

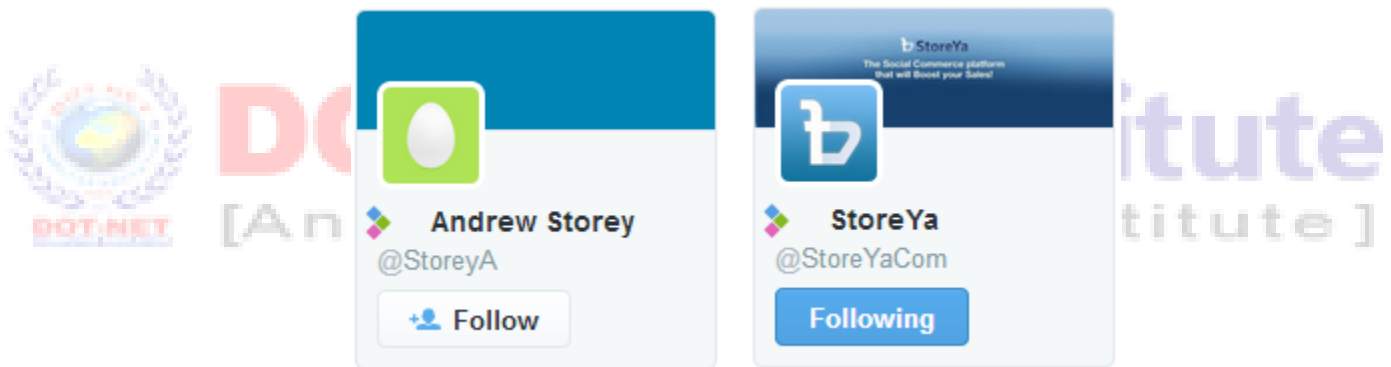
## Lesson no. 3: Twitter Marketing

### I. HOW TO DO MARKETING ON TWITTER

#### Step 1: Getting Started

##### 1) Choose a good Twitter handle

The very first thing you need to do is choose an appropriate, easy to remember, and, most importantly, brand related Twitter handle (your user name, ex: @StoreYaCom). The reason you want it to be brand related, obviously, is so that people can easily find and recognize your business' handle.



##### 2) Make your profile look great

Twitter's new profile layout, most specifically the header photo, enables brand's to really show their colors in their profile by displaying a large, eye catching image. Be sure to make good use of this image in order to promote your business' image

### 3) Create a killer (but descriptive) bio

Your bio is the place where you can describe who you are while trying to show a bit of your personality. It is important to be as descriptive as you can within the 160 character limit.



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## Step 2: Build Your Twitter Community

### 1) Start following people and engaging with them

If you want people to follow you, then you're going to have to get the ball rolling by following other people first. Of course I'm not telling you to arbitrarily follow every person you see, you should plan out your follows.

Follow:

- a) Your customers
- b) Friends
- c) Colleagues

- d) Related businesses
- e) Influencers in your field
- f) Interesting and informative users

As you start following people, many of them will follow you back, especially if they are your customers and recognize your brand.

## 2) Start posting

Twitter is a great place for you to share short, sweet things. Just about any short status update that you would use on Facebook is great for Twitter.

- a) Ask a question
- b) Tweet about what's going on with your business
- c) Mention a new product
- d) Interact with people by responding to other people's Tweets

## 3) Follow-back the people who follow you

Just like you want people to follow you when you follow them, the same is true in the opposite direction. Following people back will show that you care about them and help you to promote personal connections.

