt2

https://business.

The image above shows an

original *tweet* by the user @TheRegattabar. There are four actions that can be taken with a tweet by the person receiving it: Reply, Retweet, Mark as Favorite, and Open. This particular tweet was sent by the user business @TheRegattabar, mentions an article by USAToday using the Twitter handle @USAToday, and includes a link to the article referring to the quote "A zydeco trailblazer." The tweeted link *t.co/9cvt2* can be clicked to go to the article containing the quote. #FatTuesday (notice the leading hashtag

character before the name) identifies a topic of conversation that interested Twitter users can follow to view and participate in conversations about the topic that the hashtag plus name identifies. This tweet is an excellent example of how to get out a great deal of information within the 140 character limit through its conversation hashtag topic, its use of the @USAToday Twitter quote, link to that article, and original message.

RETWEET

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A *retweet* is a message passed
on to all of your followers by the
retweet button on the tweet. Recall the
options available again when someone
receives a tweet: Reply, Retweet, Mark
as Favorite, and Open. In this particular
case, Meredith Modzelewski, Twitter
handle @meredithmo, tweeted a
compliment about her neighborhood

bookstore and as a recipient of the tweet and good publicity; Greenlight Bookstore wanted to spread the word to its followers that Meredith was a happy customer. Greenlight Bookstore clicked the option *retweet*, and Meredith's tweet was passed on in the form of a retweet to all of the bookstore's Twitter followers. This is a great use of word-of-mouth, or rather, word-of-tweet advertising from a real customer in real time. A business can *tweet* a great offer, coupon, or breaking business news, to its followers, and those followers can

retweet that information to their followers, making the original tweet spread to hundreds, thousands, even millions of people worldwide by sending one simple 140 character tweet. Wow! This is powerful marketing and highly leveraged.

FAVORITE

Perhaps the bookstore wanted to keep all tweets and retweets they received that mentioned them in a favorable light. That is what the *favorite* link comes into play. The tweet that is favorited will be marked with a yellow

corner star and go into a tab labeled *favorites*. Clicking the favorites tab will pull up all of the favorited tweets and show the Twitter handles of the people who said something great about the bookstore. The favorites list would be a good list of customers to send additional promotions to for repeat business and given a *mention* in follow-up tweets to show you were listening and appreciated their comments.

MENTION

Meredith Modzelewski @meredithmo
My neighborhood bookstore @greenlightbklyn really gets me: I've
heard Mirah, Nico, and the Magnetic Fields in the last 15 minutes. <3
↻ Retweeted by Greenlight Bookstore

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Looking at Meredith's retweeted tweet again. Notice the @greenlightbklyn highlighted in blue. This is called a *mention*. When Meridith tweeted about her neighborhood bookstore, Greenlight Bookstore, Twitter name @greenlightbklyn, she noted it as a mention in her tweet by putting the @

sign immediately before the Twitter name of the person or business the tweeter wants to mention. Anyone who receives a tweet with a mention in it can click on the *mention*, in this case @greenlightbklyn, and be taken back to the Twitter profile belonging to the mentioned individual or business. Mentions also appear in a mentions section in the connect tab. Mentions are gold to businesses because when clicked, an existing customer or prospect will be taken to the profile page a business has created that shows the

personality, mission, type of business, and image the business wants to portray.

Tweets that begin with the @ sign followed by a Twitter user's handle are seen as '*replies*' and can only be seen by the person sending and receiving. To allow everyone to follow the conversation, add a period in front of the @ sign when beginning a tweet this way. For example, instead of beginning a tweet with @meredithmo followed by the rest of the tweet, begin with .@meredithmo so everyone can follow.

TIMELINE:

The home *timeline* shows the tweets the member is following on Twitter. Beginning with the most recent tweet in a timeline, it progresses to the older tweets in the order received. Just like a link, hovering on a tweet will allow you to select an action such as replying, retweeting, or marking as a favorite. An expanded version of the tweet including photos, videos and other information can be viewed by clicking on the tweet.

In addition, the home timeline

allows the Twitter member to compose a new tweet, observe and track who is following their tweets, see suggestions of who to follow on Twitter, and view hot trends noted by the hashtag symbol # followed by the topic. It is a centralized location that gives the user an at-a-glance overview of tweets and offers many other options for actions with tweets.

Replies, retweets, and *favorites* are a good way to monitor how successful your business has been in spreading its reach throughout Twitter.

Monitor these counts and adjust the message to find out the best way your business can generate followers.

REPLY

The Regattabar @TheRegattabar · ← Reply ⟲ Retweet ★ Favorite · Open

It's #FatTuesday & we're celebrating w Buckwheat Zydeco! Join us & c/o who @USAToday calls "A zydeco trailblazer" t.co/9cvt2

https://business.

To respond to a tweet, hit the *reply* button from the options at the top of the tweet. By hitting the reply button, the response is public. It is not just between you and the tweeter. It will

show up on both your home timeline and the timeline of the person's tweet you replied to. Your followers and the followers of the person you replied to will be able to see your reply when you respond by clicking on *reply*. In the above example, if the recipient hits the reply button and responds to @TheRegattabar (the tweeter), everyone following The Regattabar and everyone following the recipient's tweets will be able to see the reply, so do not use the reply button if you need to reply to the tweeter with personal information such

as their account number. Twitter allows you to send a direct message that can only be seen by you and the recipient. To send a direct, private message, include the letter **"d" or "m"** followed by a space and the Twitter username of the person you are tweeting. Example: **d *johnsmith* *want to do homework later?* or, *m johnsmith* *want to do homework later?* Always use the recipient's username, not their real name, when sending messages.

How do you reply to very negative tweets? Since you can't control

what people say, sometimes you will get negativity. Look at this as an opportunity to turn a negative attitude into a positive one in a very public way. Always reply to negative tweets as if you are standing at the podium in a room full of hundreds of thousands of people. Thank the negative person for their feedback. Recognize them in a respectful way. Do not argue with them on Twitter. Provide them the help, answers, advice that they need to feel better about your company. This is an opportunity to convert them to a loyal, happy customer.

If someone posts a bad joke about your business, your Twitter personality must be the best on the planet at taking a joke, no matter how you really feel about what the tweeter said. Be mindful that you are not conversing with one person with a grudge, but conversing in a very public way, so it is essential you show class.

HASHTAG

The Regattabar @TheRegattabar   ← Reply ⟲ Retweet ★ Favorite · Open
It's #FatTuesday & we're celebrating w Buckwheat Zydeco! Join us & c/o who @USAToday calls "A zydeco trailblazer" t.co/9cvt2

A *hashtag* is the # sign. It is used to denote a topic of conversation. In the Regattabar example, a hashtag is used in the conversation beginning with, "It's #FatTuesday…" Fat Tuesday refers to Mardi Gras celebrations. Clicking on #FatTuesday in the Twitter message will take the user to conversations about Fat Tuesday events and information that is part of the activity on Twitter. It can also be see under the *trends* section within your home page. Businesses can use this

hashtag feature to view trends Twitter users are following and participate in the conversations. For retailers, following #cybermonday trends will allow viewing and participating in conversations about what you and your competitors are offering on Cybermonday and what customers are saying about your business and your competitors. It will reveal what will draw customers to your website so you can increase traffic and sales on Cybermonday. It will also give your business the opportunity to add

information and entice customers to purchase from you by offering information, coupons, special deals for Twitter users, and more.

