SOCIAL MEDIA MARKETING
Training SERIES

twitter

LEG 1

Twitter Domination

How to use Twitter to grow your business

Introduction

Hello my name is Laura DeMeo and I am a Social Media Marketing strategist. My specialty is helping Race Directors explode their businesses by creating buzz around their races using social Media and word of mouth marketing.

I do this in part because I am a competitive athlete myself. My passions include trail running, cycling, ultra running, Triathlons. I have raced in 6 ironmans including my long time goal– the world Championships in Kona Hawaii! After taking a year off from racing last year, I have the bug again and am currently training for Ironman Canada!

But I also do this, when I could do anything else, because I believe that racing is where it all comes together, where mind meets body. It is a powerful reflection of one's physical threshold and mental fortitude. I believe we are made to go far beyond what we imagine is possible for ourselves, and to do that, we must condition our minds and break every conceivable limitation we ever thought we had so we can make a difference in the world.

Because of this, it is my passion to support race directors in creating events that help athletes push beyond every one of their limitations, and social media marketing is the very best way I know to help them succeed. I am very excited to help you take your business to the next level!

Laura DeMeo

How would you like…?

How to use Twitter to build your business

How would you like to BUILD your business just by sheer opportunity of connecting with new people who have never heard of you otherwise….. And to be able to build relationships that ultimately turn into business transactions?

How would you like to get hundreds of new customers with out spending a lot of your Time and Money-- just by **Word of Mouth**… …(developing raving fans that help spread the message for you with any extra effort)?

How would like to discover how to use Twitter as powerful Marketing strategy for your business?

Laura DeMeo

In this training you will learn:

- What is Twitter and Why it is important
- How to Get started with Twitter
- Develop a strategy
- Communicating on Twitter- (unique language)
- What to say
- Acquiring followers
- Twitter Lists
- Twitter automation
- Management tools
- Creating a Plan of Action

Laura DeMeo

Your First Impressions of Twitter?

Let's address some initial impressions/ questions you might have about Twitter!

First Impressions of Twitter…

- Twitter is a waste of time… I don't care what people had for lunch (what's the purpose?)
- I don't need anymore distractions in my life
- I just don't get it! (How is Twitter useful for business?)
- I feel like I am talking (tweeting) into thin air (who sees this?)

Some questions you might be asking yourself…

- Does it work?
- What do I day (what do I tweet?)
- How does someone new like me get started?
- How do I get Followers?
- Who would be interested in following me?

Laura DeMeo

What is Twitter ?

Twitter - Wikipedia Definition—

Twitter is s a social networking and microblogging service that enables its users to send and receive messages known as *tweets. Each tweet is a real time- live feed of the latest news, conversations, and updates*. Limit140 characters per tweet

What really is Twitter?

Twitter is a tool that allows you to build real relationships with people that can lead to a business transaction. People buy from people they know, like, and Trust.

Twitter Expert, Brian Clark (@copyblogger), puts it into perspective when he says “Twitter is the Front Line” meaning people who have never heard of you before will get exposed to you the first time

Laura DeMeo

Why Twitter?

- Twitter is an incredible tool for identifying connections, joining conversations, building community, strengthening your brand and business, and getting the latest news. Athletes, celebrities, and Fortune 100 companies have all caught onto the power of Twitter

- Twitter is a strategic and powerful resource for identifying your targeted market, centers of influence, and potential partners/alliances.

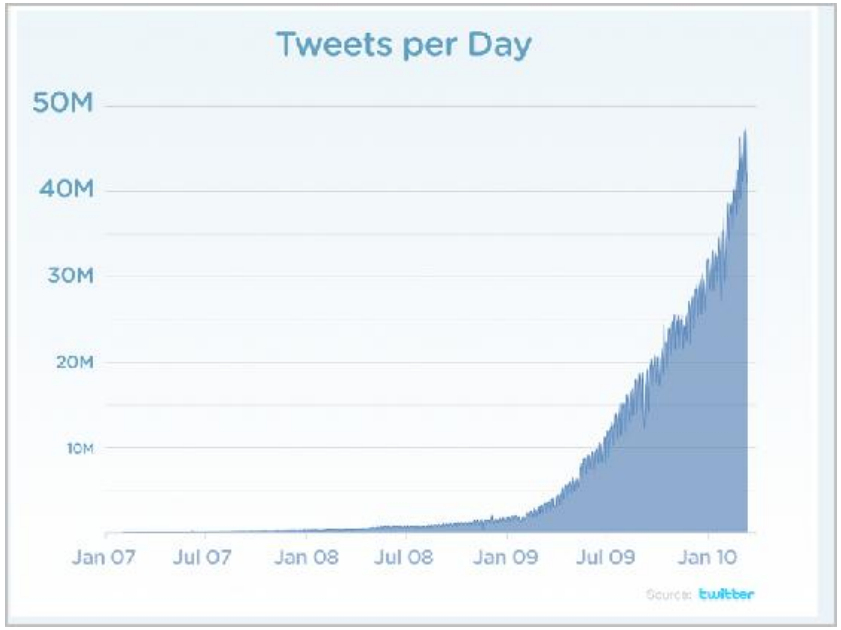
- If used the RIGHT way (building relationships, adding value/ quality content, and sharing information, consistent branding, etc.) Twitter will help you network more effectively and grow a massively successful business

- Will help to drive traffic back to your site. Each tweet has it's own url and is indexed with Google search engine. What this means to you is the more you tweet using your keywords, the more it will help with SEO and increase your visibility/traffic.

Brandon DeMeo

Twitter trends

TWITTER IS EXPLODING! Conversations are happening every second



1. People were tweeting 5,000 times a day in 2007.

2. By 2008, that number was 300,000 per day, and by 2009 it had grown to 2.5 million per day.

3. Tweets grew 1,400% last year to 35 million per day. Today (2010), we are seeing 50 million tweets per day—that's an average of 600 tweets per second.

