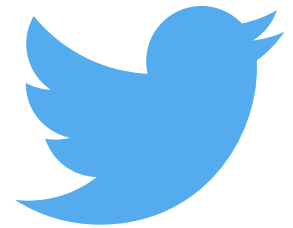


COMPLETE GUIDE INTO TWITTER MARKETING STRATEGIES

ROI = RESULTS ON INTERNET

Andrew Kucheriavy



- How Can Twitter Help Your Business?
- Getting Started with Twitter
- Twitter Lingo You Should Know
- Best Twitter Marketing Practices

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Results Driven Websites

Complete Guide into Twitter Marketing Strategies

Twitter is a micro-blogging social network that became popular thanks to its 140-character limit. It is the second most popular social networking website in the U.S. after Facebook. Twitter is finally getting traction in B2B making it a great social network for businesses.

How can Twitter be Used for Business?

Twitter is becoming as important for businesses as Facebook. In fact, some argue that Twitter is more business-friendly than Facebook, and the community is more welcoming to business content. It is great for establishing industry authority and to create a loyal following of either consumers or other businesses. Twitter also has proven SEO benefits.

Twitter is all about conversations, and it is a great tool to engage existing customers, prospects and partners. Twitter is also an effective way to find and connect with other professionals in the industry.



Twitter etiquette is similar to other social networks: spend less time talking about yourself and more time talking about others. Social Media Expert, Chris Brogan recommends a 12-1 rule: Tweet about other people 12 times as often as you tweet about your own company¹.

1 <http://www.chrisbrogan.com/socialmediaetiquette/>

Twitter Lingo That You Will Find Useful

The following basic Twitter lingo will help you get started:

- **Tweet** – A post of 140 characters or less.
- **Retweet / RT** – An equivalent of a share when someone reposts someone else's tweet.
- **Direct Message / DM** – A private tweet between two users. The recipient must be following the sender to receive a DM.
- **Timeline** – A chronological list of tweets, your own, someone else's or in a list.
- **Following** – Subscribing to someone's tweets to see them on your own timeline.
- **Follower** – Users that are following you (i.e., choosing to see your tweets). Following is one way, and it is not required to follow someone in return.
- **Hashtag** – Keywords preceded by a “#” symbol that are used to identify the subject matter of tweet. Twitter links them to quickly search for or see related tweets.
- **Trends** – Most popular topics on Twitter in real time.
- **Handle** – Your twitter's username that is identified by the “@” symbol in front of it and acts as a link to your account.
- **Mention** – Is triggered when someone uses your handle in his or her tweet.
- **Lists** – A quick way to group users to focus on specific users' tweets.
- **Favorites** – Tweets that have been marked as favorites.

Getting Started with Twitter

Getting started with a Twitter business account is straightforward and the following list will guide you through the steps:

1. **Set up an Account** – First, open a new Twitter account. Unlike Facebook, Twitter doesn't have any special types of account for businesses. Make sure the handle you use is consistent with your brand across other social networks.
2. **Customize Your Twitter Profile** – Customization options for Twitter include changing your photo and header images as well as the Twitter's signature full background image. Use the best marketing assets that you had created for your website. For the photo choose something that will make your tweets stand out. For the header image, include your company name as well as some descriptive taglines. Twitter's background images are famous for originality so you're your web developer or SMM partner prepare something creative. In addition, you can customize colors to match your company/website colors. Finally, thoroughly complete your bio.
3. **Follow and Build Network** – Start following other users in the industry right away. Because many will follow you back, this is the common strategy to acquire new followers. You can follow up to 2,000 users initially so try to follow as many as you can but do it gradually. Search for lists that contain top influencers in your industry. Use tools like Followerwonk (<https://followerwonk.com/>), Twitaholic (<http://twitaholic.com/>) and Tweepi (<http://tweepi.com/>) to target whom to follow. Reach out to them by retweeting and marking their tweets as favorites.
4. **Request Follows** – It is acceptable to request others to follow you. One of the best ways to do that is by complimenting them on their content and tweets and offering to follow you in order to share content in the future.

Proven Twitter Practices

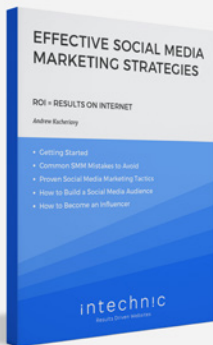
Twitter is a community like no other. It takes time and practice to master. The following are some of the best Twitter practices for businesses:

- Not all content from your business Twitter account should be industry- or business-related. Share anything that's useful, newsworthy or informative.
- Twitter originally started as 140 character posts, but now you can also tweet photos and videos that can be far more effective than words alone.
- Focus on quality content and make every tweet count. Don't flood your followers with spammy content.
- Alternate between times of the day when you tweet and day of week.
- Send welcome tweets to your new followers. It's a great way to reinforce your connections as well as to attract new followers (people often retweet welcome messages)
- Always thank those who retweet your tweets for the same reasons as above. Retweet them in return.
- It goes for those who favorite your tweets as well. Remember, any time someone replies, retweets or favorites your tweet, it goes to all their followers.
- Make your tweets and responses personal. The Twitter community doesn't think highly of automated tweets.
- Listen and observe what others are tweeting before tweeting yourself.

- Summarize and curate useful and relevant content.
- Twitter considers it acceptable to tweet the same content multiple times but don't overdo it.
- Use a maximum of three hashtags per tweet. Any more than that could be overwhelming and annoying.
- Post daily thoughts or quotes of the day.
- Twitter is a great way to answer anyone's questions that are related to your industry. That's a sure way to gain credibility and attract new followers.
- By the same token, ask questions.
- Share useful information about industry trends and predictions.
- Share interesting facts and statistics.
- Share your passion about what you do.
- Always be authentic and believable with every tweet.
- Go behind the scenes about your company, as well as your team and projects. Make it personable.
- Reward your followers by offering them exclusive specials from your company.
- Tweet about general specials and promotions from company, but don't go overboard.
- Tweet about timely news and events relating to your business.

- Tell memorable stories and learning experiences from your business interactions.
- Share links to your articles and blog posts.
- Research hashtags and identify trending conversations so you can participate in them.
- Experiment with various tweets to see what works best.

Recommended Further Readings:



Effective Social Media Marketing Strategy

<http://resources.intechnic.com/social>



Complete Guide into Facebook Marketing Strategies

<http://resources.intechnic.com/facebook>



Complete Guide into LinkedIn Marketing Strategies

<http://resources.intechnic.com/linkedin>



Complete Guide into Google+ Marketing Strategies

<http://resources.intechnic.com/google+>



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