LINKS

Links are an important feature of tweets. Tweeting only begins a conversation; it does not end with 140 characters. That is just the beginning. Links take that conversation further by adding or passing on more information, taking customers to your website, sending special offers, linking them to a signup which allows a business to gather

personal email and Twitter data for marketing purposes, and any other purpose your business is using to further profits, membership, and interest. Links can take the customer to pictures, websites, news articles, etc. It gives the tweet more depth and reach by enticing followers to see more, learn more, and get even more than what can be seen in the space of 140 characters. Since Twitter has a 140 character limit and links are often quite long, Twitter will automatically shorten the length of long URLs within tweets to no more than 19

characters. Links to website pages, special offers, important company data, pictures, coupons and other information is a desirable feature to a successful Twitter conversation. They increase the interest in, activity resulting from, and conversation sparked by your tweets, so the link shortening feature is a big plus, leaving the tweeter the majority of the 140 character tweet to relay the message or initiate a conversation stream.

FOLLOWERS

Followers are subscribers. It costs nothing to become a follower. A

follower will automatically receive tweets from whomever they are following. The tweets will be received by the follower in the order they are tweeted. By the time the Pope sent out his first tweet, over a million English-speakers worldwide had already signed up to follow @pontifex, the Pope's Twitter account, and many of his followers had already tweeted him.

Tweets are public by default. Once a tweet is tweeted, it is visible to anyone even if they do not have a Twitter account.

- A tweet cannot be recalled or cancelled.
- It will always be searchable in a Twitter or Google search.
- Your tweet can be retweeted.
- All links and pictures can be shared.

A "Protected Tweets" setting may be selected to make tweets visible to only approved Twitter followers. If using the Protected Tweets setting:

- No one can follow you without your approval.
- Your Tweets are only visible to users you have approved.

- Other users cannot retweet your tweets.
- Protected tweets do not appear in a Twitter or Google search.
- @Replies will not be sent to Twitter users who aren't following you.

Businesses primarily use the default public tweets setting for their public Twitter accounts. There is no marketing value in keeping tweets private, no capability of gathering or disseminating information, no promotional value, and no connection to

the public when using the Protected Tweets setting. The value of creating a Twitter account for business is nil if it is kept private, so the discussion about how to use Twitter will assume a public account has been created.

How Can a Business Use Tweets?

What types of things does a business tweet, and why? Think about the purpose of your presence in any venue. A small business owner may devote time helping to raise funds for a new park and truly believe in bringing the new park to her neighborhood. The business owner, a local caterer, gets her

picture and the name of her business in the local paper. Her neighbors, who are also her customers, get a safe park where their children can play. When the neighbors organize an event at the park and need catering, they might remember the caterer who raised money for the park and contract her to cater the event. Although the caterer wanted the park, she also knew she would get publicity, and that it might lead to future business. When a business tweets, it is also multipurpose event. The following is just a small sample of the purpose of a

business tweet:

- Build brand
- Drive sales
- Break into a new market
- Inspire loyalty
- Build connection with customers
- Build traffic to blog; website; door

If you are thinking, "I already do those things with the marketing tools I currently use," that may be true, but with Twitter, the approach should be different. The goal here is to develop a relationship with your customers and

through that relationship, they will connect with your company in a way that other types of media do not. The most successful businesses only tweet a direct sales message about 10% of the time. Why is this? It would be easy to send five tweets a day telling customers to "come on down to Twisted Auto Sales to see if you can pick the winning key for a brand new Jeep giveaway," but that is one of the quickest ways to turn off followers and get them to ignore you. They can unfollow your Twitter account just as easy as they followed you, and

using Twitter as an obvious way to "sell" them will leave you out in the cold.

So how does a business use Twitter to sell products, services, ideas, and beliefs? There is no one formula that every business can follow with equal success. The size of your business, product or service, and the people you need to reach are all different, so your approach will need to be tweaked as you try different methods to learn what works specifically for you, your business, and your location. You will

want to do two things: get followers and sell your product or service.

Overall though, there are some Twitter user philosophies to keep in mind to get followers, and to sell anything, you must have followers.

Twitter is about the conversation: The informal exchange of ideas.

Many businesses fail to use Twitter to its full advantage because they do two things that have always been conversation stoppers: talk too much and don't listen enough.

These are examples of talking

more than you are listening:

- Tweeting about the latest, greatest deal can be a good thing, but it can be too much of a good thing if your follow feels like you are only there to sell to them.
- Tweeting about your most recent award can gain you credibility, but it can sound self-important if not done humbly.
- Tweeting every day about the 10% off coupon is just plain irritating since I still have your 10% off tweet from yesterday, and the day before that, and the day before that. Use scarcity and time limits to your advantage in your marketing.

Rather than tweet the same 10% off coupon daily, do it once a week or month. Have a one to two day expiration date to incite rapid action.

None of the above actions constituted a conversation, or would initiate a conversation in real life. To gain followers, you must gain friends who really want to drop by to visit with you in the Twitterverse – just like they want to drop by and visit their friends. These are people who you should want to connect with, make friends with, and

share your world with, so treat them like you would treat someone you like and want to get to know better. Tweeting with an "I'm stuffy. My company is stuffy. If I let my hair down, even on Twitter, I will get fired" voice is not the way to make friends (followers) on Twitter. Explain this to your bosses. No one will want to follow you if you are not fun.

So, be fun. Make friends. How do you make friends with people on Twitter that will want to drop by regularly (sign up to follow you),

connect you with their friends (retweet your stuff), and talk to you (tweet)? Well, read on, my friend…

HOW TO GAIN TWITTER FOLLOWERS
Outgoing Tweets

Try using Twitter by doing the same types of things you did when you met your best friend. If your best friend stuck around all of these years, you must have done something right. First, you gained your friend's trust. Building relationships are about being real and

earning trust. You hang on to that relationship by continuing to deserve that trust and continuing to actively participate in the relationship. Twitter is about relationships between people, even when it is a business relationship. Perhaps it might help to look at a list of friend-making actions (1., 2., 3., etc.) that show you care, then translate those actions into befriending potential customers the Twitter way (a., b., c., etc.)

1. *Friends get you excited about tomorrow.*

a. Tease followers with nuggets of information about a new, exciting, revolutionary product are you about to roll out.

b. Tease followers with increasing holiday sales deals if they keep following your tweets.

2. *Friends ask your opinion*

a. Tweet a question.

b. Link to short survey – reward for participation.

3. *Friends listen to your ideas much more than they talk about*

their own

   a.   Reply to tweeters who
   answered your question, ask
   them another one in the reply to
   get the conversation started.

   b.   Follow up on all suggestions
   with a reply to show you are
   listening.

4.   *Friends answer phone calls.*

   a.   Reply, reply, reply, reply,
   reply…get it?

   b.   Never ignore their tweets or
   they will quit following you –
   reply, reply, reply!

5. *Friends get friends to laugh.*

    a.   Twitpic

    b.   YouTube videos

6. *Friends apologize when they are wrong.*

    a.   We are human and messed up big time – our apologies and thanks for keeping us on our toes.

    b.   Please come in and see us, or call Steve at XXX-XXXX and we will make it right.

7. *Friends are there when needed.*

a. We looked into that for you and can help you with that problem.

b. Send useful information that will help solve their problem, even if your company cannot help. Don't just reply, "We don't handle that." Tell them who does.

8. *Friends are entertaining!*

   a. Send a YouTube video link.

   b. Twitpic

9. *Friends don't take themselves*

too seriously.

    a.   Here is a picture of our CEO in his Halloween costume – how bad is that?

    b.   I brought Cheesecake Factory treats to the office party on my own plate – fooled no one! Everyone knows I can't cook.

10. *Friends bond over shared interests*

    a.   So you like fishing? I hear the Tarpon are biting up the coast! Send a picture of your

latest catch and ask for one of theirs.

b.   We love the new Transformer movie too! Send link to movie trailer.

11. Friends show support.

a.   We listened to your suggestions and changed our policy.

b.   Thank you for your honest, thoughtful feedback, we are working on a solution.

