

Take Action Guide: Twitter

Step One: Determine Your Strategy

What do you want to get out of Twitter – be clear.

Increased traffic to your website? How much?

Increased number of clients? How many?

Improved customer service? How will you measure?

Demonstrate your expertise? How will you know when you've succeeded in doing this?

Build relationships with potential JV partners? What will this look like when you've done it?

Have an 'online' social life? How will you know you have one?!

Learn new information? How much time will you spend?

Keep up with your competitors?

(NB See the measurement section below to help you here)

Pick just 3 key goals to start with and write them out clearly here:

Step Two: Find Your Ideal Clients

Go to <http://search.twitter.com/search> and enter the key words related to your niche, eg "parenting problems"

Grab the RSS feed and follow a few people there.

Go to <http://www.twellow.com/> and look for eg "parenting"

Follow 20-30 of your ideal clients.

Step Three: Find Out Their Problems Right Now

Spend 30 minutes a day, for 3 days finding out what their problems are if you're a beginner.

If you're an old-hand, set aside 15 minutes once a week to review your search results.

Step Four: Build Credibility/ Demonstrate Expertise

Create at least one blog post a week that answers a problem people are tweeting about RIGHT now in your niche market. @ reply to the individual who tweets the problem, saying 'I hope this helps you...'

Also add twitterfeed to your blog to update your tweets automatically with new blog posts.

Set a target to help out 4 people each day.

Post 3 tips each day that answer those questions.

Step Five: Build Your Mailing List

Have a really obvious sign up box when people land on your blog posts.

The main focus of your Twitter strategy should be to drive people to your site to get them onto your mailing list. That is where you'll market to them NOT on Twitter.

Step Six: Increase The Number Of Followers You Have

Once a month to twitter.com, go to 'find people' then 'find friends' and update your twitter list from your email contacts.

Upload your client and contacts list to a separate gmail account and repeat the exercise.

Set up [Tweetadder](#) to follow 200 targetted new people each and every day. Remember you need to log-in every day for this to work.

Post great tweets including:

- Links to your helpful blog posts
- Funny quotes or jokes (these are great for being retweeted)
- Top Tips
- Answers to questions you know your target market have
- The occasional promotion
- Open questions

- Have an opinion on the latest twitter trends: you can find these at <http://www.search.twitter.com>

Remember: Quality v quantity of followers.

Step Seven: Engage With Your Followers

Remember, Twitter is NOT a 'set it and forget it' tool.

ALWAYS reply to any @ messages you get, and of course any DMs.

Welcome your new followers.

Thank people who retweet your tweets.

Go to <http://useqwitter.com> and set up an account there so you can see WHY people unfollow you. Then do something about it!

Step Seven: Get Exposure

Find and follow people who have the followers you want.

RT their tweets, read their blogs and comment, try to engage them in conversation. If you can get them to @reply you, this will appear in their feed and their followers may decide to follow you.

Step Eight: Go Viral

Create short (100-120 character) tweets to allow people to RT.

Put 'Please RT' occasionally.

Find out who your big Twitter fans are: go to <http://retweetist.com/>, put in your username and see who has been retweeting your tweets.

Here also click 'The Retweeted News' to see who the top retweeted people are, and notice what they are doing with their tweets to get retweeted.

Step Nine: Conduct A Competitive Analysis

Use <http://twellow.com> and enter your top 3 competitors names to see if they are using twitter.

Then go to <http://twittergrader> to determine their level of influence and the top words they are tweeting about.

Go to <http://search.twitter.com> and enter the competitors twitter name, then grab the RSS feed.

Step Ten: Promote!

Promote no more than twice a day, but don't be afraid to promote!

Use 'behind the scenes' tweets, eg 'just putting together my new masterclass on managing your kids tantrums' (include url)

Step Eleven: Measure Your Success

...to know whether you are meeting your strategic aims. Don't be lazy – DO THIS!!

Set up a spreadsheet with your Twitter KPIs and monitor according to the schedule below. Then tweak your strategy according to the results.

Measure your click through rate from your tweets: Go to bit.ly and set up your account.

- Go to tweetdeck, click settings, then services. Choose web url shortner bit.ly.
- Go to socialoomph, click 'my SO settings' and add your bit.ly settings.

Measure your Twitter standing: Go to www.twitalyzer.com and register.

- Pick 4 measures from your dashboard that mean the most to your business.
- Record where these stand right now.
- Go to 'goals' and set goals for each of these 4 measures.

Measure the traffic you get to your site from Twitter: Set up your google analytics account.

Your Twitter Schedule

	Daily	Weekly	Monthly	One - off
Tweet a top tip	pre-schedule these tweets			
Tweet a blog post				
Tweet a promotion				
Tweet a joke				
Tweet a top tip				
Tweet an article from your Facebook Page				
Tweet a promotion				
Ask an open question				
Tweet a joke				
Check @replies and DMs and reply		5 mins X 2 a day		
Check your favourites and RT 4 great posts	10 mins X 2 a day			
Log-into your tweetadder	10 seconds			
Write your scheduled tweets for next 7 days		30 minutes		
Review the themes of your ideal clients' tweets		15 minutes		
Create one blog post to answer questions		15 minutes		
Review twitlyzer stats and record		10 minutes		
Review bit.ly stats and record		1 minute		
Review google analytics and record		2 minutes		
Visit twitter.com and research trends		5 minutes		
Review competitor activity		10 minutes		
Review strategy and progress against targets			20 minutes	
Import contacts from email account			5 minutes	
Add twitterfeed to your blog				
Set up your bit-ly account				2 minutes
Set up your qwitter account				2 minutes
Set up your google analytics account				20 minutes
Create your KPI spreadsheet				10 minutes
Set up your tweetadder account				15 minutes
Set up your retweetist account				2 minutes
Identify and set up RSS for competitors				30 minutes
Find and follow 20 ideal clients				20 minutes
TOTAL	30 mins, 10 s	88 mins	25 mins	101 mins