

# twitter

## WONDER TACTICS



## Harness The Power of Twitter for Pure Profit

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# The Power of Twitter

Social media platforms, like *Twitter*, have changed the way people communicate and interact. This micro-blogging platform that has had a never-before-seen growth, at an over 1,000 percent increase in its user base year-on-year, is the equivalent of a virtual social club where people can meet, get to know each other, socialize, make new friends and maintain existing friendships.

*Twitter*, though, is unlike any other social media platform you know or have been using for the simple reason that it is extremely restrictive. You are constrained to 140 characters of text and you cannot upload media content or post long articles. However, this is what makes *Twitter* an effective, real time communication system.

One thing that *Twitter* is not is an online mall where people come to buy or sell things. While this may make you stand up, take notice and scream at the top of your lungs that you don't need *Twitter* if you can't promote your offers, you would be sorely mistaken. You see, that is where the true power of *Twitter* is, in the fact that it isn't a marketplace.

*Twitter* should not be considered a cheap form of advertising because treating it like a traditional advertising medium will get you nowhere. On the other hand, this micro-blogging platform ranks among the most effective and powerful marketing tools that you can use. This is due to the fact that *Twitter* is the perfect place to build relationships with your target market and this is critical to your online marketing success because consumers have changed a lot over the past decade.

The Internet has opened up so many routes of communication that people can go online and find out information and opinions on different companies' products and services almost instantly. In fact, in a study conducted by Harris Interactive, it was found that 45 percent of the respondents considered reviews from friends or people they follow on social media websites to influence their purchase decision.

INFLUENTIAL REVIEWS

"In general, how much do each of the following types of reviews influence your decision to use or not use a particular company, brand or product?"

Percent saying "a great deal" or "a fair amount"

Base: All online adults

	Total	Age			
		18-34	35-44	45-54	55+
	%	%	%	%	%
Reviews from family members or friends <i>Base: All online adults</i>	71	69	76	71	71
Reviews in newspapers or magazine articles <i>Base: All online adults</i>	46	45	48	48	44
Reviews from friends or people I follow on social networking websites <i>Base: Adults who use social media</i>	45	50	44	41	37
Reviews on blogs or message boards <i>Base: Adults who use social media</i>	33	41	35	28	18
Reviews from celebrities <i>Base: All online adults</i>	10	17	8	8	5

Note: Percentages may not add up exactly to 100% due to rounding.

Source: Harris Interactive, June 2010

Consumers are no longer limited to buying from only a select few large corporations and, in fact, prefer to do business with people they know and trust. *Twitter* gives you the opportunity to build that relationship with your potential customers which will help you generate leads as well as more customers.

## Assumptions

Before we move further into the material, it needs to be specified that we are assuming you know how to set up a *Twitter* account and if you have not yet done so, you understand that you need an active *Twitter* account to be able to apply the material and information in the present ebook.

# Integrating Twitter into Your Strategy

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Many *Internet* marketers overlook *Twitter* as they see it as a waste of time. However, you ignore this platform at your own peril because not only can it generate a substantial profit for you in the long run, it will also help you understand your market more effectively than anything else. The more you understand your target market, the more you know about these people and what makes them tick, the more effectively you will be able to sell to them and the more money you will make.

The first thing you need to understand is that *Twitter* and, in fact, most social media sites have become important sources of information for people who are looking to make a purchase. A lot of people go on *Twitter* to ask the opinion of their friends and followers regarding various services and products. As you saw above, over 40 percent of social media users take these recommendations into consideration when choosing which product to purchase. It is basically electronic word-of-mouth advertising, which is by far the most effective form of advertising.

Now, just as with any marketing strategy you need to have a plan. Without a plan your chances of failure increase for the simple reason that you won't know where you are going.

## Market Research

*Twitter* is a highly effective platform where you can begin to learn about your target market. You are no longer in the situation of other businesses

that two decades ago had to pay market research companies a fortune to find out who their ideal customer is and they would receive a profile after the company had done extensive research. However, even this would still be a generalized profile, whereas *Twitter* allows you to come into contact directly with your prospects, not simply an ideal based on a generalized profile.

This allows you to learn about your prospects directly, without having the information filtered and categorized by someone else. Additionally, it is a much more affordable solution, since it's practically free, and you can even design your own survey and ask your customers and prospects to offer you feedback on your service or product. This information will prove invaluable because you can basically ask your prospects what they want in a product and you can offer it to them. If you offer people what they want, then the product or service will sell itself and your customers will also sell it for you.

Never underestimate the power of understanding what your prospects and target market want. The more you know and the more you understand about them, the easier it will be to create a product they need and want which will lead to higher and easier sales. Not only will your revenues increase, but so too will your profit because you won't be spending as much on new customer acquisition.

## Identifying Your Target Market

Your first order of business is to find highly targeted and qualified leads for your business. If you are selling baby strollers then tweeting to male golfers all day isn't going to get you a single sale. However, tweeting to

pregnant women and young mothers with newborns will be much more effective.

Finding your target market on *Twitter* is not quite as hard as you may think it is. As is to be expected with such a popular service, many third party applications and websites have popped up that make our lives easier when it comes to working with *Twitter*. One such site is *Twellow.com*, which is the *Yellow Pages* of *Twitter*.

The great thing about *Twellow.com* is that it allows you to search out *Twitter* users by categories which are split up by personal interests as well as professional ones. Therefore, if you are in the Internet marketing niche, you can choose the marketing category and then further narrow down your target audience by searching according to a specific keyword.

Other effective tools you can use include:

- *TwitterSearch.com* – this is Twitter’s built in search engine which can be quite helpful in locating prospects;
- *Twitterfall.com* allows you to search by keywords and hash tags;
- *SocialMention.com* is especially useful since you can search a wide range of social media sites, regular websites, news and almost all the Internet for certain keywords. It is a system that can be used to identify prospective clients as well as to stay up-to-date with what people are saying about your products and business.
- *Twitterment.com* and *TweepSearch.com* are also two highly effective search tools that are slightly more useful than the Twitter search engine because they can also search the bios of people. Bios are effectively where people list their interests, hobbies, profession and so on and so forth. This is basically most of the demographic

information on people which will help you find your target audience.

- *NearbyTweets.com* allows you to search for users according to location and you can then narrow down your results even further by searching according to keyword;
- *Twellohood.com* and *Twwtmondo.com* are similar services that allow you to identify prospects by location.

## Understanding Your Audience

Understanding your audience is a key step in creating and guaranteeing the success of your marketing strategy. The more you know the people you are trying to sell to, the more you understand what they value, what they dream of and what their fears are, the easier it will be for you to find and create offers that appeal to them as well as products and content that will be useful and provide value.

Additionally, understanding your target market will allow you to stand out from the competition. Remember that people receive vast amounts of information on *Twitter* and if you want to succeed you need to make sure people notice what you are saying. The best way to do this is by tweeting about things that interest your audience and by learning about them, you will discover what will get their attention.

## Finding Your USP

Finding your USP (unique selling position/proposition) is essential to building a successful business. No matter the niche you are in, you will have varying degrees of competition and to increase your chances of becoming successful you need to stand out so that prospects will buy

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