



# TWITTER TRAINING



CROSS THE **FINISH LINE**

WITH SOCIAL MEDIA MARKETING

**Leg 1**

### Create a personal profile

- Username
- Password
- Bio
- Customize your background
- Upload professional photo

### Develop a strategy

- List your goals
- Identify your target market
- Describe the value you can add to your audience
- Identify 10 key influencers

### Automate your account

- Choose an account to help you automate Twitter. A few automation tools include:
  - SocialOomph
  - Tweetdeck
  - HootSuite
- Set up the new account
- Create an automated DM for your new followers

### Start Networking

- Begin looking for information to share with your followers that will be valuable to them. Some great places to find quality information includes:
  - Content Aggregators: Google Reader, Alltop
  - Smartbrief
  - Twitter Feed
- Begin sharing information three times per day with your followers. Examples of information to share includes:
  - Links to articles
  - Questions
  - Quotes

## Build your followers

- Follow 10 core influencers in your market
- Follow 25 people in your target market. You can easily find targeted people in any of the Twitter directories. Two of the largest Twitter directories are:
  - [www.twellow.com](http://www.twellow.com)
  - [www.wefollow.com](http://www.wefollow.com)

## Use your lists

- Start by creating 3 lists – you can add more later. Identify 3 specific groups of people you'll be connecting with. Create a list and begin adding followers to it. Examples of lists you may create include:
  - Industry influencers
  - Groups/Associations you belong to

*\* If you need help with your strategy or would like assistance with the applications and tools surrounding Twitter contact me at [laurademeo@yahoo.com](mailto:laurademeo@yahoo.com)*

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