

# TWITTER MARKETING

## — FOR BUSINESS —

How to Get More Clients Using Twitter



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# Table of Contents

Introduction.....	3
Twitter Facts & Statistics .....	3
Benefits of Using Twitter.....	4
How to Set Up Your Twitter Profile .....	5
How and What to Tweet .....	11
How to Generate More Business .....	14
Essential Twitter Tips .....	16
Conclusion.....	17

## **Introduction**

Social media marketing is all the rage these days, and one of the top dogs in the industry is Twitter. Whether you want to update your followers about what's going on at your business or share an interesting article, Twitter is an excellent platform to utilize for your social and professional needs.

Created in March 2006, Twitter is known as a micro-blogging community that allows you to post "tweets" (140 characters messages) to your profile.

By making use of tweets, connecting with your target market is easier than ever! Everything is short and sweet, keeping your posts interesting and captivating for your audience. In fact, Tweets that are shorter than 100 characters get a 17% higher engagement rate.

Since the online marketing world has grown exponentially, Twitter has recently expanded its network, including features that business owners can use to help grow their business. As a business owner, you can utilize this powerful online marketing platform to connect with current and potential customers, while providing valuable content to them.

This report will help you take advantage of the benefits provided by Twitter, helping you build your business and improve customer relationships.

## **Quick Twitter Facts & Statistics**

Why is Twitter such a great marketing solution for small and large businesses alike?

Here are a few stats that you should know about Twitter:

- 320 million monthly active users
- 100 million daily active users
- 500 million tweets are sent per day
- 6,000 tweets per SECOND
- 46% of users log in at least once per day
- 29% of users check twitter multiple times per day
- 78% of Twitter's active users utilize mobile devices

- Vine, Twitter's short video service, has more than 40 million users
- 51% of the active Twitter users follow companies, brands or products on social media
- 42% of Twitter users learn about products and services via Twitter
- 72% of followers report that they are more likely to make a purchase from a business they follow
- 90% of them follow businesses on Twitter to get discounts and promos
- 73% of users follow businesses to get updates on future products
- 85% of followers feel more connected with a business after following them

## **Benefits of Using Twitter**

- Increased Web Exposure – Twitter can help you get more exposure in the search engines when consumers look for your type of product or service.
- Reduced Marketing Costs – Twitter is free to use, so there aren't any expensive fees associated with using the platform.
- Generates Leads - you can instantly gain more customers via your existing followers.
- Effective Targeted Marketing – Twitter makes it easy to target people in your area, who are most likely to turn into paying customers.
- Increased Foot Traffic – the instant nature of tweets can help you generate more foot traffic for your company by making a simple post about special discounts and offers.
- Increased Customer Loyalty – consumers are more likely to purchase from businesses they follow on social media.
- Competitive Advantage – you gain the edge on your competitors who are not using Twitter marketing in their funnels. This means that you

have an additional way to connect with consumers in comparison with them.

## How to Set Up Your Twitter Profile

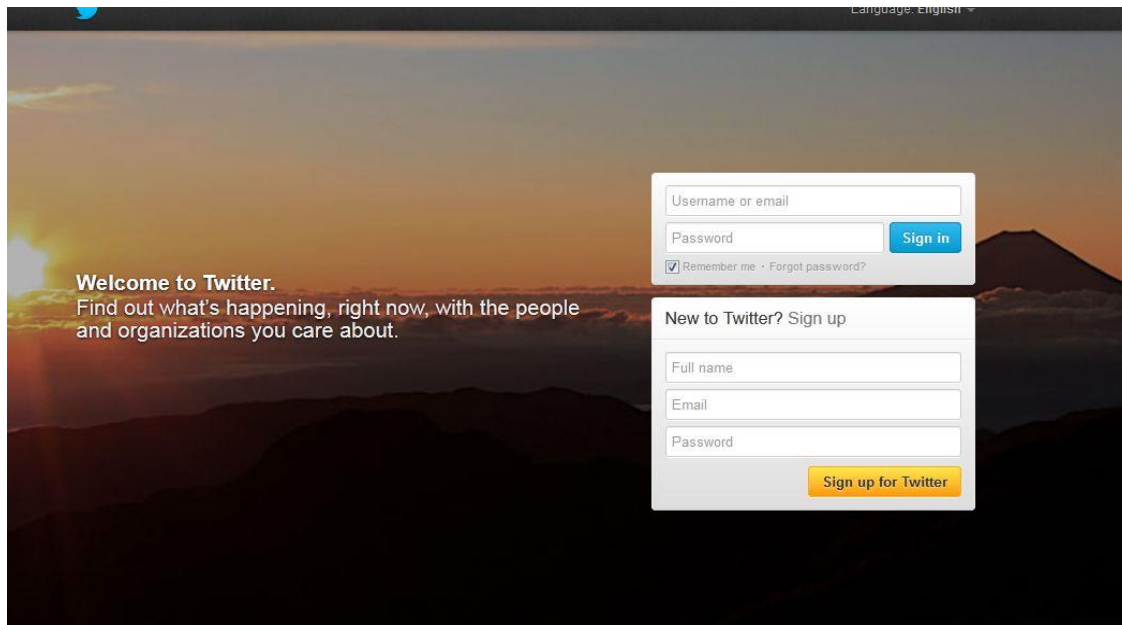
When you create a Twitter profile, it's crucial to fill it out completely, adding your website URL, uploading a professional photo and, overall, making it truly represent your business.