12. Friends share a great bargain.

a. Twitter only promotions and coupons - give a huge value they can't clip or print elsewhere.

b. Giveaways - make sure they are worth it and deliver massive value – don't be cheap with your new friends.

13. *Friends give each other credit.*

a. Because of your support, we are opening another store.

b. YOU made us #1.

14. *Wow! Guess what happened*

to me today!"

 a. Thanks to you, our customer, we got an award.

 b. We were able to give 100 computers to so-and-so school today because of you!

15. *Friends give their friends job leads.*

 a. We will be hiring more chemical engineers in January – know of anyone great?

 b. Your profile says you are a sales rep. We're hiring and would love your resume.

You will notice that only a small number of tweets on this list are actually offering to sell something through coupons, promotions, special Twitter discounts and other direct sales techniques. For most businesses, this approach works best. Using Twitter like a billboard shouting the latest discount is, in most cases, considered bad form; however, when you tweet, linking to your webpage where coupons are available or offering as an incentive by way of Twitpics is smart. The direct

sales push just should not be the focus of your communication every time. It can be a bonus to the conversations you engage in with people, but it is the personal conversation and the development of a friendship that is going to keep your followers coming back.

The list above can be expanded a hundred times over. The great thing about Twitter is that it is still a new frontier and the users will have the final word in how it evolves. The users decide what manners each other should have, what is good protocol, and what is

interesting and fun to go back to again and again, so don't let the list limit you and your ideas.

Have a meeting – better yet – take the company Twitter appointees out after work and in an informal environment, ask them what kinds of things they do to make and keep friends. Make a list and put everything on it, no matter how silly or crazy it may seem. Then, take that list and create a Twitter tweet, response, message, personal connection, link, picture, or anything your crew dreams up and see how it

works.

When you try different types of tweets – keep track to evaluate how well they work. Adjust your message. Pay attention.

How to Get the Most Out of Your Tweets

Twitpic Pictures

A picture tells a thousand words, and it gets opened more times on Twitter than any other kind of tweet. The hugely successful Twitpic allows the user to tweet a picture. To send a picture through your Twitter account, just log into Twitpic.com. Twitpic will ask you to type in your Twitter name and

password, so when you post a picture, it shows up on your Twitter stream. There is no need to get new account information. It simply links to your existing Twitter account.

You can add a message to the Twitpic tweet. This allows you and other Twitter users to view the picture and message under your Twitter stream. Followers can reply, retweet the picture, and perform all of the other Twitter actions within Twitter. Twitpic collects replies to your Twitpic tweet and lists them on the unique Twitpic page

underneath your photo. You can also reply on the Twitpic page to everyone who sent Tweets and those replies will then be posted to your Twitter stream. The combination of Twitter and Twitpic means your photos, with or without messages, and the replies from other users are going to two places – both Twitter and Twitpic. As with Twitter, Twitpic can easily be accessed from your phone or any other kind of mobile internet device.

Example of Twitpic page:

Upload and post a photo

Choose an image to upload

D:\Photos\2009\Mark &   Browse..

We take GIF, JPG, & PNG images

Add a message and post it

Me in my new A-Team shirt!

☐ Check this if you do not want this photo posted to your Twitter account

upload

Did you know you can post photos from your phone?

Just send your photos to *markoneill*   *@twitpic.com*

You can use the **Subject** line of the email to send a message along with your photo

http://www.makeuseof.com/tag/adding-pictures-to-your-Twitter-stream-with-twitpic-flickr/

Twitvid/Telly/Vine Videos

A video also tells a thousand words, times ten! Videos are also extremely popular and will increase the chances your message will be seen, replied to, and retweeted more than text alone. Similar to the way Twitpic stores your pictures so you can access for tweeting, Twitvid stores video. Twitvid allows the user to upload videos up to 2GB. Twitvid has no restriction on the time length of videos. To send a video through your Twitter account, just log into Twitvid.com. Twitvid will ask you to type in your Twitter name and

password, so when you post a video, it shows up under your Twitter account. There is no need to get new account information. It simply links to your existing Twitter account.

You can add a message to the Twitvid tweet. This allows you and other Twitter users to view the video including the message under your Twitter stream. Followers can reply, retweet the video, and perform all of the other Twitter actions within Twitter just as you can do with Twitpic. Twitvid collects replies to your Twitvid tweet

and lists them on the unique Twitvid page underneath your photo. You can also reply on the Twitvid page to everyone who sent Tweets and those replies will also be posted to your Twitter stream. The combination of Twitter and Twitvid means your video, with or without messages, and the replies from other users are going to two places – both Twitter and Twitvid. As with Twitter, Twitvid can easily be accessed from your phone or any other kind of mobile internet device.

However, Twitvid does have its

limitations. Only Twitvid uploaded videos can be posted to Twitter from Twitvid, and Twitter recognizes the world of video is much bigger than that, so it is rebranding Twitvid to Telly.

Twitvid posted this announcement to its site, "…Twitvid is rebranding as [Telly](), and relaunching its site to make social video discovery even easier. In addition to the videos uploaded by Twitvid's users, visitors also have access to content from sites like YouTube and Vimeo, as well as CNN and ESPN."

Telly will allow all of the previous Twitvid functions described above to carry over to Telly. Additionally, with Telly, users have access to a massive library of videos combined with the ability to post to Twitter with three short steps. This move greatly improves the ease at which videos from sources posting to YouTube, for example, can be added to your tweets.

Twitter's newest addition to the video clip option is Vine. Vine is a video app which allows you to post short 6-second videos to your tweets. You do not need to be a Twitter user to use Vine, since you can sign up with an email address, but with a Twitter account, signing in, creating videos, and posting and searching videos by hashtag or popularity is easy.

Incoming Tweets

Businesses can use incoming tweets for many purposes. Incoming tweets will show up in the Twitter timeline. When first opening the Twitter page, you will see your home timeline. It shows the stream of Tweets, in the real-time order they came into your Twitter account.

Since these are tweets from people and businesses that you have chosen to follow, it is important you choose to follow people who can help

you achieve your business goals.

Who Do I Follow and Why?

Current customers and prospects

Most businesses have already developed a customer email list. Search customer email addresses on Twitter to find Twitter usernames, or ask your customers for their Twitter handle at checkout, website or in-store registration, or any other contact method you have established. If no such registration information gathering exists for current customers, now is a good

time to begin the program. Develop a Twitter username list just as you would a customer email list. For B2B, you should follow prospects, previous clients, and referral sources.

With customers, you are mainly trying to start a conversation. Whether they are tweeting about a good experience with your business or a bad one, the key here is to take advantage of the fact that they are talking about you. If they have a complaint – good – it gives you a chance to offer to address it. Nothing says, "We care about you"

better than fixing a problem for a customer. Often, this is the best loyalty builder. If you solve it and are genuine with the customer, their problem will turn into an advertisement for great customer service as they retweet your great response to their list of followers.

These one-on-one exchanges with customers give businesses a real advantage. How often do customers get direct attention from a real decision-maker? Customers would reply, "Not often." Using Twitter to reach people who feel ignored creates a bond with the

rest of your customers. They know they will be heard, because they have proof you listen and respond – even if to someone else.

Look for praises. What are your customers saying that you are doing right? They will tweet about what makes you better than your competitors. They will tell you what they like about your products, service, and employees. You will learn what makes them come back again and again. Take this information and use it. Keep doing the things your customers like best about you. Quite

often, compliments and complaints are both based on the customer's emotional response to your business. Twitter is an excellent vehicle to use to pin down your customer's deepest needs. People generally use Twitter as a personal platform, so it's easy to get inside the mind of your prospects and customers.