Laura DeMeo

Why Twitter?

Impacting buying decisions through word of mouth marketing.

- People are 67% more likely to buy from brands/businesses they follow on Twitter[1]
- 79% of people are more likely to recommend a brand they follow to their Twitter followers[1]

What does all this mean to you?

It means that Social Media is a major player in word of mouth marketing—if you are not using it, then your business is missing out!

Laura DeMeo

[1] http://mashable.com/2010/03/16/facebook-twitter-purchase-decisions/?utm_source=feedburner&utm_medium=feed&utm_campaign=Feed%3A+Mashable+%28Mashable%29&utm_content=Google+Reader

Getting Started

- Create your account
- Set up Profile
- Customize background

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Communicating on Twitter

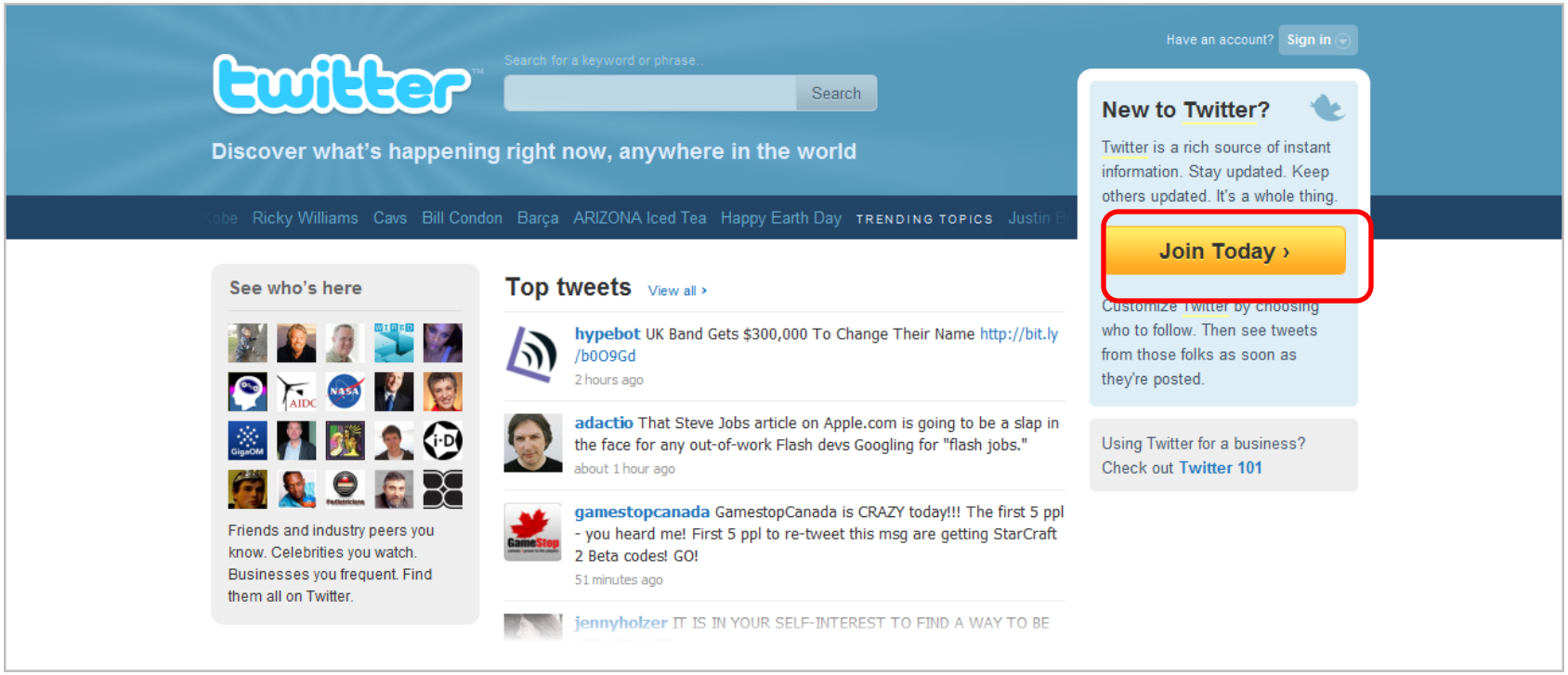
Twitter Landscape

Laura DeMeo

Getting Started