There are countless numbers of businesses using Twitter, so if you want to capture people's attention, you need to put in the effort to make your Twitter profile a unique one.

Here's how to complete the setup of your account:

### Step 1 - Signing Up

Signing up for Twitter is a relatively easy process. All you need is a valid email address. To get started, navigate to Twitter's [sign-up screen](#), and then enter your full name, email and password. Then, click the "Sign up for Twitter" button.

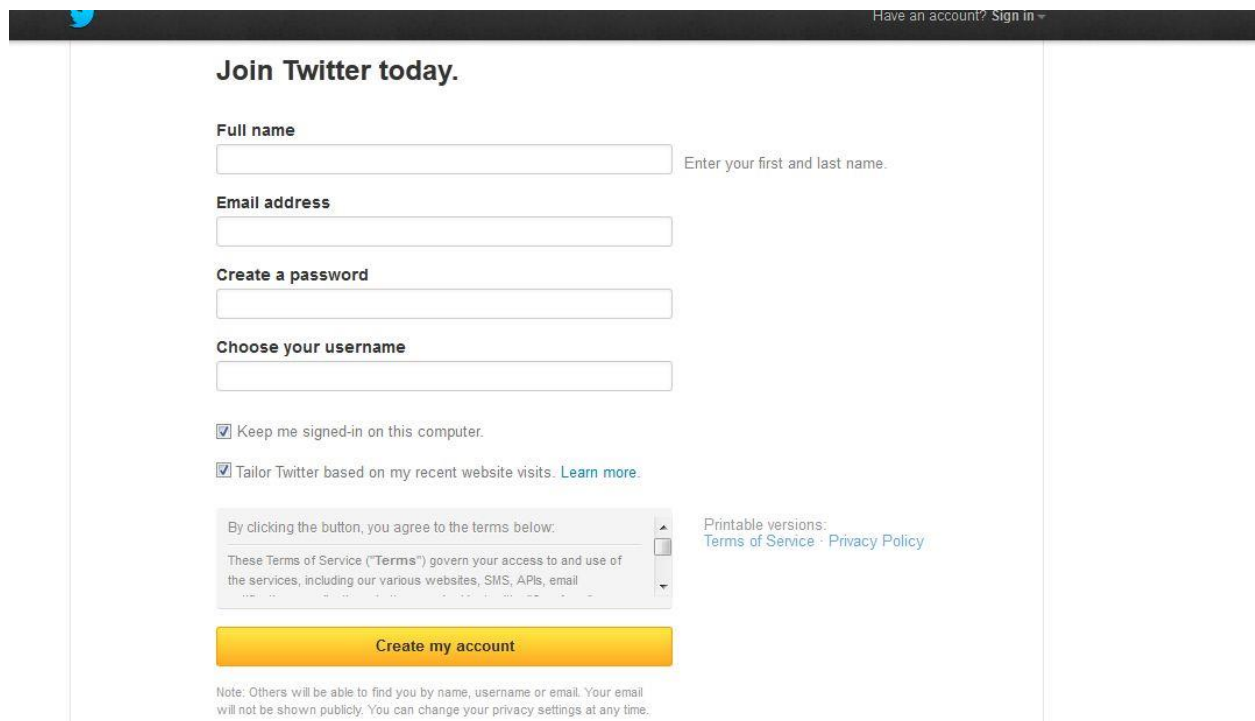


### Step 2 - Details

Once you've entered your name, you will be taken to the next page, which allows you to fill in your sign-up details.

Be sure to use a professional user name that relates to your business. You should either use your business name or your own name, if that fits your type of business.

