

Make Your Twitter Experience A Success

50 Tips To Get You Started



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If you are using Twitter as a tool for your business, you want to ensure that your experience with Twitter is a successful one.

There are many things that you should and shouldn't do on Twitter as a business owner. You want to make sure that the actions you do take on Twitter are positive for your business.

Twitter is great for networking, gaining new clients and business partners.

In this report you will find a set of 50 Tips that can assist you in using Twitter to your advantage.

1. Network with notable business associates, competitors, and peers. You don't have to only befriend every individual you can that requests you or vice versa on Twitter. Rather, pick out your networking buddies carefully. Look out for fellow executives or business owners who work within your specific niche. Then, follow their progress, look for advice, and of course, throw in some of your own ideas and suggestions as well. By befriending others who are in the same line of work as you, you'll be able to get an insider's look at how their successes compare to yours.
2. Give your audience updates fairly regularly, but don't over load them. A lot of people are most likely interested in what you have to say, otherwise they probably wouldn't have added you to begin with. This means you should be updating them on a fairly regular basis. This enables them to keep up with what's happening in your world or your business' world. On the other hand, you don't want to overload people so much that the feel of your Twitter site feels "spammy" and they turn away and unfollow you. Try to keep up the balance between good updating and overwhelming people with insignificant updates.

3. I recommend that you use Twitterfeed to help people stay updated. Twitterfeed is fundamentally the website's answer to an RSS feed. It's a great way to automatically keep your followers updated without them having to check your page too often. It also allows things to be updated on their own, so you don't have to spend extra time telling everyone you have updated; as it's all done for you.
4. Use Twitter at conferences and trade shows. When you're out and about networking in the REAL world. Don't forget to use Twitter then as an chance to update your customers and peers on what you're seeing and doing. This shows them that you're being proactive and it can be a lot of fun as well. You can give them updates about funny things you might be seeing at the trade show, or maybe inform them of an interesting vendor you've hooked up with. By sharing your experiences as you go along, you're garnering more interest in what is happening with your business.
5. Keep an eye on what people are saying. Don't forget that Twitter, like any other virtual conversation, is a two-way street. Pay attention to what other members are saying, and see if they're Twittering about you. If they are, you might want to use that as an opportunity to either thank them for a nice compliment, or to make good if they are posting a complaint. Remember that you're never 100% safe from someone who might try to talk negatively about you, your business, your website, or anything else on Twitter. Be sure to use this to your advantage in a diplomatically way.
6. Advertise your Twitter Profile. Display a link to your Twitter profile on business cards, your website, and in email signatures. This reminds people in other ways that you're on Twitter. This is a great way of

letting your customers and clients know that you are on Twitter. Take a nice snapshot of your Twitter home page and then display it along with a link to the Twitter page on your actual website. Include the page's URL (link) in your email signatures and you could also include and print it on your business cards.

7. Make Twitter another home hub. Use Twitter to display your business growth, charts, statistics, and other factual data. This way, your followers who prefer to watch what's happening with you on Twitter have the same basic information and access to your information as those people who usually just visit your website.
8. Promote Your Events. Don't just stick to giving people updates on the happenings of your business. Also keep them updated on any events that may be coming up. You can tweet updates about events such as trade shows, sales, new product launches, conferences and more. Use Twitter to your advantage, as with using Twitter you have the ability to reach a far greater number of people than just your email subscribers alone.
9. Filter your traffic to other places. You can use Twitter to direct people to other resources that you use for marketing such as your blog page or website updates. The exchange of information through Twitter can go both ways, so always keep that in mind. This is a great way to get your followers visiting different resources that you have available which they may not know about.
10. Find a cool template that says who you are as company. Twitter allows you to customise the look of your profile page. Use something individual, unique and creative as your Twitter page. This can be the same graphics you use on your website, a company logo, or something

you've customised just for Twitter. No matter what type of background you choose, ensure that it's appealing to the eyes and does not look too "busy" or "confusing".