Set up your free Twitter account

go to: http://twitter.com



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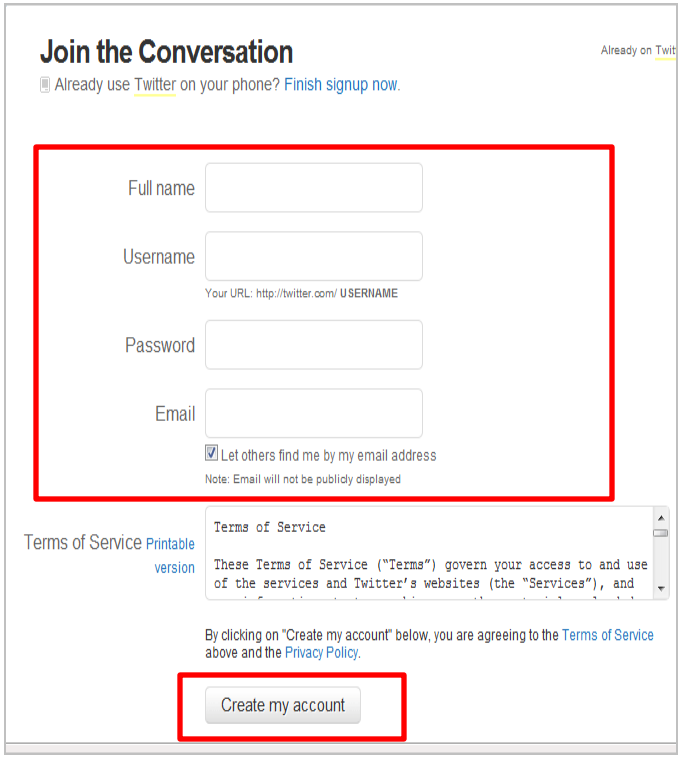
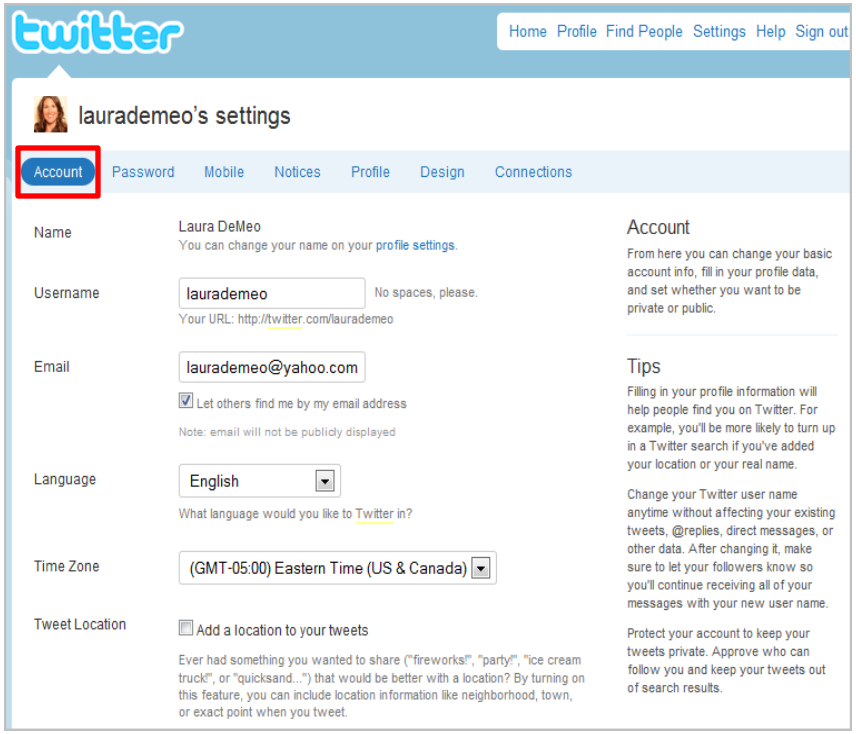
Getting Started

Set up your free Twitter account

Create your username and password…and customize your settings





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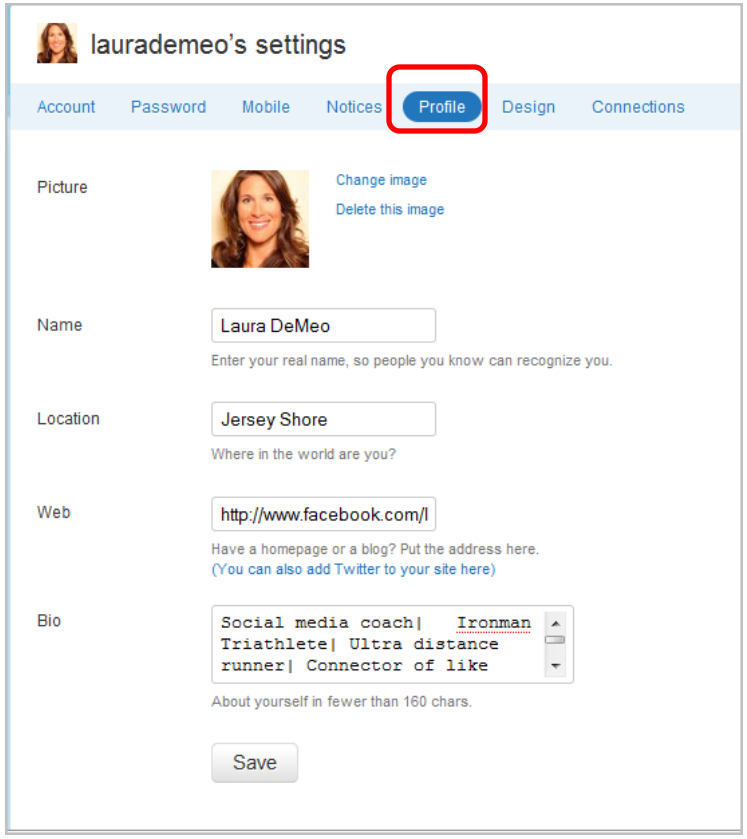
Getting Started

Set up Profile

Create your bio



Your bio and profile are essential first steps in creating your brand!

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Getting Started

Set up Profile

How to craft a killer bio

- **Fastest and easiest way:**
  - Identify top 10 influencers in your niche
  - Research what they are doing successfully
  - Learn from & Study them
  - Twellow (twitter directory)
  - Research Blogs, fan pages, Linked-in Profiles