Listen to the language they use when they tweet, then use it in your marketing. For example, a customer tweets, "I need to lose these love handles for my wedding." In your marketing, use the customer's language

like this, "Our weight loss product is the perfect tool for losing those love handles before your wedding." This is something you would never directly say to a customer, but in general marketing, it targets the customer's deepest desire and because it is right on target, when a prospect sees this, they feel you are directly addressing their problems.

Competitors

In most cases, you will be able to find your competitor's Twitter account by using the search function in Twitter. Look them up by company

name, owner name, or email address. Their Twitter account will also be on their website. You can follow competitors publicly through your public Twitter list, or create a private Twitter list to follow your competitor's strategies without detection. Remember, Twitter is a way to monitor what is happening right now. It is an immediate indicator of what your competitors are strategizing, how they are satisfying, what their image portrays, and many other indicators of business decisions that are happening right now. This

information gives you a huge advantage.

What are your competitors doing right now?

What are they tweeting about products in development?

What is the customer feedback telling you about customer satisfaction?

These are all questions that should send you directly to your competitor's Twitter site to find out their plans so you don't get left in the dirt. Through this information, you can identify weak spots that you can capitalize on. You can also learn what

your competitor's customers like about doing business with them, so you can improve in areas that you learn are most important. Their customers will then become your customers.

Twitter business gurus

One of the best ways to create your own Twitter strategy is to analyze successful Twitter usage by other businesses. These do not have to be people in the same business as you or even the same size business. Good ideas are good ideas. Try them out and see what works for you.

Some Twitter gurus to follow showing both conversational and informative styles:

@danzarella

Social media guru – check out his posts online about using Twitter at www.http://danzarella.com

@oprah

Oprah's site uses conversational tweets to build brand loyalty.

@zappos

Inspirational quotes and links to articles about customer service and marketing.

@openforum

Tweets valuable links to stories of business owners who have found success; business success tips.

Following the right tweeters can help your business immediately.

If, for example, when following your customer's tweets, you see a negative tweet about the length of the line at your competitor's go-carts, you can act it immediately. Use that information to gain new customers and entice former customers back to your

place of business. In this case, you can send a Twitter reply saying that there is no waiting line at your its brand new, supercharged go-cart business and that you have 10 machines revved and waiting on the track right now. The person who receives the reply may retweet it to all of his friends, bringing you immediate response, meaning immediate business. This is a great time to give customers a Twitter-only offer or a coupon to entice them to race over to your place of business.

Or, if tweeters are standing in

line at a competitor's go-cart fun park, and you know half their go-carts are out of order, send out a tweet that there is no waiting for your new, supercharged go-carts. Embed a video in the tweet of customers racing around your go-cart track to generate even more excitement and interest. Watch as your tweet gets retweeted to all of the unhappy customer's friends, who will then become your happy customers. Link to a coupon offer, or give them a Twitter only offer to bring in the next week when they choose you over your competitor.

If you keep on top of the tweets you are following, you can keep on top of any negativity tweeted about your competitor's business as well as keep on top of any positives you do not yet offer customers, but should.

In this way, any business of any size can connect with customers in real time to get immediate results. In the case of the unhappy go-cart customers, if they don't peel out of your competitor's go-cart line to race to your business immediately, you should expect them to remember you next Saturday night when

they want to ride go-carts and don't want to face your competitor's long line again.

Using Retweets to your Advantage

Retweets should be used to show respect and admiration for the insight or enlightening bit of information someone tweeted to you. Retweets are not to be taken lightly though. If someone tweets you and includes a link, click on the link and be certain it is something you want to pass on to your followers. Never, ever retweet something without ensuring the link or picture attached is something

positive, and not a spam, or worse – gasp – an offensive site or picture. It is also a good idea to find out who is tweeting you this great bit of information. Look at their Twitter profile page to ensure they are not someone your customers or shareholders would object to hearing from, no matter what the message. Always give the proper credit and kudos to the person who tweeted you the information, and don't change their original tweet.

When someone retweets information you sent them, it is good

form to tweet them a personal thank you for retweeting your information. If many people retweet you, you can send out a general "Thanks for all the retweets" message.

What tends to get retweeted from business tweets? According to Dan Zarella, The Social Media Scientist at DanZarella.com, topping the category list of retweets are news, instructional, entertainment, opinion, products, and small talk.

If you keep track of what your customers retweeting from your original

tweets, you can give them more of it and build more brand loyalty and awareness. For businesses, monitoring what is getting retweeted is just as important as tweeting. It teaches you much about your customer and their interests.

ReTweet Content Types
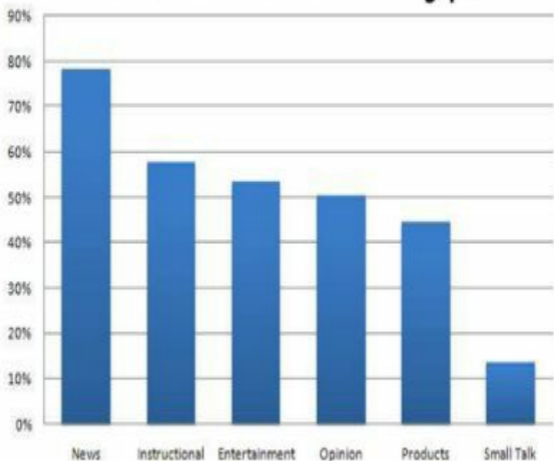
DanZarrella.com

Twitter for small businesses

Twitter offers two advertising
opportunities for small businesses,
Promoted Tweets and Promoted

Accounts. Since Twitter gathers analytics on all of its members, it has access to data that is cost prohibitive for a small business to purchase or gather itself, so taking advantage of Twitter's targeted advertising is a cost effective option for small businesses to use in spreading the word about their products or service, or to get their brand name in front of a laser-targeted public.

Promoted Accounts:

When a Twitter user selects people to follow, they reveal their interests. Along with their friends,

Twitter users also follow businesses, celebrities, religious organizations, inspirational gurus, etc. Promoted Accounts show up in the *Who to follow* area of a Twitter user's account.

Example of *Who to follow:*

Who to follow
Suggestions for you · refresh

XBOX **Xbox** ✔ · Follow
Xbox
↗ Promoted

drance · Follow
Matt Drance

mgale · Follow
Michelle Gale

tomhanks ✔ · Follow
Tom Hanks

View all suggestions
Browse interests · Find friends

https://business.twitter.com/en/advertise/
accounts/

When you sign your business up for Promoted Accounts, Twitter gathers data of users who already follow your business. The users who follow your business also follow other similar businesses, so Twitter gathers data on what other businesses they follow that relate to your business. Then Twitter searches for other users who follow accounts that relate to your business, but these other users do not follow yours. They then make a recommendation to you to promote your account to the users

who follow similar businesses, but do not follow yours.

It's easier to understand with an example. Let's say your business name is Easy Gardening with the Twitter handle @easygardening. You are located in Chicago, but you also sell products online throughout the USA. You sell flowers, plants, and garden supplies nationwide, and you also offer local classes on gardening. Your current followers not only follow you, but they also follow other businesses that have to do with gardening. That can include your

competitors in addition to other businesses like gardening magazines, flower shows, classes on gardening, services like landscaping, products like garden supplies, etc. Twitter finds other users that also follow gardening, flower shows, classes on gardening and any other related interest and similar businesses or services, but that don't follow *you* yet. They see that these other users that do not follow you do follow @gardeningchicago, @flowershows, and @gardeningclasses, to name a few.

So, Twitter Promoted accounts

statistics finds a user with the Twitter handle @greenthumb among others, who does not follow you, but its analytics show that @greenthumb follows several of the same businesses that your followers do such as @gardeningchicago, @flowershows, @gardeningclasses, and also follow @bloomingnews (one that your followers do not follow, but applies to the area of interest to which your business belongs).