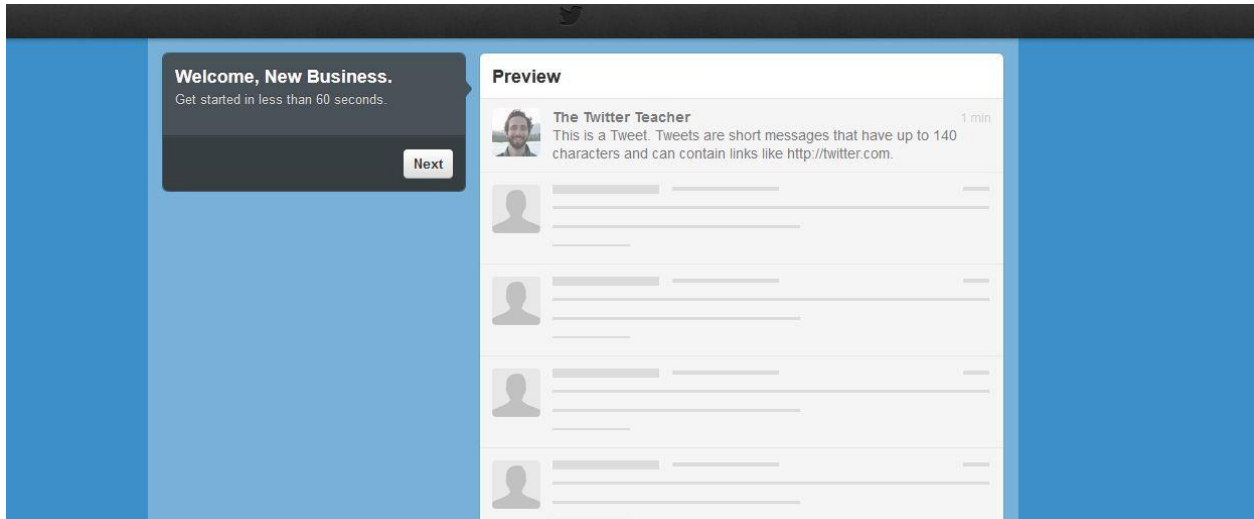
You will also find the Terms of Service (TOS) at the bottom of the page. Be sure to read this section thoroughly before creating your account.



The image shows a screenshot of the Twitter sign-up page. At the top right, there is a link: "Have an account? Sign in". The main heading is "Join Twitter today." Below this, there are four input fields: "Full name" (with a placeholder "Enter your first and last name."), "Email address", "Create a password", and "Choose your username". There are two checked checkboxes: "Keep me signed-in on this computer." and "Tailor Twitter based on my recent website visits. Learn more." Below these is a scrollable area for terms and conditions, with a "Printable versions:" link pointing to "Terms of Service" and "Privacy Policy". A prominent yellow "Create my account" button is at the bottom. A small note at the very bottom states: "Note: Others will be able to find you by name, username or email. Your email will not be shown publicly. You can change your privacy settings at any time."

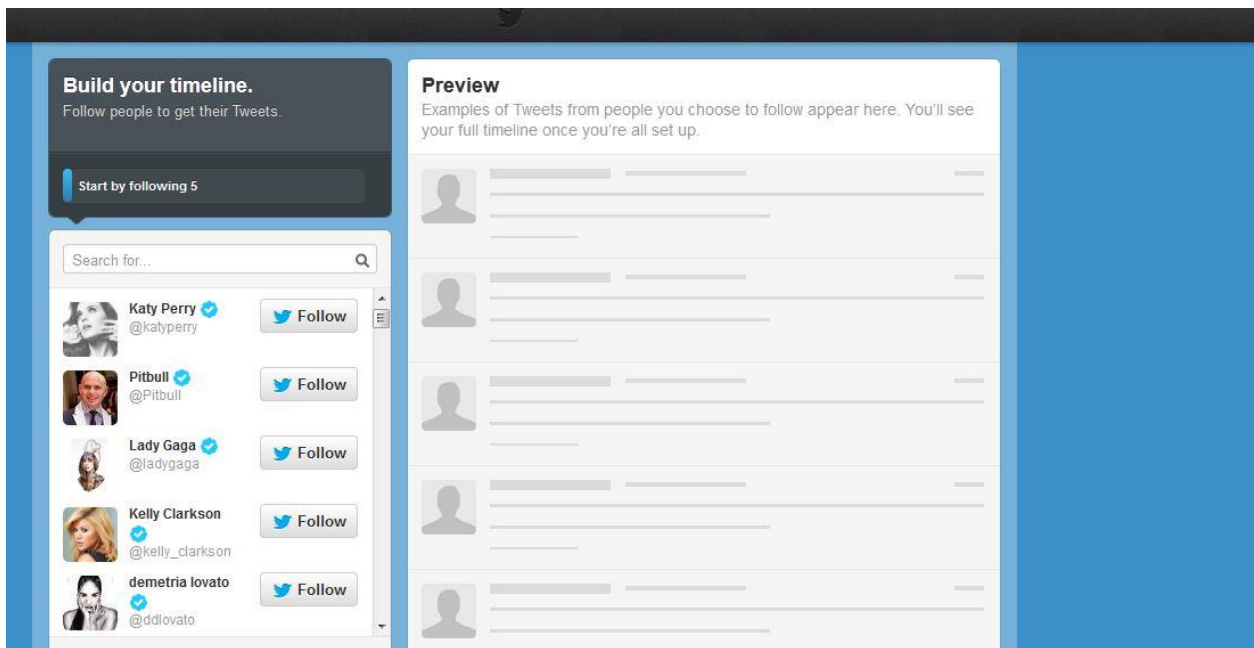
### Step 3 – Getting Started with Twitter

Once you've completed the sign-up process, you are ready to learn how to follow other Twitter users. Click the "Next" button in the top left-hand corner to continue.



