

## Business Context

It's important to have a Twitter marketing strategy setting business goals and objectives in line with your overall marketing objectives.

- Why do you want your business to be on Twitter?
- Know who it is you are looking to attract/reach
- Know who it is you want to follow

## Content is King

Get your content and marketing messages sorted

- Provide your followers with useful content sourced from credible websites other than your own.
- Provide useful information on your products and services so your followers become interested and want to know more.
- Remember your **call to action** which takes your follower back to your website.

## Build a Community

You have to build a community of interactive followers

- Let your audience grow organically and follow people and businesses who will add value to your community.
- Network and help people out.
- ReTweet other peoples information and interact with followers who RT your Tweets.

## Consistency is Queen

Demonstrate commitment and build trust

- No less than five Tweets a day
- Keep focused on relevant business themes
- Place a daily call to action

## Monitor

### Not just your businesses goals and objectives

- If you provide services in a particular area monitor the relevant town, city, #hashtag
- Monitor keywords that are relevant to your industry
- Ask questions, get feedback and listen



## Lead your followers



## Increase your Influence

### Influence is measured by patterns of behaviour on Twitter

- How many times your Twitter name is mentioned
- How many people ReTweet your articles
- How many Tweets you send



## Influence measuring tools



## 5 ways you can increase your influence on Twitter and gain more enquiries...



## Tip #1 Run a competition and give away a freebie

- Offer something of value that keeps your followers close to your business
- Use a landing page on your website to divert traffic to
- Make your competition short lived



## Tip #2 Write your own business content and update your website

- Keep your website alive so people want to keep coming back
- Provide business news updates, product reviews
- Show your expertise by using case studies



## Tip #3 Deepen your relationship

- Pick up the phone
- Move your relationships off line
- Send a card to your top five people who RT you and say 'thank you'



## Tip #4 Take part in Twitter chats that are relevant to your industry

- Or create your own by using a hashtag #
- Answer questions, share information and be helpful
- Connect with people who have joined in and reconnect with them during the time in between each session

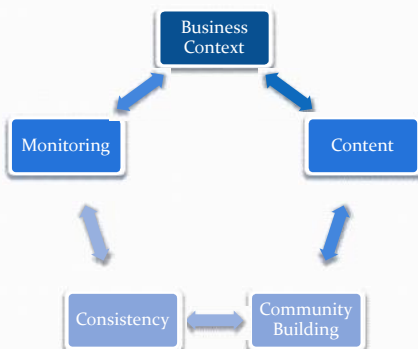


## Tip #5 Make sure your branding is aligned with your business

- Make good use of your bio, be specific
- Ensure that you have integrated Twitter into your off line marketing material
- Invest in creating an Avatar that incorporates your businesses logo



## Twitter five key cornerstones



### Unravel the mystery of Twitter

As a specialised business consultant focussing on Twitter Social Media Marketing and Business Promotion, I can help you to understand how to use Twitter more effectively, raise your profile online and increase your customer base.

- Twitter Business Masterclasses
- Specialised Business Consulting
- Ghost Business Tweeting

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