- **3 “W”s for creating your bio.**

1. What do you do?
2. Who is your Target Market?
3. Why are you different?

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Getting Started

Set up Profile

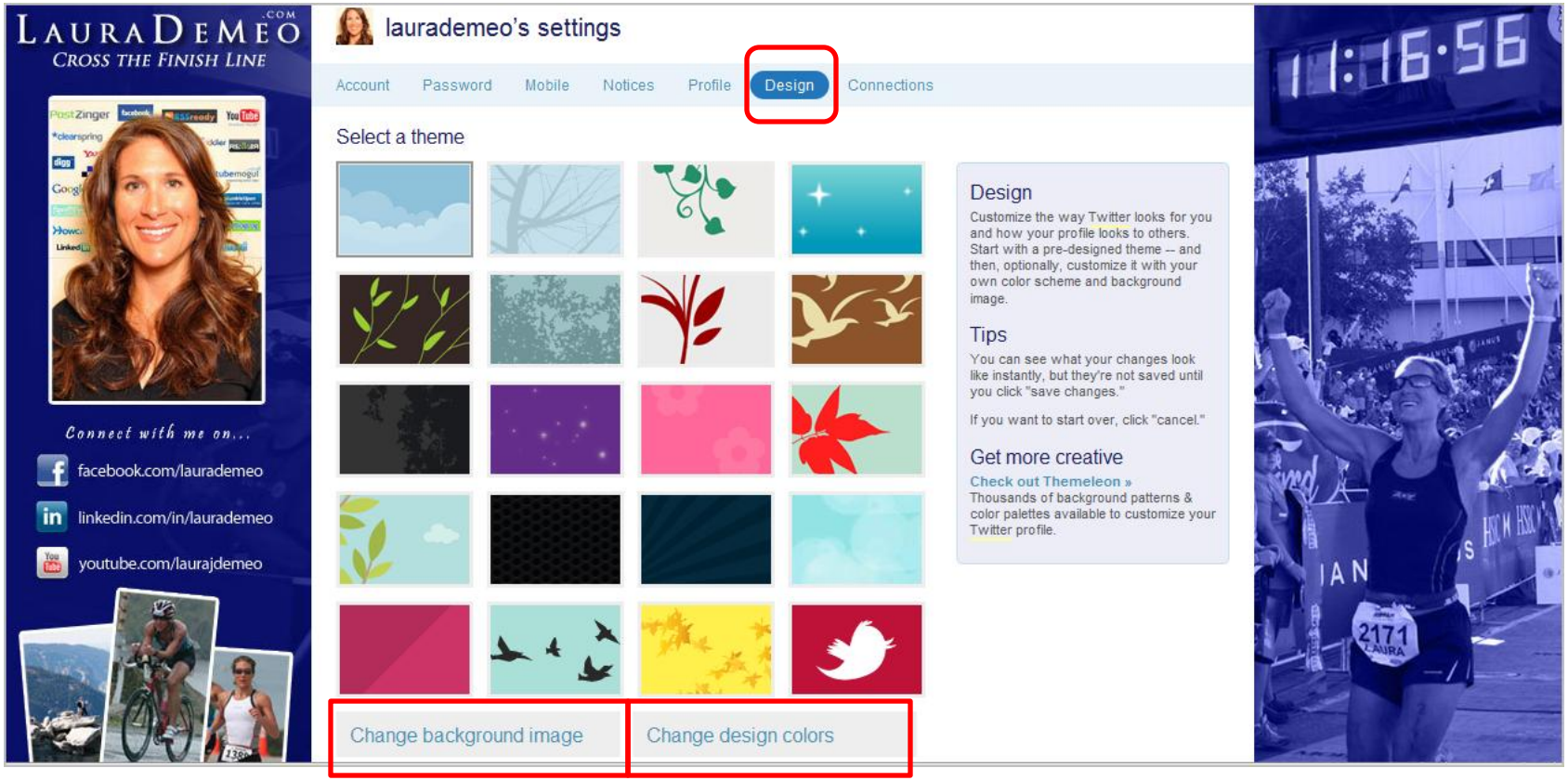
Bio Examples

- As the Brain-Sticky Communications expert, I ensure that coaches and other inspired entrepreneurs are killer-good in sales & public speaking (@lizabethphleps)
- President, New Marketing Labs. More? http://bit.ly/cbbio . email: blog at chrisbrogan dot com (@chrisbrogan)
- I'm an internet entrepreneur and personal development coach who loves nature, yoga, people, being inspired, thinking deeply, and just enjoying life! (@katiefreiling)
- I wrote the book on LinkedIn, and talk sports at sportsnetworker.com | World record holding athlete & 2 sport All-American. I'm also a dirty salsa dancer (@lewishowes)
- Social media coach| Ironman Triathlete| Ultra distance runner| Connector of like minded people| Help businesses blast through all conceivable limitations (@laurademeo)

Laura DeMeo

Getting Started

Customize Background



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Getting Started

Customize Background

- http://www.twitter-backgrounds.net/
- http://www.tweetbacks.com
- http://www.twitbacks.com
- http://freetwitterdesigner.com

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Develop Strategy

- **What are your Goals?**
  - How will you use Twitter?
    - Establish presence, build brand
    - Gain publicity
    - Increase sales
    - Perform customer service tasks

- **Who is your Target Market?**
  - Who do you want to do business with?
    - What are their challenges, needs and aspirations?
    - How will you address their needs and solve their problems?

- **Identify key influencers and target audience**
  - Build relationships with core influencers within your target market
  - Find potential clients
  - Locate strategic partnerships
  - Connect and engage with your target market – What are they looking for? How can you help?

- **How will you add value?**
  - Quality content, retweet others, build relationships, provide latest relevant news, offer motivation

- **Be interested in others**

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Communicating on Twitter
(Twitter language)

I have a Twitter account, now what?