You will be prompted to follow five people, typically high-profile celebrities. Keep in mind that you can always delete these users once you've completed the tutorial.

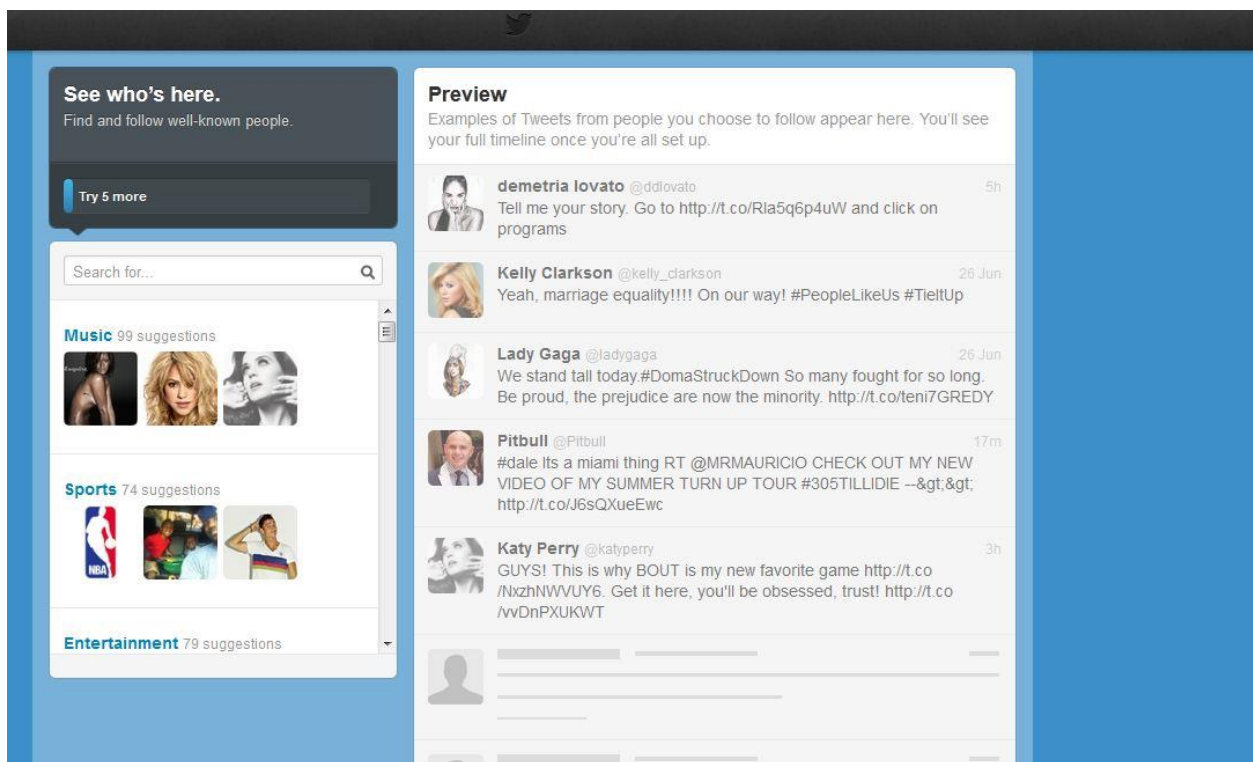
This step is basically a way for you to understand how Twitter following works. Click the "Follow" tab next to each person that appears on your screen.



## Step 4 – Search for Colleagues, Friends, and More

Now you will be given the option to search for friends, colleagues, customers, or anyone else you want to follow. This is a good chance to follow similar companies (even competitors!) and see their customer feedback, what works well for their businesses, and what doesn't.

Following similar companies also gives you the opportunity to draw in more customers to your business. For example, if you see a competitor offering a promotion, consider offering a better promotion. If a company isn't diligently answering customer feedback, let these customers know about your company's fine services.