11. Why email when you can Twitter? Don't send out short and sweet emails to your subscribers. Most people who sign up for emails from companies expect a monthly and at worst weekly update that is chock full of information. They don't want to open a short email with not much to go on. Save this for Twitter, where people hunger for the short sentences and blurbs. Then, you can compile all of these over the span of a month or so into one email for the others.
12. Use a cool "follow me" graphic. There are so many different follow me graphics to choose from nowadays that will grab peoples' attention. You can even customise your graphic if you want to, so people will see something unique about your page. Just like the template, the follow me graphics get you noticed and entice people to want more information, so make sure this graphic is done well.
13. Keep it casual. Remember that Twitter is a social site, so it's got more of a casual feel than some other websites might. Make sure the posts you send are generally light, with a touch of humour otherwise you might lose your core audience. The purpose of following others on Twitter is so that it's entertaining. If you post too serious or heavy posts, it might turn some readers off.
14. Sub-divide your Twitter page. You don't have to have only ONE company page. Instead, try to come up with a page for all of your staff. This way, your customers get to know others on the team. This can also add a bit of diversity for the business, and it gives people a cast of characters to follow instead of a faceless, nameless company. It also

entices people to follow more so they stay connected to both you and your business.

15. Incorporate video into your Twitter page. Many people may not know that now Twitter allows for multimedia additions, so feel free to include video plug-ins on your page. This makes it more exciting, and people will want to follow your postings more closely if there's video included.
16. Break up your followers. You can actually break apart your followers and separate them into different groups. This is really quite valuable, especially if some of your followers are customers, some might be peers, others are competitors, and you may have some personal contacts. This way, you are able to only update the people who are interested about certain matters with particular tweets. That way other followers don't have to see the topics they are not interested in. This is a beneficial way to hone in on the interests of your audience.
17. Itunes, Iphones, and Twitter: There are plenty of new tools which are available right now that are incorporated into Apple's applications. This means your Twitter updates are available to busy people who are on the go, and for people who access your page purely on their Iphones.
18. It's not just for Iphones any more: Apart from the Iphone specific applications, there are plenty of other mobile Twitter-related applications out there that you can use. Not only are your followers able to download these apps and use them on their own cell phones, but you can do the same and follow your friends and others as well.
19. Keep your customers informed of stock status. Twitter also has lots of great features and plug-ins that can notify your customers when certain items you carry are in stock, and also when they go on sale. This is an

fantastic way to notify people so they can make a purchase. This is also very beneficial for you, so you can get a jump start on your suppliers and what they are offering you.

20. Map it out. Google Maps and many other map websites can now be integrated with Twitter. This can be a great way to show your followers where you're travelling, or just to show them where your business is located. It's also handy so that you can find your followers and look up where they are located.
21. Searching for other blogs through Twitter: Twitter is a great way to get some insight into other blogging websites such as Digg and similar sites. This can be a great way to not only find other peoples' blogs, but to link to them. This way you can inform other people about their content. By performing a search you can find so many other great blogs on the internet that can be linked to your Twitter.
22. Contests are fun to do on Twitter. Host an impromptu give-away contest on Twitter. You can do this every day, every week, monthly, whenever you choose. This is a great way of getting all of your followers to stay interested and engaged. Freebies and give-aways are a great way of gaining new contacts.
23. Ask for feedback. Don't only always tell your followers what you're doing via Twitter. Try to ask your followers for their feedback or opinion on a topic. This is a fantastic way to start a conversation and open up a forum for suggestions.
24. Colours do matter. Take a look at the colour scheme of your Twitter page. Does it look appealing? Try to make your page look appealing to the eye and ensure that it fits the nature of your business. For

example, an ENVIRONMENT related Twitter page wouldn't make the use of blacks and brown. It's main colour would be green. Choose colours that fit your niche and style.

