Lesson no. 2: Twitter Marketing

I. *TOOLS TO LISTEN & MEASURE INFLUENCE ON TWITTER*

i. *TweetDeck:*

TweetDeck is a social management platform where you can add your accounts from Facebook, LinkedIn, Foursquare and multiple Twitter accounts. This allows you to monitor several feeds at once, and you can post tweets to any number of your accounts simultaneously. In addition, you can search specific hash tag results to monitor what is being said around a particular topic. Another great feature is the ability to schedule tweets when you're away from the keyboard. TweetDeck has been bought by Twitter making it a safe bet for your Twitter management

How to start using TweetDeck

1. Go to http://tweetdeck.twitter.com, or open the desktop app for Mac.

2. Log in with your Twitter account. We recommend that you use a Twitter account that is not shared with other individuals.

3. Once you're logged in, you can connect multiple Twitter accounts to your TweetDeck account.

ii. Klout

Klout is the gold standard of Twitter influence measurement, and it is a great benchmark for anchoring the other influence measures in this list.

After entering your Twitter username into the box on Klout's main page, you'll see a page full of nicely presented stats. The big one, Klout Score, is a number out of 100 that takes over 30 factors into consideration – including your retweet frequency, the influence levels of your followers, and how far your retweets go. Klout will also give you badges for reaching certain milestones, like being listed 10, 100 or 1,000 times. And finally, you can use Klout's influence matrix to see what type of tweeter you are and adjust your strategy if you so choose.

Klout is also great to take a look at your competition. You can view anyone's Klout score and analysis simply by typing in their username. So if you want to see just how popular a competitor is, or you are curious about the influence levels of celebs like Lady Gaga and Justin Bieber, you can check that out too.
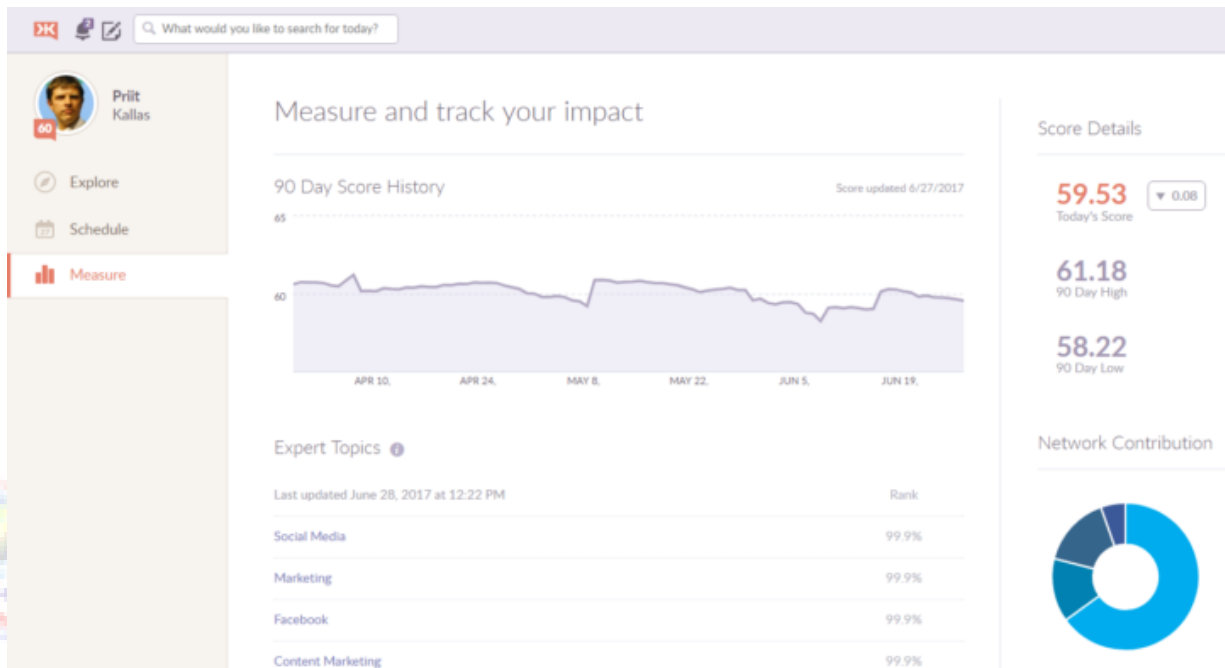
iii. PeerIndex

PeerIndex is another popular Twitter influence measurement tool. Like Klout, it gives you a PeerIndex score out of 100 that is "a single measure of status" on Twitter. A number above 40 means you're in the top 10% of Twitter users, and a number above 90 means you're in the coveted 0.1% of Twitter influencers.

PeerIndex uses activity, authority and audience to measure your total Twitter influence. It also provides you with a topic fingerprint which shows just how influential you are in certain "benchmark" topic, such as sports, politics, science and media.