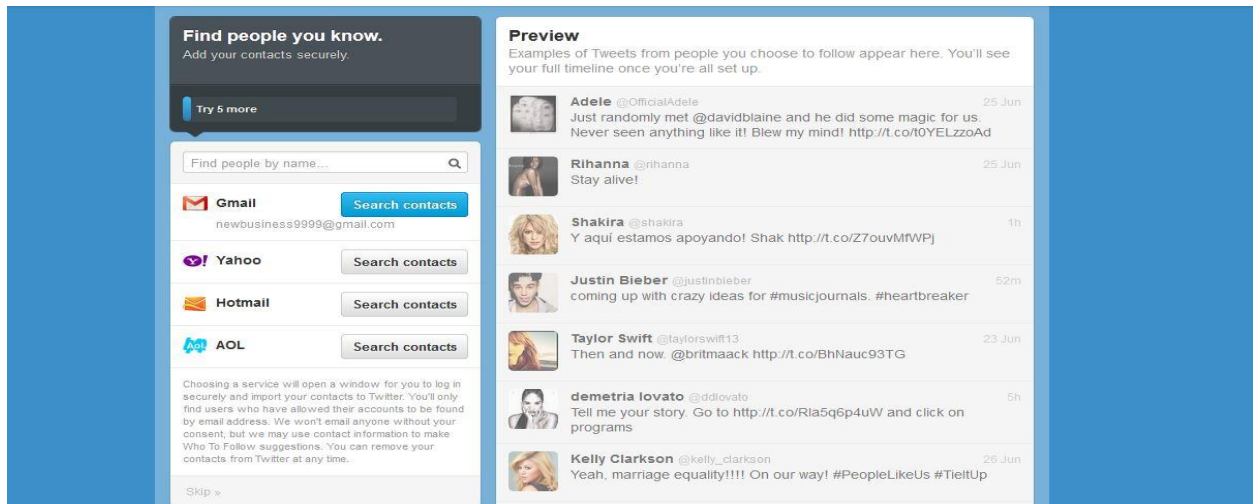


## Step 5 – Search for Contacts via Email

Once you understand how to follow others, you will be prompted to go to the next page, where you'll be able to find people by making use of your email address contacts.

To get started, follow the prompts on the screen. If you'd rather skip this step, click the "Skip" button.

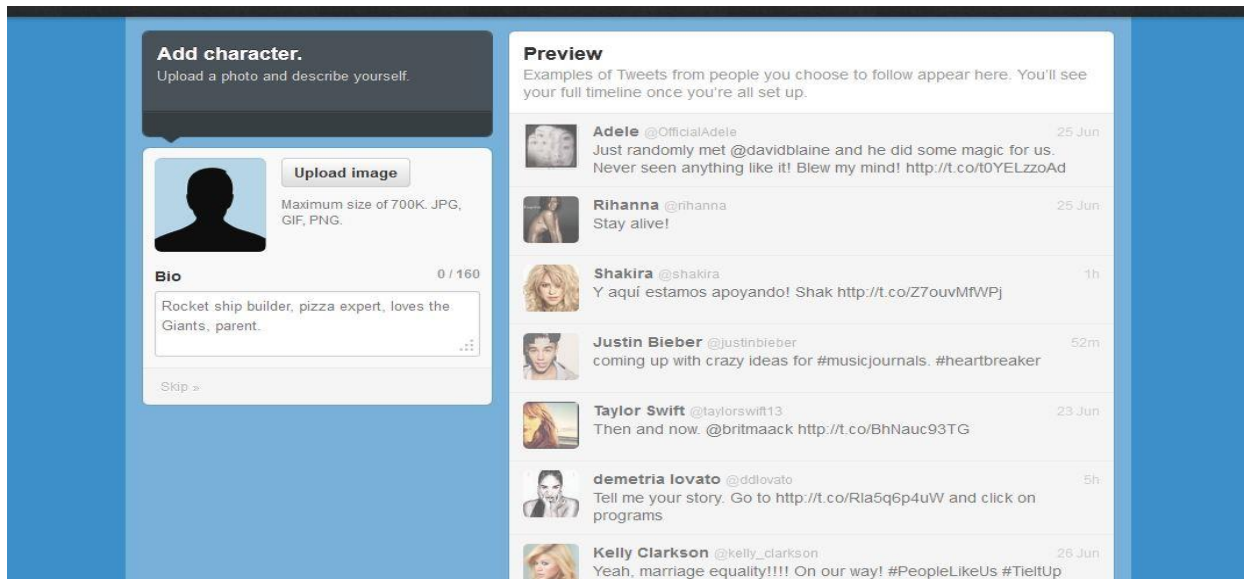




## Step 6 – Your Personal Details

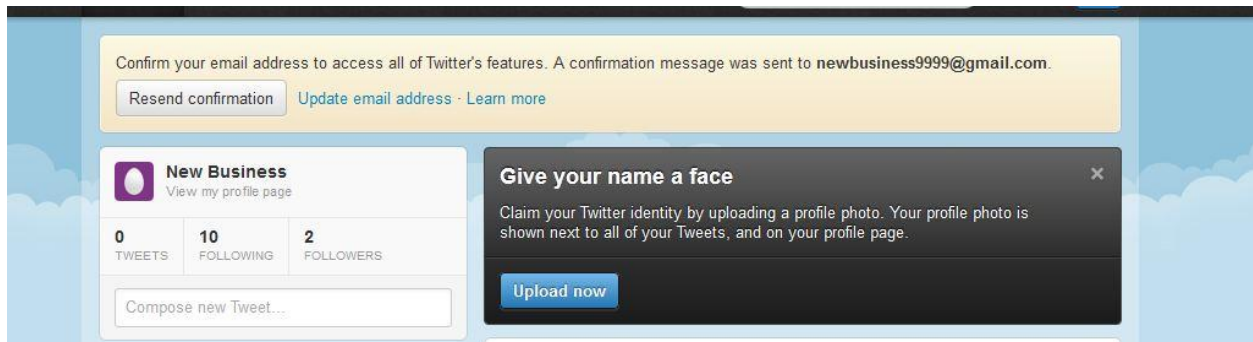
You are now ready to enter your personal details. On the next page, you'll be asked to enter a short biography. If you're promoting your company, this is the perfect opportunity to give potential customers details about your business.