Twitter recommends to you that you promote your business to

@greenthumb and the other Twitter users with the same profile who don't follow you, but need to know you are out there and have something to offer them in their area of interest. In addition, Twitter offers you the ability to make selections from a set of interests that you explicitly choose to target, allowing you to reach people who may not follow you, or have related businesses that they follow, but have interests that apply to your business. This feature gives you the opportunity to expand your reach further than just followers and followers of

similar businesses listed on your existing follower's Twitter account.

Promoted Tweets

Promoted Tweets are similar to Promoted Accounts. With Promoted Tweets, Twitter targets users that have similar interests to your businesses followers, but are not limited to followers of your business. Advertisers who want to increase or get more engagement from the tweets to their followers and also reach a wider group of users use Promoted Tweets to accomplish their goal. Promoted Tweets

can be targeted to search results or to user timelines, and Twitter also provides geographic targeting which can increase the interest, relevance, and response to your message based on location.

Twitter offers the ability to make selections from a set of over 350 interest categories that you choose to target with Promoted Tweets and Promoted Accounts. This gives you the opportunity to specify interests and use Promoted Tweets to send specific interest messages to people who are more likely
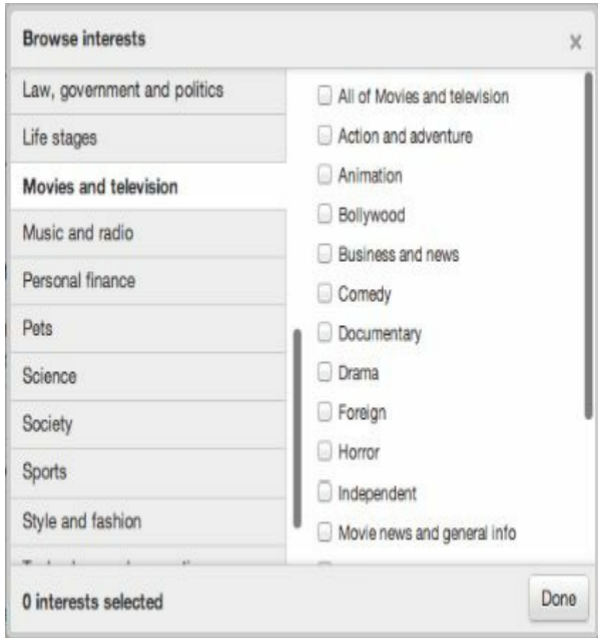
to engage in activity stemming from your Promoted Tweet, and they only show up in a user's timeline if they are relevant to users.

Example of a Promoted Tweet:

https://business.twitter
tweets/

Example of interest targeting:

Browse interests   ×

Law, government and politics	☐ All of Movies and television
Life stages	☐ Action and adventure
Movies and television	☐ Animation
Music and radio	☐ Bollywood
Personal finance	☐ Business and news
Pets	☐ Comedy
Science	☐ Documentary
Society	☐ Drama
Sports	☐ Foreign
Style and fashion	☐ Horror
	☐ Independent
	☐ Movie news and general info

0 interests selected   Done

Notice that the above screenshot

shows a two-level interest hierarchy. Not only can you choose to target Twitter users who have an interest in the movies and television category, but you can narrow it down. You can specify what types of movies most relates to the product you are promoting such as independent films, horror, action and adventure, and so on. This way you can fine-tune and target only the Twitter users who watch the specific types of movies and television shows you are interested in promoting.

Twitter analytics determine this

by several factors including what interests a user follows, how they interact with tweets by what they do with a tweet; for example, whether they retweet, what kinds of things they retweet, and more. Promoted Tweets can be interacted with just like any other tweet. The only difference is that with both Promoted Tweets are labeled "Promoted." They can be retweeted, replied to, favorited, and interacted with in every way offered with a regular tweet.

Results from Promoted Accounts vs.

Promoted Tweets

According to Richard Alfonsi, VP of Global Online Sales at Twitter, "Promoted Accounts are best for growing a loyal follower base, while Promoted Tweets are best for getting tweets in front of a larger audience to drive more clicks and engagement around a promotion, product launch or event."

http://advertising.twitter.com/2012/08/in targeting-broaden-your-reach.html

How much will I pay for Promoted Accounts or Promoted Tweets?

Twitter allows you to set a daily budget for Promoted Accounts and Promoted Tweets. The advertiser bids on the price they want to pay for new followers or an engagement with a Promoted Tweet like retweets, clicks, retweets, or favorites, and an auction determines the price you pay. Just because your Promoted Tweet bid may be higher does not necessarily mean you will not win the bid. If your tweet is likely to draw more response, is timelier, or will create more interest, you can still win the bid because it will

draw more activity with that tweet. Once you bring a new customer into the fold, or regain the interest of an old customer through the use of Promoted Account or Promoted Tweet advertising, you can continue marketing to them over and over. This is a good option for the small business owner as its costs are predictable, affordable, and the results are long-term.

Promoted Trends

Example of a Promoted Trend tweet:

In the example above, American

Express has tweeted the promoted trend #SmallBizSat, which gets their name to Twitter users. When users make purchases on Small Business Saturday sales, customers will be reminded to make their purchases using American Express. Hashtags on various trends are listed in the above example on the left-hand search results for San Francisco trends (a location selected by the Twitter user). Promoted Trends are visible on the homepage of all Twitter users while they are being promoted.

Notice that the Promoted Trend

advertisement by American Express is first on the Trends list and is also the top tweet. It is clearly marked "Promoted" with the yellow icon and the words, "Promoted by American Express." The placement of the Promoted Trend at the head of the top trending topics gives the business massive exposure and a real opportunity stand out. This is a good example of how a business can associate itself with promotions, events, news, and the most discussed, timely subjects and issues. It associates a company name, image, product or service by linking its

name with the trend. It is a real attention-getter, and shows support for popular issues and social concerns, among others types of hot topics people are tweeting about today.

The most successful Promoted Trend tweets should be something new, exciting, timely, fun, and interesting. A Promoted Trend that an advertiser pays for should never be the run of the mill topic, last year's news, outdated, or not "in the now." The whole point is that Twitter's 'happening now' philosophy is what users expect, and it is what

businesses that use Twitter should give them. If they don't, particularly in a Promoted Tweet, it is a waste of advertiser money and a Twitter user's time. Grab their attention. Promote something you know Twitter users care about now, and they will give back.

Promoted Trends are usually used by bigger businesses, as the cost to use the Promoted Trends advertising on Twitter can be prohibitive to a small business with a limited advertising budget. Promoted Accounts and Promoted Tweets, working on the bid

system, are a much more affordable option for small business advertising on Twitter.

Twitter says Promoted Trends are ideal for building massive awareness, launching products, promoting events, brand building by association with popular trends.

Twitter Analytics

Promoted Tweets, Trends and Accounts Dashboards

Tweets Dashboard

Twitter's analytics include Dashboards for Promoted Accounts, Promoted Tweets, and Promoted Trends. All of these Dashboards display the fundamental metrics for an advertising campaign including impressions, retweets, clicks, and replies. The statistics reveal up-to-the-second indicators about interaction with the advertiser's tweets.

Retweets, clicks, and replies are all measurable. You know that anyone who retweets, clicks, or replies has

definitely read your tweet.

When a Twitter user searches a particular term on Twitter and one of your tweets shows up, that means they received a tweet by an advertiser, but it does not show whether or not the user read the advertisement because there is no proof of interaction. As an example, a billboard is placed in a high traffic area that may get 10,000 cars a day driving by, each with one driver and the potential for one or more passengers. That does not mean that your billboard is seen over 10,000 times a day. The

potential is there, but likely, the number of people who actually read your billboard is less. All an impression means is that a tweet was delivered to the Twitter stream of a certain number of accounts, just like a certain number of cars drove by a billboard.