- **Tweets**- messages that are no more than 140 characters and can be seen by all your followers

- **@Replies-** when you address someone openly or respond to someone and it can be seen by your followers (type @username; for ex. @laurademeo)

- **Retweets**- when you pass on someone else's tweet (or message); you do this because you like their tweet and it offers value to your followers. This acknowledges that person and it can be a strategy for building relationships. It is the sincerest form of flattery

- **Direct Messages**-this is a private message to someone. No one else will see this message. You must be both following each other. For ex. You can not DM someone who is not following you

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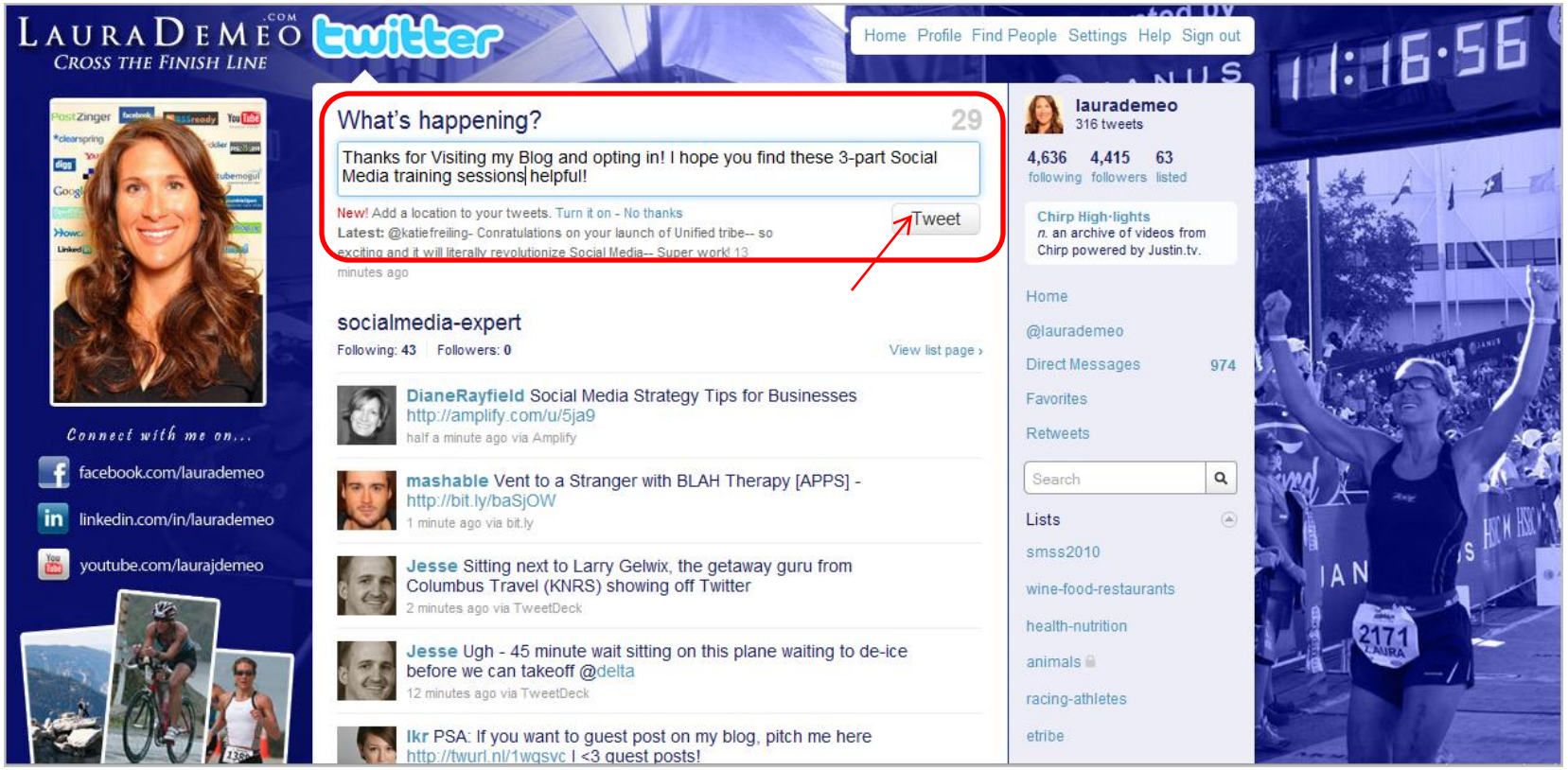
Communicating on Twitter