You will also be prompted to add a photo. It's important to upload a clear, high-quality image that accurately represents you and/or your company. Remember, you can always change your company biography and your photo at any time by going to the "settings" tab.



## Step 7 – Confirm Your Email Address

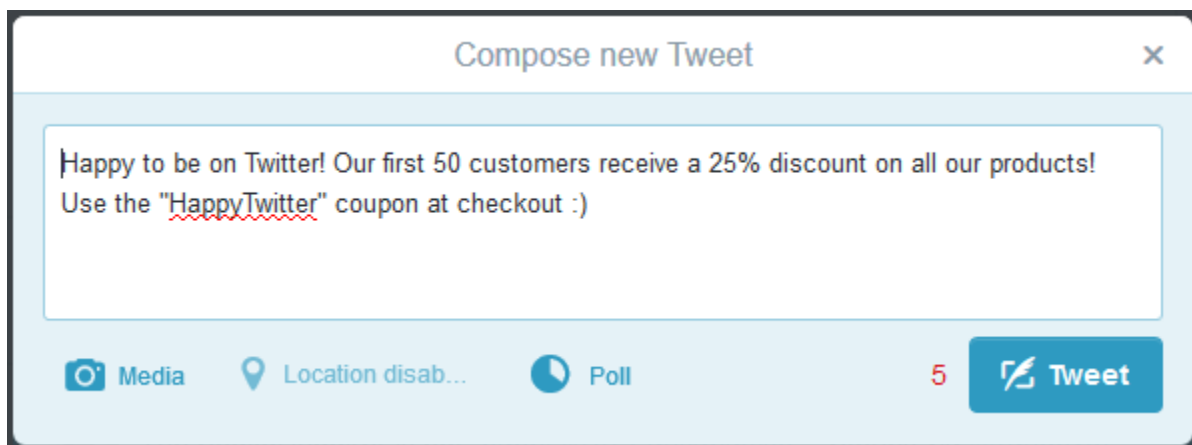
You will be asked to confirm your email address on the following page. This step is very important, because it will allow you to fully access all of Twitter's features: direct messages, settings, and more.



## Step 8 - Compose Your First Tweet

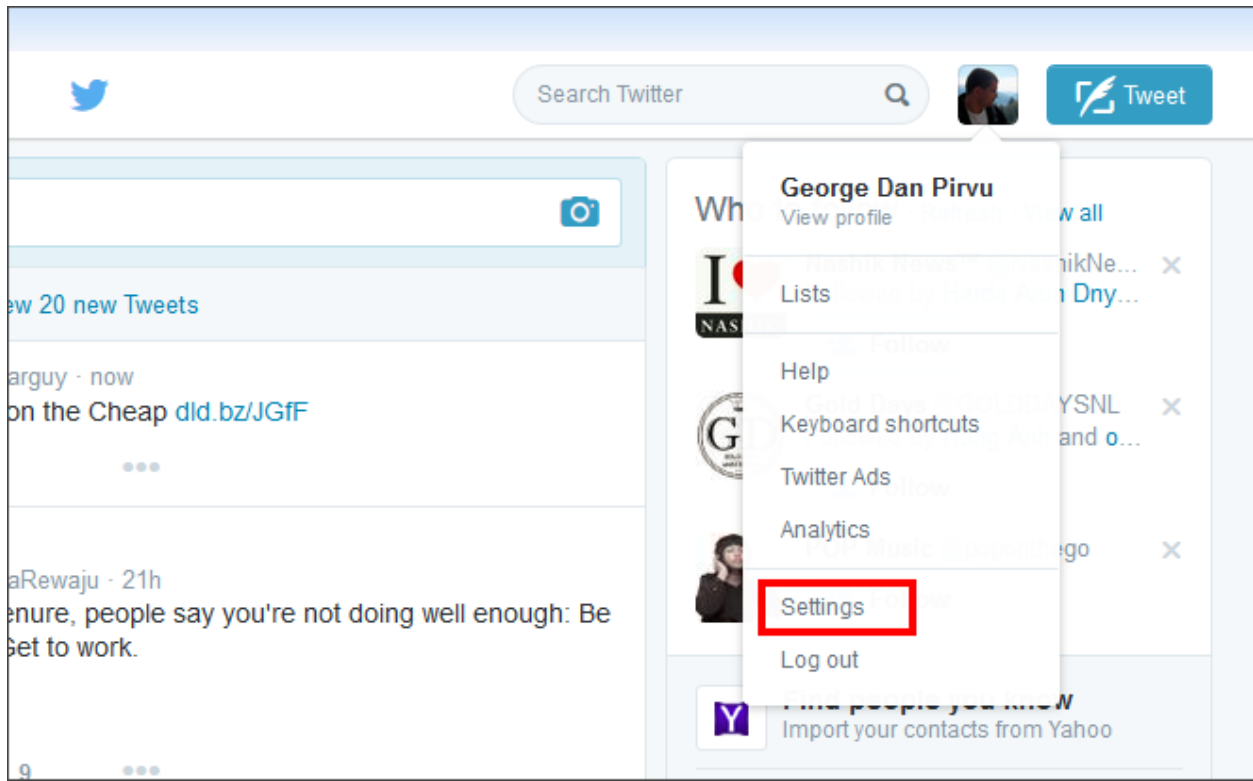
Once you've confirmed your email address, you are ready to start using Twitter. To compose your first tweet, click the "Tweet" button in the upper right corner of the screen, and then start typing.