25. Fonts are also Important. The fonts you use for the main Twitter page should also fit the theme of the business or page.
26. Make your Twitter followers feel special by offering "Twitter followers only" specials and offers. This help to encourage new purchases and new followers.
27. Always offer more than just Twitter. If your business is contactable via phone, email and even text messaging, then let your followers know how they can contact you outside of Twitter. This helps to open up the lines of communication.
28. Use behind the scenes tools. Remember there are many tools out there which you can use to your benefit. Don't forget to look at metrics and what things people click on etc. This can definitely an invaluable tool.
29. Get into a routine. Work out a routine or system for you to use and then stick with it. Once you get into the flow of posting then you increase the chances of your readers staying with you.
30. Participate as much as possible. Always contribute and be a part of your followers Twitter pages as well. Don't just stand in the shadows as you could lose your followers.
31. Mix it up. Don't just use Twitter as a promotional tool. Try to keep a dialogue going. Let people know what is happening in your business. Don't just always be posting promotional tweets.
32. Find a Partner. In business it could never hurt for you to form a

partnership with some of your fellow tweeters. You could create a network within a network. Try it and see the results.

33. Realise there are other avenues you can use. Find them, then expand on them. Whilst Twitter is great and can be a fantastic tool for you to use for your business, don't neglect your other sites (your website, blog and other social media/networking sites).
34. Get Rid of The Junk. You are allowed to "unfollow" people. People who do not post nice comments and others who spam you are a perfect example of this. You do not have to have them as followers. Don't be scared to "Spring Clean" once in a while and unfollow those you don't want to follow any more. You can also block followers as well.
35. Future tweets reap sweet treats. You can use tools that allow you to type up your tweets in advance so you can plan ahead. You can then set them up to post to your account when you're ready. This is a really good time saver.
36. Automated Tweets can assist you in prioritising. There are tools available where you can select certain topics or sub-topics for notification. This way the topics that are more important to you will be delivered daily, or as often as you like.
37. Use the advanced search to your advantage. Twitter and other tools related to it have advanced search options. Use these tools to help you find that niche poster or specified topic that you're interested in.
38. Use links. Never mention a resource in a tweet without linking to it. By doing this helps people to gain trust in your opinions because you're backing them up with real links.
39. Try not to abbreviate all the time. Remember that Twitter only allows

up to 140 characters. This can make it tough to express what you want to. Try to avoid using too many abbreviations in your tweets.

40. Never offend people by using bad language. While this is relatively obvious, a lot of people still become carried away on Twitter. As a business it is essential to avoid using foul language. This only makes a bad impression.
41. When explaining who you are, make sure you be as thorough as possible. Give your followers details on who you are, what your company does and what you have to offer them.
42. When possible, try to stay away from arguments. People can sometimes become obnoxious on Twitter. The best thing you can do is just ignore people when they become like this. Don't try to get into an argument. The worst thing you want to do is make yourself look bad.
43. Don't be boring. Make your tweets fun and lively. You want to keep your followers interested in what you are sharing. Don't talk about wasteful things like what you had for breakfast.
44. Counts don't count. Don't waste your time worrying about how many followers you have. You don't want to become distracted from posting quality tweets.
45. Reject spammers. Ensure you keep spammers and spam e-mailers out of your Twitter feed as they can ruin your page.
46. Ask and you shall receive. Never be afraid to ask others to retweet your tweets, or to link you to their blogs, etc. Most people will agree if you just ask.
47. Open up to your audience. Try to loosen up and have your other Tweeters do the same. Try to keep your tweets real and honest.

48. Offer free downloadable material. You can always offer a free report such as a PDF download or other material on your Twitter page for people to look at and get more information.
49. Use SEO to your advantage, and do not forget to implement important keywords into your Twitter posts.
50. Do not abruptly stop your tweets. If you have to go away on vacation, make sure you have someone sit-in as a tweeter. This way your followers can still keep up to date.

If you haven't downloaded my 2 Starter Guides you can get them from the links below.

[A Starters Guide To Twitter Part 1 – Sending Your First Tweet](#)

[A Starters Guide To Twitter Part 2 – Beyond The Basics](#)

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Kellie Simon

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