Twitter Landscape



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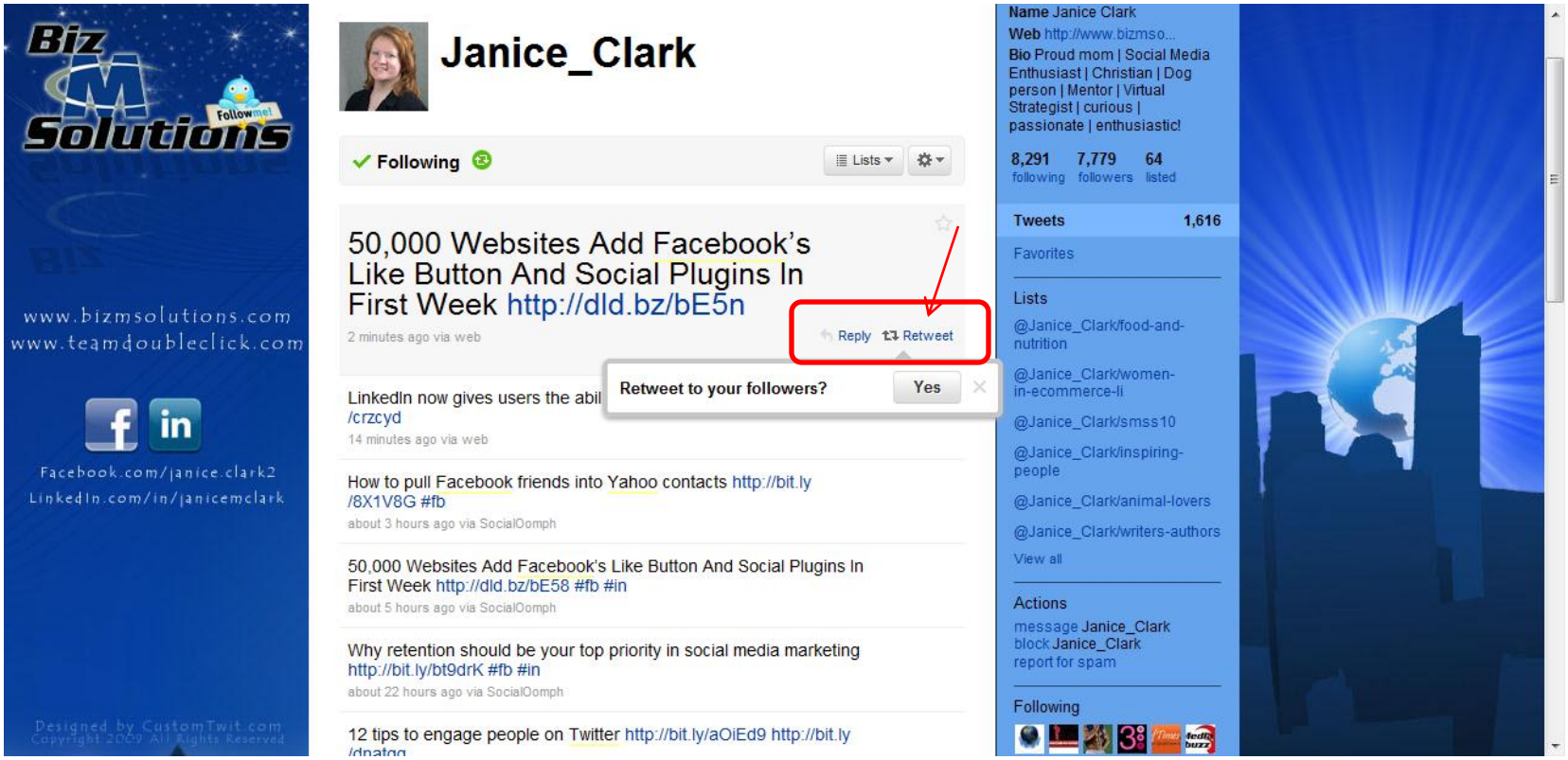
Communicating on Twitter

Twitter Landscape cont…



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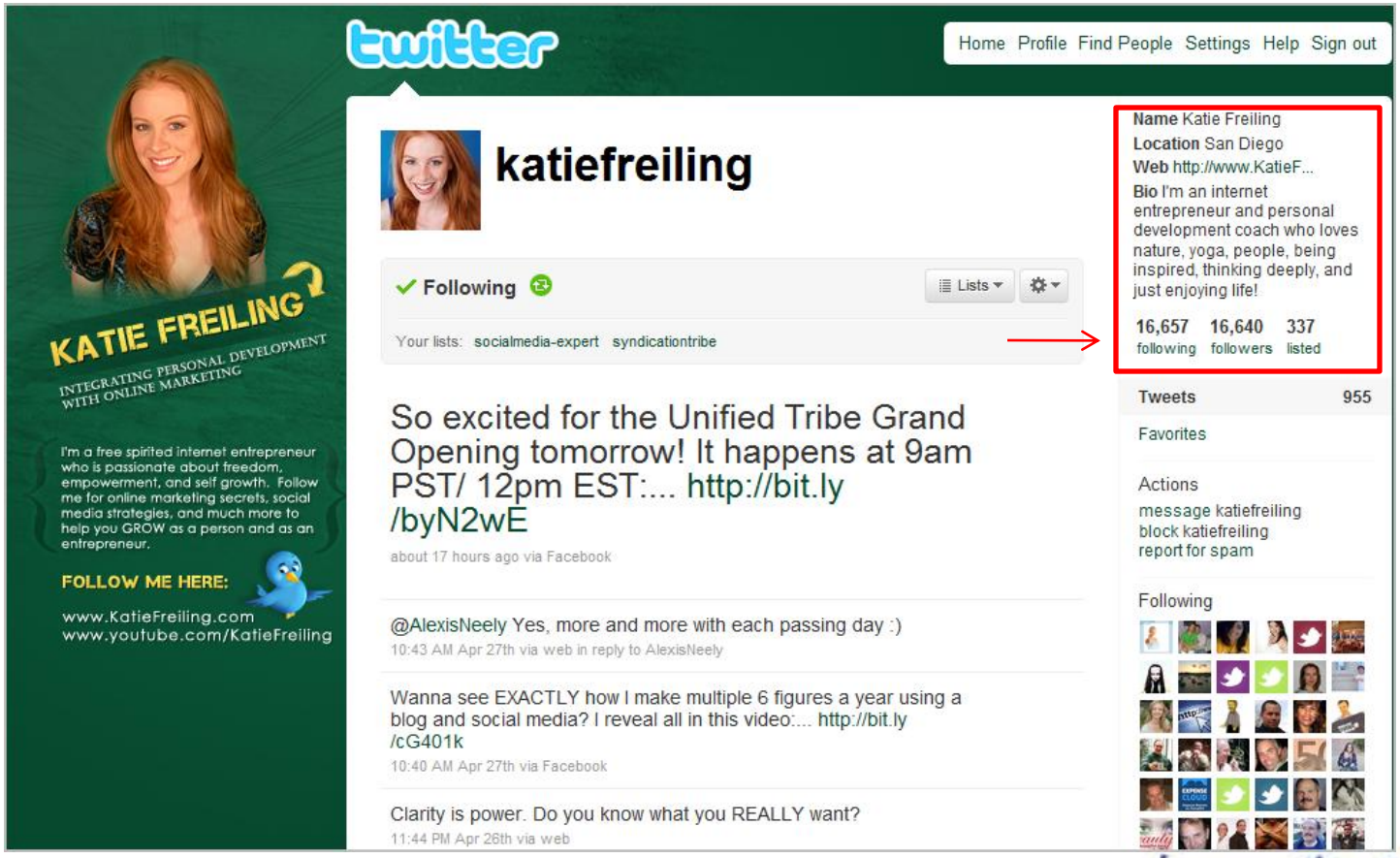
Communicating on Twitter