Impressions give the advertiser an idea of overall exposure. Impressions only give you an idea of the size of your potential audience.

On the other hand, retweets, clicks, and replies all give advertisers very specific information. Tracking

these interactions helps businesses gain a more complete understanding of the reaction to a particular promotion or campaign. A timeline of events shows what happens after something is tweeted: when the interaction begins after the tweet, how long the interaction lasts, what kind of interaction it is, and how much.

Timeline Activity Dashboard

Mentions, Follows, Unfollows (6-hour increments)

Oct 13   Oct 20   Oct 27

The Timeline Activity Dashboard can be one of the most valuable analytics businesses can use to track the success of an advertising push. It shows interactions and reaction to every single one of your Tweets (regular as well as Promoted) in terms of

mentions, follows, reach, and more.

If you are serious about learning specifically what works and what does not work for your business, the Timeline Activity Dashboard will show you. It will track even the smallest changes in response to your tweets. For this to work, a business needs to have a plan. Throwing the kitchen sink at Twitter users in terms of what types of tweets to send is not the way to determine what works. You must have a plan, be patient, and track responses to tweets over a period of time. This allows you to

isolate the effect of different advertising tweets – and to a business, all tweets are advertising tweets.

Remember the friendship tweets – the ones that give your current friends (followers) and potential Twitter followers something personal to gain trust? The tweets that share something valuable like interests, job leads, or creating anticipation for new product release with little benefits like Twitter only offers, coupons and the like, can be tracked here, but not if you are doing everything at once. Try just a couple of

things at a time. If your business does well on coupon offers in print, then try it here, perhaps wrapped up in a 'saying of the day' that might entertain. Continue with that approach for enough time to get a response, track it for enough time to ensure that the data is valid, and then try something else. Track the new approach, then compare. You will hit the right combination of friendship and salesmanship with patience and planning.

Followers Dashboard

Followers

Filter: Showing all 1,650,314 followers as of 8/29/2011

3/14/2011
1.24M followers

1.7M
1.2M
800K
400K
0

8/29/2008   1/16/2009   5/11/2009   8/31/2009   12/21/2009   4/12/2010   8/2/2010   11/22/2010   3/14/2011   3/4/2011
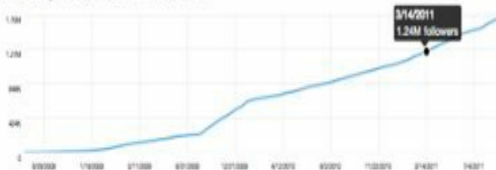
Interests
Most unique interests
29% food
12% companies
10% causes
7% nonprofits
2% coffee

Also interested in
19% fashion
8% travel
6% health
3% glee
3% parenting
2% chefs
1% food drink
1% cooking
1% food wine
1% museums

Location
Top countries and states

USA
CA   OH   IL
PA
TX   GBR   IDN
FL   CAN   M...
NY   PHL   B...
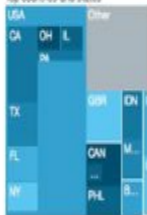
Top cities
2% Toronto, ON, CA
1% Mexico, MX
1% Chicago, IL, US
1% Santiago, CL
1% London, GB

Engagement
10% have retweeted you

Gender
51% F   29% M

Your followers also follow
7% humphryslocombe · Pr...
7% mochaclub · Profile
7% mattflannery · Profile
7% Samasource · Profile
6% JaredCohen · Profile
6% 1ratanwalker · Profile
6% krissy · Profile
6% anjanefassed · Profile
6% pakman · Profile
6% nzkoz · Profile

The data reported on this page is an estimate, and should not be considered official for billing purposes.

https://business.twitter.co

The Followers Dashboard gives you a detailed breakdown of your followers' demographics.

Examples of what kind of analytics the Followers Dashboard tracks:

- ☐ number of followers you have gained or lost over a period of time
- ☐ types of interests your followers have and the percentage of followers that have those interests in common
- ☐ percentage and location of followers by geographic area
- ☐ engagement – how many of your followers have retweeted or replied
- ☐ gender breakdown

☐   what else your followers follow

Websites Dashboard

Websites provide a wealth of information to consumers, provides the

opportunity to expand on Twitter messages, and gives a more thorough picture of what your company is, what it sells, and what it stands for. Websites give you the platform to convey your marketing message and they offer a place for your customers to buy products and services. Your website is the town – Twitter is the road sign with the personality and appeal to direct customers to you. One of the main goals in the use of Twitter is to drive traffic to your website. Every conversation on Twitter provides an opportunity to bring

the customer to the place where many, if not all, transactions occur that generate profit and bring awareness to your business, movement, or cause.

So, what drives traffic to your websites? Twitter's Websites Dashboard gives you this information. It reveals how much traffic comes from Twitter conversion to your websites. It also supplies valuable real-time advertising information on what Twitter content, including coupons, videos, inspirational quotes, pictures, conversations, etc., cause Twitter users

to click the link that takes them to the place business happens – your website. It even reveals which Twitter users drive traffic to your website through efforts such as retweeting your tweets that include the link to your website. This is why it is critical that every tweet and your Twitter home page include a link to your website. You can include a link to your web homepage, or better yet, include links to the landing webpage where offers, events, announcements, or specials are featured. The number of hits you receive on these pages will give you

more specific results as to what your Twitter customers are following, and why.

Utilizing the Websites Dashboard to gain knowledge of what and who drives traffic to your website conquers half of the marketing battle. The other half comes from knowing when to advertise. That's why real-time interaction tracking is vital to advertising your business, and the Websites Dashboard completes the equation.

Advantages of Real Time Information

If you are tweeting during the time when your target market is otherwise occupied with the various demands on their daily lives, they will miss your message – no matter how well you pinpoint their needs. Since the Websites Dashboard, along with all of the Twitter Analytics tools, track results in real-time; you can adjust the medium and message to hit at the perfect time for maximum results.

Try tweeting at times you believe your targeted audience will be following Twitter and are able to respond. This

will vary according to the demographics that apply to your customers. Many variables will affect the times when your Twitter audience is active, including location. For example, if your business is targeting Twitter users in an area where many commute on public transportation, then activity will likely be high during commute times, just before and just after traditional working hours. Singles will likely have different times of activity than married tweeters with children. It is essential to consider demographics in deciding what time to

advertise using Twitter.

Perhaps you have done studies that have pinpointed your market, perhaps not. Since Twitter is a new medium for your business, don't be surprised if you learn that the times you believe your followers will be listening are off the mark. Stick with a schedule for two weeks, evaluate the analytics, and then adjust your tweets to hit at the peak Twitter response times. Following the real-time trends will allow you to pinpoint what days and times your Twitter users are most active.

Since Twitter Analytics show you what your followers respond to and when they are responding, it provides a laser-sharp method of determining and implementing the most effective advertising strategy.

Using Twitter Analytics Followers Dashboard, Websites Dashboard, and Timeline Activity Dashboard, advertising can be targeted by time, date, followers, and website activity. Promoted Accounts, Promoted Tweets, and Promoted Trends will tell you who to follow and who is following

you. It measures message success and provides timeline data. All of these tools help you target the right people with the right message at the right time to optimize advertising success. Clearly, Twitter is not just a 140-character messaging service – it is much, much more.