Send a quick tweet welcoming potential followers to your new Twitter page, or start by offering a new promotion to your first 50 followers.



You can also send direct messages to the people you follow by clicking the "Direct Messages" button.

Click your profile picture in the upper right corner of the screen to access the “Settings” tab. Here you can edit the account settings; you can also click “Keyword shortcuts” to learn about Twitter’s keyboard tips and tricks.



## How and What to Tweet

The main purpose of using Twitter is to connect with your current and potential followers through tweets. Here are seven tweet ideas that will help you create engaging posts:

### 1. Check out your competitors' Twitter profiles.

It is crucial to spy on your competitors! Here are a few questions to consider.

What information are they posting? Are they sharing links? If so, what type of content are they sharing? How are they connecting with their audience? What posts are getting a lot of attention from their followers? How are the followers responding to their posts?

Use these questions to do a thorough analysis of your competitors; this way, you will get an idea of what is working for them.

## **2. Tweet discounted offers and other deals for your products or services.**

People naturally love great deals! By providing them, you will get more sales from existing customers. The discounts will also attract the attention of your potential customers, helping you get even more buyers.

You can have daily, weekly or monthly deals on any of your products or services, and then post tweets about these deals.

## **3. Set up a Tweetup.**

Tweetups are Twitter's version of offline events. They are meetings that you organize and can use to market your business. This is a great way to generate more foot traffic to your establishment or events.

For instance, if you're having a big sale or a new product release, you can create a dedicated event for it. Tell your customers that you will be offering free samples, big discounts, free refreshments, balloons or goody bags for kids (great for parents), or anything else that will determine your followers to visit your business' headquarters.

You can also use tweetups to host charity events. Ask your customers to come by and help you raise money for a local charity. Offer refreshments or host contests to make these events fun for your customers and their families.

## **4. Share funny stories and pictures.**

If something funny happened at your business or you have an amusing picture, share it with your followers. Humor is contagious, and sharing your humor and personality will help you attract more attention.

This will also increase your chances of creating viral tweets if more of your followers share your posts. Make sure to keep it professional and relevant to your business, though; otherwise, you may risk turning your audience off.

## **5. Retweet your followers' posts.**

An easy way to share great content on your Twitter profile is to retweet your followers' posts (if they relate to your business). By sharing your followers' tweets, you demonstrate that you care about what they have to say.

Be careful not to spam your profile with large numbers of third party tweets, though. Your Twitter profile can be a powerful marketing platform for your business, so more of your personality should shine through. Retweet a few of your followers' tweets each week and it's going to be enough.

## **6. Tweet helpful tips, ideas, and links.**

The number one reason why most people go online is to find information. If you want to build trusting relationships and credibility with your followers, it is a good idea to share helpful tips and ideas related to your industry.

If there is great information that you can provide to your audience, thus becoming your industry's "go-to" source for information, don't hesitate to do so. Not only will people appreciate it, but it will give you a nice mixture of content – you don't want to post promotional content over and over.

The helpful information may include your own blog posts (when they are relevant) and links from other sources that your audience could find valuable.

## **7. Respond to compliments and customer feedback.**

Believe it or not, you can provide great customer care to your customers even on a 140 characters social media platform. Whenever you receive a tweet from a customer complimenting your business and giving you positive feedback, make sure to reply with appreciation and sincerity.

If you receive negative feedback, respond professionally and politely. It's a business fact: some of your customers may not be very happy with your products, so be fair and respectful when responding, to maintain a positive image. And while you are responding to comments, make sure to ask your customers more questions, to get even more valuable insight about what they want to see in your business.