Twitter Landscape cont…



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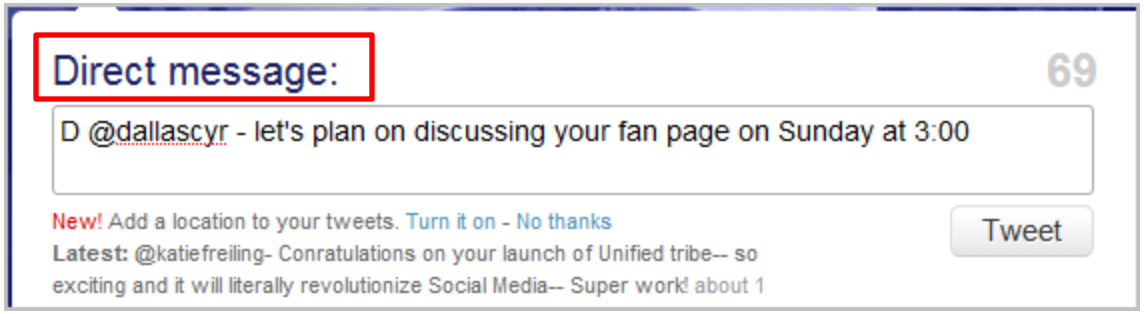
Communicating on Twitter

Twitter Landscape cont…



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Communicating on Twitter

Building your Followers

- If you want to use twitter as a marketing platform, build more followers (get more followers by tweeting interesting stuff)
  - Give them a reason to follow you
  - Create interesting content/ syndicate (share) interesting content
- Follow your core influencers– emulate what the successful people are already doing right
- Search and identify Target people to follow– (prospects, clients, like minded people , and potential partners)
- How to find people:
  - www.twitter.com
  - www.search.twitter.com.
- Use Twitter Directories
  - www.Twellow.com
  - www.Wefollow.com

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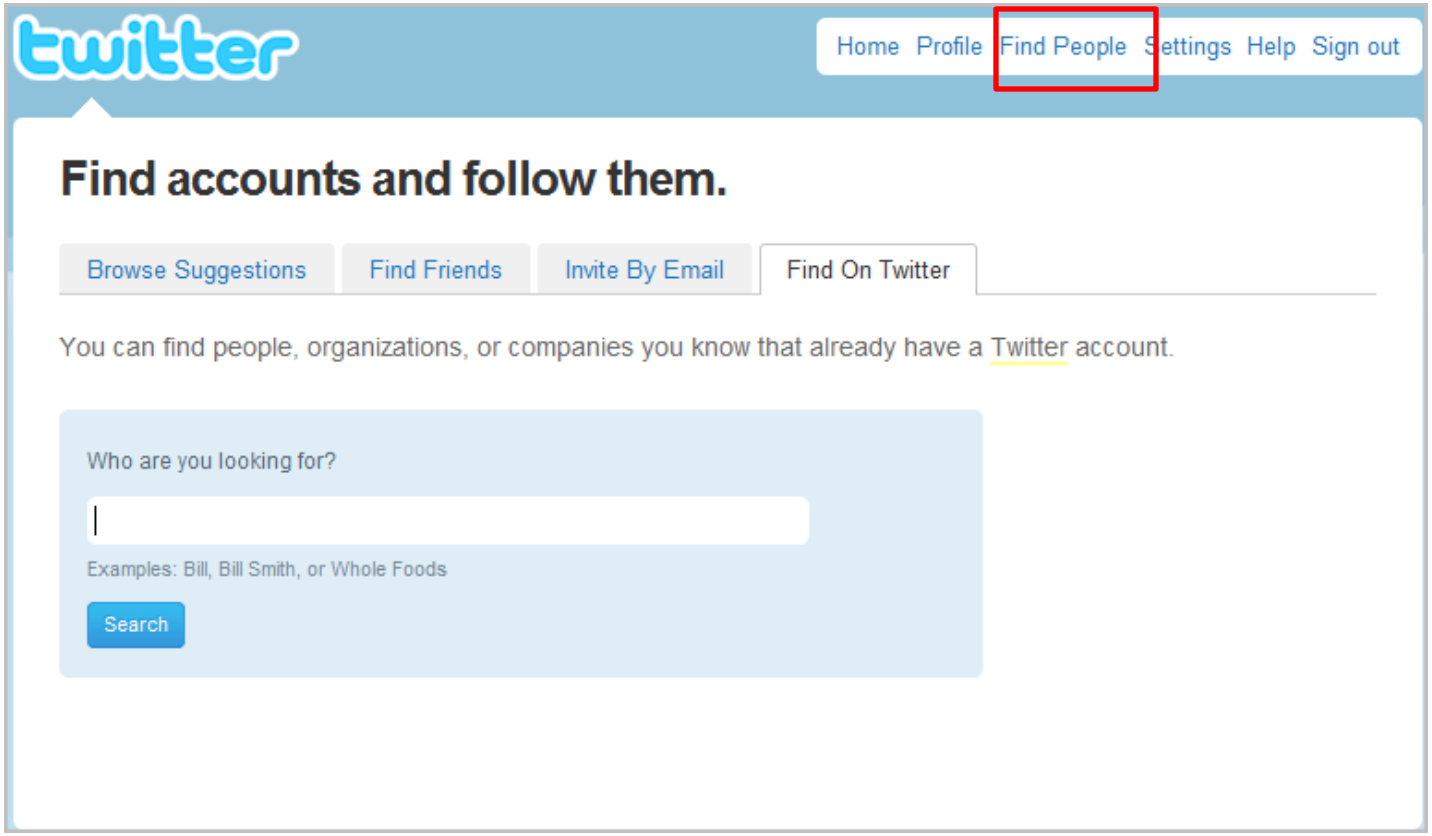
Communicating on Twitter