Optimize your Website and Twitter Connection

Drawing followers to your Twitter site provides not only the opportunity to converse with Twitter users, but serves to also draw customers

and prospects to your websites. By making friends on Twitter through conversations, you also get the bonus of word-of-mouth advertising through retweets. The targeted timing of tweets that lead people to your websites creates urgency. Customers don't have to know when your specials are, don't have to remember to visit your websites on certain days to take advantage of your offers, and they don't have to remember to check in to get rewards. Tweets can serve as a reminder to your customers that it is time to catch those early bird

Cybermonday deals or Friday specials. You can be their calendar. Releasing a new product? Do you want customers to check out the newest model car, computer, or line of wallpaper you have just put up on your website? Send a tweet to remind them and link to your website landing page where they can view and purchase the new product.

Twitter is an excellent vehicle to create anticipation for new products or services, specials, discounts and deals, so smart businesses don't wait until product releases to begin advertising.

"Coming soon" tweets will generate excitement over a product before it is ever released. Bit by bit, tweets can provide new information about a product to create anticipation. Followers will be eager to see what's coming. Anticipation builds and draws them to your website, so it is critical that a business connect Twitter with their website to close the sale.

There are many ways to optimize the connection between Twitter and a company website. These include installing the tweet button, follow button,

widgets, logos, and icons on your website, as well as creating a Twitter landing page on your website. You can use the main Twitter landing page as a link in your tweets, but you can also include landing pages for different specials, deals, information, or whatever else you are tweeting about. Just make sure that you always include a link in every tweet that takes the Twitter user to your website.

Publicize your Twitter username. If you have billboards, print advertisements, television time, or any

other method of advertising, always put your Twitter name on the ads. If you have promotional items like hats, pens, or t-shirts, advertise your Twitter account on them as well. Every place you advertise should lead your customer to both your website and your Twitter account. Optimize your advertising effectiveness by ensuring your customers can reach you whether they are accessing your website or your Twitter site. Your Twitter handle should be as easily recognizable as your website address. Flood the market with your

Twitter handle. For your Twitter campaign to be effective, people must know you are out there and ready to join the conversation.

If you want to use the marketing aspects of Twitter, then here are some quick tips:

- Define goals for using Twitter
- Determine promotions
- Determine timing of promotions
- Decide on personality your company wishes to convey
- Profile customers
- Treat Twitter like word of mouth advertising

- Listen to customer's needs – ASK them!
- Identify business trends
- Follow competitors
- Monitor discussions about your own company on all sites – not just your own

Create Lists by Making and Following Connections

Your Twitter connection tab takes you to a wealth of information. Not only can you see who is following you and who you are following, but it also allows you to make lists. Lists can include any Twitter users that you find valuable to your business.

You can create lists of people in your area of business with the expertise to help you achieve your business goals. You might want to create lists of advertisers, potential talent, and media experts - people who are working with you as well as the competition. Use Twitter lists to recruit qualified job candidates. Get a large base of people to recruit from by tweeting your jobs, creating lists of qualified responders, and retaining information of people in the industry who you might want to tap for positions in the future.

Keep on top of what others are doing, conversations that impact your business, what people are saying about you, and the people who have an impact on your customers' decisions. Watch how other businesses converse with their followers to see what works and what does not work. Watch how they handle customer dissatisfaction and avoid their mistakes. Watching the people who matter the most to your business will help you tremendously, especially if you are new to Twitter. Creating lists allows you to keep track

of the different groups you choose to watch. It can also head off trouble.

Create lists of people who talk about your business and follow them. If you see someone in the media, for example, tweeting incorrect information about your business, you can respond immediately to set the facts straight. If you see that someone is not aware of a new revision or product release date, or any other information you want to get out to the Twitterverse, you have a direct line of response. Don't let others decide what information is released about your

business – control this yourself by using the Twitter lists to follow the people that follow you. You are in control of the spin.

If you are watching others through your lists, then you can be sure they are watching you as well. Twitter lets you see who is watching you! To see lists that you are on, go to your lists page and click on "Member of" to find out who is watching you. If you want to remove yourself from their list, you can. Just block the list's creator. What if there is a list you want to be on? You can get on it by subscribing, and you can follow other Twitter user's lists.

Twitter Search

To find out who the movers and shakers are that you should be following and putting on your lists, just go to **search.Twitter.com** and search Twitter topics. You will find people who are interested in and holding conversations about your business and area of business. Be a fly on the wall. You can learn a lot by following the right people on Twitter. If you see a conversation that you can address, and you are a key person in that area of development, sales, or better yet, the CEO in charge of it all, step up to the plate and respond to

the tweet. Be friendly, fun, and accessible. A consumer who gets his nagging question answered by a direct tweet from key personnel will be very grateful. This is the kind of opportunity that gains customers forever!

Getting Started

Set up a Twitter account. Does this mean you have to tweet? Absolutely not. You can set it up and listen to what others are saying about your area of business. You can see what your competitors are tweeting about and gain a competitive edge by those activities alone. Do a Twitter search on keywords related to your business to find topics of interest, or search for a competitor's Twitter site. You can do this privately by setting up your Twitter account under

an anonymous name with no business information attached to the account. You can be a fly on the wall, listening to your competitors, studying how they use Twitter to communicate and converse with the Twitterverse, watch for style and see what fits you best, or strike out on your own with a brand-new voice in your field. It is up to you. Getting a Twitter account anonymously also gives you an opportunity to see what your competitors are doing wrong.

It is just as important to listen to the customers of your competitors. What

are the most common complaints? What can you do better than your competitors? Where do you already excel in providing customer service or product superiority? What problems are their customers experiencing that you have the answers for? Use this information and develop a Twitter strategy, then come out of the box fighting with your official company Twitter site. Provide solutions, give rapid response, show dedication to customer service, or whatever you see your competitors are having problems with and their customers will soon be

your customers.

Let's Begin

First go to Twitter.com and set up your account. It only takes a minute. Choose your username wisely. This is how you will be known. For your official company Twitter site, it is always best to use your company name as your Twitter handle. This makes you easy to find by anyone using the Twitter search feature. Then, begin setting up your profile page.

Profile Page

The above image is the profile page of Ryan Seacrest under the easy-to-remember and easy-to-search Twitter handle *@RyanSeacrest*. Twitter has revised the profile page layout, so if you are already a Twitter user, check yours to ensure you have fully utilized the new design as of December 12, 2013.

The design should reflect the image and personality of your company. Remember, no one likes a stick-in-the-mud. Make it fun and interesting; show the inner workings and personality of your staff, products, and events. Make it

a place people want to visit. You can tighten things up to the corporate level on your website, but here, it should be a place your friends want to hang out.

In designing your profile page, consider these questions:

☐ What kind of message do you want to put forth?

☐ What is your purpose in using Twitter?

☐ Who will be your followers?

☐ How would you profile

yourself in a way that Twitter users expect?

☐ How can you give them the unexpected?

☐ What pictures convey the personality of your company Twitter bio?

Designate Company Tweeters

In the profile information, the top Twitter companies list the real names of employees who will be tweeting. The

company tweeters will identify themselves by including a carrot and their initials like this: ^MH.

Looking at GM's Twitter profile page, you can see how it works. The four company tweeters are featured on the left side of the profile page. They each have their picture, full name, and a carrot symbol followed by first and last initials to identify themselves:

Since the actual tweet allows for

only one background photo, different tweeters cannot have different photos displayed on the tweet, so GM came up with a great idea. They use a background montage of all four company tweeters' names and photographs built into one picture and solved the problem!

The Role and Responsibility of Company Tweeters

Choosing employees to tweet on behalf of your company is one of the most important decisions you will make. These people will be the voice of the company on Twitter. They will represent the attitude, values, knowledge, and trustworthiness you wish to portray to the public, so you should only designate

very responsible people to tweet for your company. A new, young employee who is savvy about social media may know how to use Twitter, but they may not have the knowledge of the larger issues involved in running your business. Don't make the mistake of letting someone loose on Twitter simply because they already know how to use social media like Twitter. Make sure they also know your business. Your company image is critical to the success of your business, so training the tweeters you choose to represent you is vital.