**Ninja Tip:** Use Twitter to monitor comments and tweets about your brand.

This way, you can see what your followers, as well as non-followers, are saying about your business. You should also check your followers' Twitter pages, to see if they are talking about your business, products, and services.

You can use Twitter to do a simple search for your company's name, website URL or frequently used hashtags (explained below) to find tweets related to your business. Then, find out what you can do to [build and protect your online reputation](#).

## How to Generate More Business

As a business owner, your main goal for using Twitter is to attract more customers to your business. Sure, you could also post funny tweets every now and then, but you should actively try to connect with people in your area, or with people that may be interested in purchasing from you.

Here are several ways to connect with potential customers:

**1. Use [Twitter's advanced search](#) feature to find locals and follow them.** This feature will help you find people in your area that are potential customers.

Check out their profiles to see if your ideals, thoughts and mindset resonate with their tweets. Don't go overboard and follow everyone you see – that'll only make you look like a spammer.

### Places

Near this place

**2. Use hashtags.** Twitter has made hashtags a lasting trend, and they're crucial in the Twitter world now. Hashtags are keywords associated with a # symbol (#OnlineMarketing for example) and they are very important, because they allow people to find your tweets on Twitter.

Twitter's search system is programmed to find hashtags, so using them in your tweets is a necessary part of any Twitter marketing campaign.

Let us presume that you run a fast food business; you could tweet images of your hamburgers using the #hamburgers hashtag, for example. This will help Twitter users that are searching for hamburgers discover your products.



You can also host contests, choosing a specific hashtag for each contest.

Tell your customers to use these hashtags in their tweets; this way, everyone will be able to quickly find them on Twitter. This will also help you gain more exposure, since your followers will be tweeting about your contests on their Twitter profiles, sharing the tweets with their followers.

**3. Invest in Twitter ads.** Twitter added a “paid ads” feature a while ago. Ads are a great way of supercharging your Twitter marketing efforts, so you should consider using them for your business. There are two basic types of Twitter ads:

- **Promoted Tweet** – This ad is used for any tweets you'd like to promote. You can either use a tweet that's already posted on your Twitter profile, or create a unique one just for promotional purposes. Promoted tweets get more exposure in comparison with organic tweets, and you only pay when someone replies to them, retweets them or engages with them in another way. When you create a promoted tweet, Twitter will specify that at the bottom of the text or image.
- **Promoted Account** – This ad will promote your Twitter account. It's primarily used for attracting more people to your profile and getting more followers. If you plan to invest in this type of ad, your ad will show up in various places on Twitter, including the “Who To Follow”

section, which is displayed when people do a search that's related to your Twitter account.



A big warning about Twitter ads: don't use them all the time. Make sure that you mix your Twitter ads up with organic, valuable content. Over-advertising will only turn off people, making them ignore or unfollow you.

## Essential Twitter Tips

Here are a few more bonus tips to consider:

- 1. Use a link shortener whenever you share links in your tweets.** You will end up having more characters available for your text message and the tweets will look much cleaner, pleasing your followers. In addition to this, some of the link shorteners ([Bitly](#), for example) can help you track the number of clicks, locations, etc.
- 2. Use [Twitter's Vine](#) app.** Vine is a video app that allows you to share a 6-second (or shorter) video with your followers. It may sound like a short amount of time, but these six seconds may provide a way to advertise your business creatively, or present some of your products in a more entertaining way.
- 3. Create a "Thank You" shout-out tweet to new followers.** Many businesses create a shout-out tweet to greet their new followers, and you can do the same. At the end of each day, you can create a "thank you" tweet and add the new followers' user names to the tweet.



You can also do a shout-out tweet every time you gain 5-10 new followers. This will show people that you appreciate them enough to feature them in your tweets.

Since Twitter is a social media network, engaging your fans and interacting with them consistently is an important aspect of Twitter marketing.

According to Twitter, 72% of its members say that they are more likely to purchase from businesses and brands that they follow and interact with. It's true that your business should bring you money, but that's only one part of it. Your customers' trust is also valuable, so make sure that you engage with them on Twitter and stay active on this social media platform.

## Conclusion

This report has covered some of the basic, and yet very important Twitter marketing topics that you should be aware of. Now that you have a better idea of what you can do with Twitter, you can create a plan and start using it effectively. If you are struggling to find ways to get more customers, Twitter could be the answer to your problems.

Developing an online presence is crucial today, when the digital age and online marketing are dominating the traditional marketing methods. Growing your business with Twitter is definitely going to be a great addition to your marketing arsenal.

**If you need help with any aspect of your online marketing campaign (social media marketing, SEO, reputation management, etc.) I can help you get started on the right track.**

Contact me to get answers to any questions you may have.

Don't waste another day... start your Twitter marketing campaign today!

Here's to your success!

George Pirvu

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