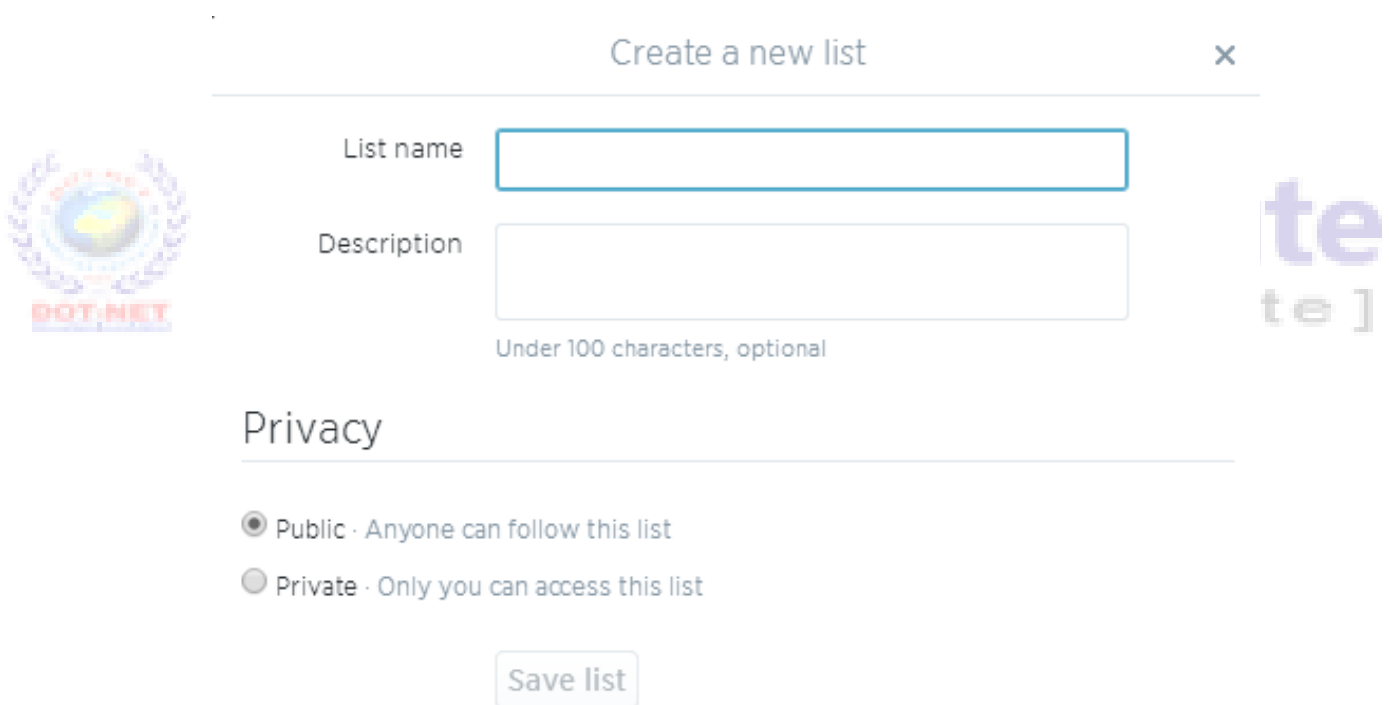
## 4) Publicize your Twitter account

Advertise for your Twitter account outside of Twitter. Mention on Facebook that people should check out your Twitter profile,

ask your mailing list to follow you, add a Twitter button to your website, and really do just about anything else you can think of to promote your profile.

## 5) Create Twitter lists

If you are having trouble keeping track of all the different people that you follow there is a simple solution - create lists. Twitter gives you the option to create either public or private lists in order to help you organize your Twitter feed.



Create a new list ×

List name

Description   
Under 100 characters, optional

Privacy

Public · Anyone can follow this list

Private · Only you can access this list

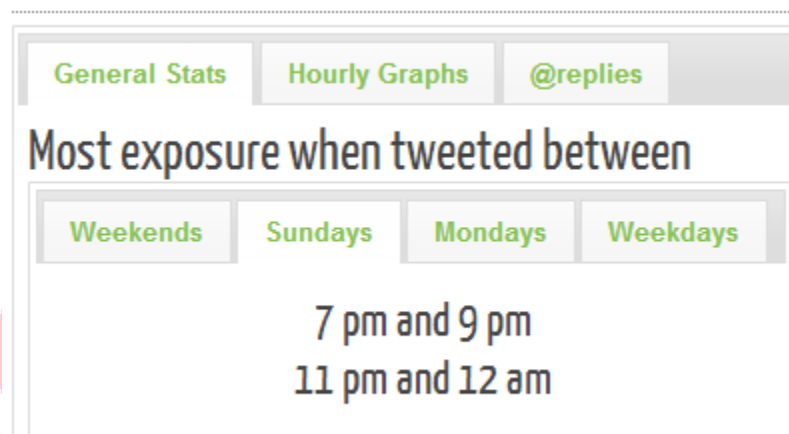
There are some great uses for Twitter lists:

- Customer list - not all of your followers are your customers
- Influencer list - monitor what your influencers are saying
- Competitor list - keep tabs on your competitors