They must know what to say and how to say it. They must know what information to release and what not to release. They must respond to every message; answering questions, calming fears, providing facts, connecting in a real way to real people, having great fun while still maintaining the professionalism you want to project to followers. If you choose tweeters for their area of expertise, then they should stick to their area of knowledge and when asked a direct question about something out of their area of expertise, they must follow

up with the person who can accurately answer that question and get back to the tweeter with the correct information. Company tweeters should present themselves as fun and exciting on Twitter, but they should be very serious about maintaining your company image and be aware of the responsibilities of being a voice of your company.

Twitter users want to have conversations that are interesting and fun. Successful company tweeters show personality. They are not rigid "company" voices, but instead, the guy

next door who happens to work at your company who is having a great, inspired conversation with you at a backyard barbeque.

All company tweeters will answer to general tweets, but will also respond to direct messages (private messages sent just to you) and mentions (public messages).

CEO Tweets

Presidents, Directors, CEO's and the other big dogs of a company are the final word and the best source of the

most accurate information. Followers love to have their questions answered and concerns heard from the top of the company. To get a response from the highest level is a huge compliment. When other followers see that you are responsive to your customers, you score big points.

DO NOT Tweet:

☐ Negative comments about your competitors.

☐ Lies

☐ Promises you cannot keep

- Political statements – unless you are in that business
- Bad language
- Religious comments unless you are a church – the Pope tweets
- Sports team preference
- Anything that might violate SEC rules
- Anything that might give competitors an edge
- Anything that might get you in trouble with the government or regulators in your field of business

Remember, public communication is a double-edged sword:

- You do want a positive tweet going viral
- You don't want a negative tweet going viral

Optimize for Mobile

Most of the people that use Twitter do it on the go, so if you are always tweeting from your desktop, then you should also check out how your

tweets look on a mobile device. Accessing Twitter from your phone is easy using Twitter's SMS (text messages sent to your phone) or Twitter's mobile website, *mobile.twitter.com*.

Expanded Tweets

On Wednesday, June 13, 2012, Twitter introduced expanded tweets. If you still have the idea that tweets are just a limited amount of words, remember, you have many more interactive experiences than Twitter provided when it burst onto the market.

Through the links you include for your customers, you give them expanded tweets to partner websites, content previews, images, videos and much more.

Twitter Tools

The success of Twitter and the benefit it brings to users has generated some excellent Twitter tools. Try out some of these tools to see how they work for your particular business. What works for you will depend on your type of business, your goals, and what you want to get out of Twitter. All of these tools are excellent marketing, tracking, timeline, and business management tools for businesses using Twitter.

retweetfollow - Tweet management for businesses and

organizations

retweetfollow.com

birdherd – Multi-user tweet management for businesses with one Twitter account and more than one tweeter birdherd.com

tweetburner – Allows you to shorten, share, and track your links. Gives statistics on how many of your links are clicked, retweeted, and shared. www.tweetburner.com

twtQpon – Lets you create coupons/discounts for Twitter use with unique coupon code, description, image and link to your website.

twtqpon.com

Twitter Grader – To evaluate marketing success. Gives you statistics on how well your Twitter account is doing on number of followers, number of tweets and more. It also gives tips on how to improve your Twitter profile.

tweet.grader.com

Tweetstats – Used by over a million Twitterers, Tweetstats gives tweets per hour, per month, Tweet timeline, and reply statistics. Includes timeline information you can use for targeting primetime marketing:

- Average tweets per month

- Average tweets per day

- How much (and when) you tweet throughout the day

- Twitter clients that are most used for tweeting

tweetstats.com

Resources

- Twitter's small business guide:

  business.Twitter.com/pdfs/Twitter

- Twitter's main site:

  Twitter.com

- Twitter's mobile, apps, and SMS setup information:

  support.twitter.com/groups/34-apps-sms-and-mobile#topic_123

- Twitter's mobile site

  mobile.twitter.com

Is Twitter Here to Stay?

After reading this, if you still think that Twitter is just a passing phase or trend unnecessary to your business, consider this announcement on Twitter's blog dated January 21, 2013:

"The 44th President and 113th Congress on Twitter On Monday (Jan. 21), Barack Obama will be publicly sworn in as President. While buzz about the Inauguration builds on Twitter, the legislative branch has

some news of their own: as of today, all 100 members of the Senate as well as 90% (398 members) of the House of Representatives are on Twitter. When the 112th Congress convened in 2011, 44% of the Senate and 35% of the House were active on Twitter. In two years' time, that's grown to 100% of the Senate and 90% (398 representatives) of the House. Now there are 29 states with their entire delegation tweeting (both senators and all representatives); every state has at least 70% of their

delegation tweeting. This map shows how many delegates from your state are active on Twitter:"

Twitter Adoption by the U.S. Congress

90% of U.S. House and 100% of U.S. Senate members have active† Twitter accounts.
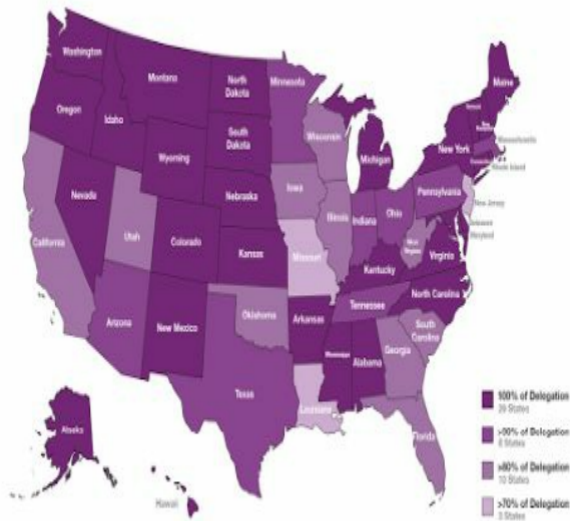
http://blog.twitter.com/

Thank you for downloading my book.

Please REVIEW this book on Amazon. I need your feedback to make the next version better. Thank you so much!

Feel free to contact me, I'd love to chat. authormikesavage@hotmail.com

Other works by the Author

How to Use Google+ Business Pages: A Concise Guide and Action Plan for Using Google+ in Your Business

-What You Need to Know about Google+ Business Pages

-Present Google+ Benefits

-How to Increase Your Google+ Page Value

-How to Brand Yourself Through a Google+ Page

Also includes:

*a step by step checklist for creating your Google+ Page

The Internet Marketing Blueprint

In the "Internet Marketing Blueprint" You'll Learn:

*How to plan your enterprise, how to stay focused on what matters, and deal with information overload

*How to prep your family and friends, deal with their inevitable criticisms and put conditions in place to maximize your work output

*How to properly create your own brand and become an authority in your niche

*How to ethically build an email list and create a tribe that responds to your

marketing. Make sure you know the right time to promote without pissing off your subscribers

*You'll learn how to over deliver for your customers making them rabid for more of your stuff.

*How to research, create, and marketing your first information product and attract affiliates to promote your products.

*This is just scratching the surface of what this book covers. I did my best to make it complete as possible at a high level for those new to or interested in an internet marketing career.

http://www.amazon.com/dp/B007VTOV

How to Use Facebook Business Pages

In "How to Use Facebook Business

Pages" you'll learn:

* Why you should have a Facebook Page for your business
* How to connect with your customers to create strong relationships
* How to use Facebook to find prospects who need and want your stuff
* How to create an account that gets attention
* How to quickly get Likes on your page
* and MUCH, much more

http://www.amazon.com/dp/B0078XEET