

10 Tips to Marketing on Twitter

by Kyle Lacy

Twitter is growing by leaps and bounds and it is important that you start utilizing the tool. There are thousands upon millions of people using Twitter and many of them could be your future clients!

1. Use Twitalyer to Track Untold Amounts of Data

The people behind Twitalyer have created a tool that allows you to trend thirty different metrics to measure your effectiveness on social media and Twitter. You can choose which measures are right for you and your use of Twitter. The site gives you dozens of ways to visualize the content in order to make the metrics highly digestible to the new user. This site is a great way to track your content!

2. Use [CoTweet](#) to Organize Your Team

CoTweet is a web application that allows you to manage multiple Twitter accounts through a single CoTweet login. This is a great tool for businesses with more than a couple of employees using Twitter at one time. You have the ability to monitor keywords and different trending topics on Twitter. You can assign Tweets and on duty notifications for your employees! I would recommend this for any business owner.

3. Connect with People in Your Industry using Twellow

You may be surprised how many people use Twitter in your industry. You can easily find and connect to people by using a tool called Twellow (<http://www.twellow.com>). Twellow has been called the yellow pages for Twitter. You have the ability to search industry and location for users in your target niche!

4. Track local users on Twitter

If you are currently using Twitter to share information it is extremely important to connect with potential customers in your area of influence. (Do you see a trend forming here?) If you are a service based organization your location is probably one of the more important areas of influence for your brand. The site [NearbyTweets.com](#) allows you to search over different keywords in a geographic area. If a user is talking about a topic that is central to your business. . . communicate with them.

5. Use [Twitter Search](#)

If you are using Twitter you know how hard it is to follow all the conversations. It is important to utilize this tool to follow conversations on this growing social network. Use Twitter Search to follow certain trends (social media marketing) or people (competition perhaps?).

To read more about Twitter marketing and development please see my book - [Twitter Marketing for Dummies](#).

6. Use Tweet Chat

A tweet chat is a conversation conducted via Twitter in which Twitter users use hashtags to track and monitor the conversation by topics. I've heard Twitter users complain that these chats are simply added noise on their Twitter feed. Many others claim the chats are a great educational experience – maybe one of the best social opportunities that any social media platform has to offer.

7. Reply. Reply. Reply.

Whenever you get a response (@yourname) make sure that you respond to the reply. This is extremely important because your most valuable followers are the people that respond and communicate with you.

8. Use Hootsuite to Manage Multiple Social Accounts.

Use [Hootsuite](#) for productivity. Hootsuite allows you to pre-post Tweets to be sent out throughout the day. The important thing to remember is that you need to be involved in the conversation. If you are not there to interact with your followers there really is not a point for using the tool. However, it does help for those random tweets to stay in front of your followers.

9. Measure Traffic to Your Blog

Use [Google Analytics](#) to measure the traffic directed from Twitter to your blog or website. If you can measure the traffic related to sales or acquisitions it helps you understand an ROI from the tool. It is also important to use landing pages to track conversions or sales.

10. Use Columns and Search Feeds

Create a column or search feed on your Twitter productivity tool (Hootsuite or Tweetdeck) and start following potential clients, competition, and industry leaders. Be very sure to organize them out to keep the messages separate.



Kyle is principal at MindFrame, a digital direct response firm. He has quickly built a reputation for an excellent in-depth understanding of the application of social and digital media for both small businesses and large corporations. He has currently taught over 175 companies and businesses across the world. Kyle is author of two books: *Twitter Marketing for Dummies* (Wiley, 2009) and *Branding Yourself* (Pearson, 2010). The second edition of *Twitter Marketing for Dummies* will also be released in 2011. Recognized both locally and globally for his knowledge of social media, he is routinely invited to share his expertise with audiences all over the world. Kyle writes a regular blog at [KyleLacy.com](#) that is featured on the AdAge 150 and the Wall Street Journal Online.