## Step 3: Increase Your Engagement

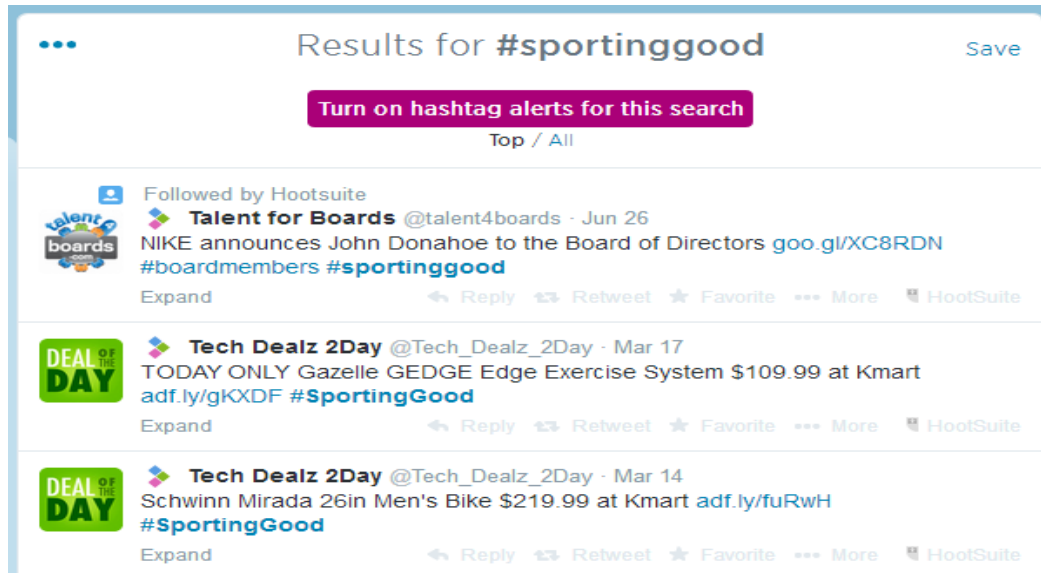
### 1) Optimize the timing of your Tweets

Timing is actually pretty big in Twitter. Tweets are generally seen very shortly after they are tweeted. Since that's the case, if you want to boost the engagement on your Tweets you have to know the best time to post.



### 2) Use hashtags efficiently

Hashtags are amazing for boosting the exposure of your Tweets. A Tweet without a hashtag will only be seen by your followers, whereas a Tweet with a hashtag can be seen by anyone on Twitter. That's right, anyone on Twitter that searches for the hashtag that you used can find your Tweet.



### 3) Keep your Tweets short

Various studies have shown that shorter Tweets often receive more engagement than longer ones. More specifically, Tweets of around 100 characters have a 17% higher engagement rate than Tweets of the full 140 characters.

### 4) Tweet images too

People are always drawn to things that are visually engaging. That's why you should be sure to throw in some Tweets with images every now and then. Simple fact, Twitter users engage twice as much with Tweets with an image than those without.

### 5) Tweet multiple times a day

The more you Tweet the more engagement you will see. You should be Tweeting at least three times a day - once in the morning, once in the afternoon, and once in the evening.

### 6) Automate and organize your Twitter marketing

Tweeting multiple times a day, every single day, can be quite tiring. Why not make things easier for yourself? There are many tools available that can help you ease this load (tools *mentioned above*)

### 7) Measure your success with analytic tools

If you want every Tweet to be the best Tweet then you have to know which of your Tweets performed the best. If you know this, you can find the pattern that connects and try to employ that tactic in your future Tweets.

## Step 4: Boost Your Business on Twitter

### 1) Create a community around your brand

The end goal of your Twitter profile is to have a community of people following you that all have similar interests - AKA people that could be your customers.

You decide what kind of person this is, but be sure that your Tweets are in line with things that your target customer would like. This way you can create a personal connection with people based around your brand.

### 2) Create a good ratio of self-promoting to non-self-promoting Tweets

It's hard to say what the best ratio of self-promoting vs. non-self-promoting Tweets is. Some say 1:3 some say 1:10. There

is no scientific fact here. What works for one company may not work for another.

What can be said is that your followers probably don't want to see *only* Tweets about your company. Taking that a step further, I would say that *most* of your Tweets should probably not be self-promotional.

### 3) Make it easy for people to share your content

The content you create is essential to your marketing strategy. Obviously you will be sharing this content on Twitter, but you should also make it exceptionally easy for other people to do so as well. It's the shares from your fans that will really get your business noticed.

Stop hyperventilating, we've got you covered. In order to help you out with that very problem we decided to put together our Big List of Tools, organized by category, so that you can browse through the list and see which tools can help you to fill specific needs in your business! [Read More](#)



### 4) Host competitions

Competitions are always fun and exciting, and because of that, they are also great for boosting your name on Twitter. Some ideas for competitions include:

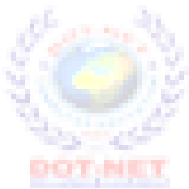


- a) Photo competitions
- b) Best answer to a question
- c) Sweepstakes
- d) Follow, retweet, or favorite to win

If you get creative there are really endless ways you can turn your Twitter profile into a competition platform.

### 5) Be on top of your customer service

One thing you will learn very quickly about Twitter is that the same connection that you enjoy with your customers, your customers enjoy with you. That means that if they have a complaint, often they will voice it on Twitter. You have to be ready. You have to be listening all the time.



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