Building your Followers…how to find people at www.twitter.com



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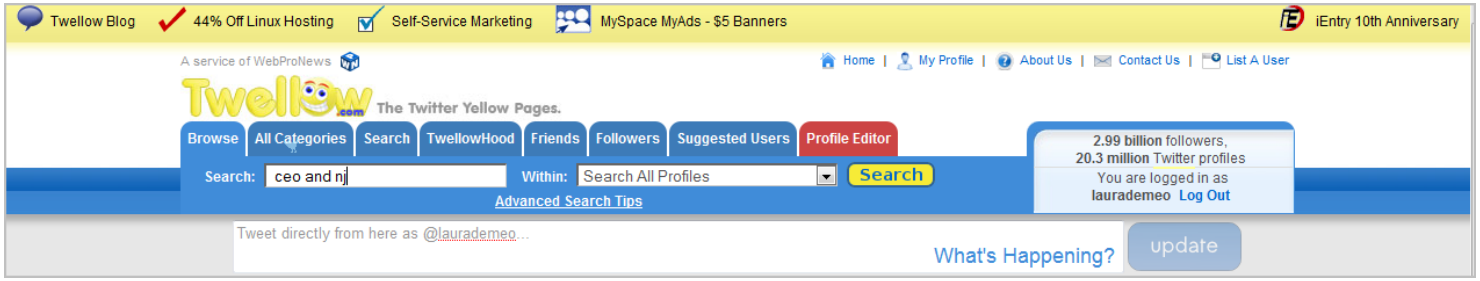
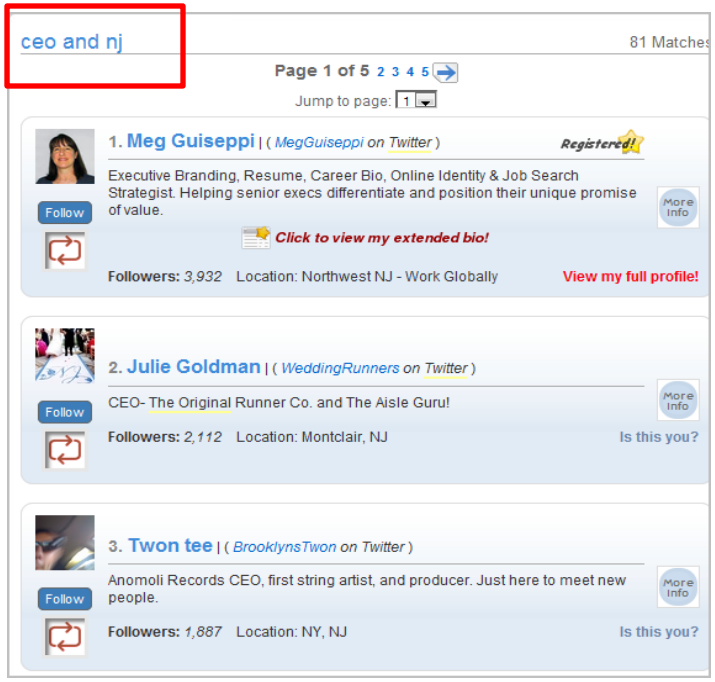
Communicating on Twitter

Building your Followers…Get Listed on Directories/ Find target People





www.twellow.com

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What do I say (tweet)?

Content is King

Quality of your content will determine your success.

- Share tweets that empower (inspire), enlighten, entertain, educate- something that brings value
- Publish useful links to other peoples content including: articles, videos, ebooks.
- Inspire through quotes
- Follow unwritten 90/10 rule (promote, share others 90% of the time and promote your content 10 %... Blog post, fan page etc)

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Excellent Content Sources

Where can I find information to tweet?

- Content Aggregators (sources that curate information)
  - Google Reader (subscribe to your top 15-25 blogs)
  - Alltop (website that organizes content from top bloggers in the world)
- Smartbrief- Company that filters information based on industry. Targeted information
- StumbleUpon- community of several million- they categorize good information using thumbs up or down. Basically filtering websites and say whether it is interesting or not.
- Twitter lists
- Videos (Twiddeo.com)
- photos (Twitpic.com)
- Twitter feed (twitterfeed.com) Feed your blog into twitter

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What do I say (tweet)?

Tips to Engage People on Twitter

- Ask Questions/ Answer questions
- Publish useful Tips or Facts (can do Tip of the week)
- Retweet to Acknowledge others (give credit for great content)
- Thank people when they retweet your tweets
- Reach out to new people with Follow Friday Hash Tag
- Introduce yourself and send a personal message to new followers
- Add people to twitter lists and let them know you added them
- Thank followers when they add you to twitter list
- Complement followers when you see something you like or that stands out

Be yourself!

Laura DeMeo

What do I say (tweet)?

Some examples…

Don_Crowther Interesting - LinkedIn now allows you to follow company updates. http://bit.ly/agVeDL
36 minutes ago via Status Syndicator

Link to useful article

Useful Tips

DianeRayfield Social Media Strategy Tips for Businesses
http://amplify.com/u/5ja9
about 1 hour ago via Amplify

Starbucks making announcements

New York City, There is now a Clover in Manhattan! Check out the new store in SoHo at 76 Spring St.
2:45 PM Apr 28th via CoTweet by **bradnelson**

We're doing our first tweetup at our monthly roasting event! Tasting Organic Shade Grown Mexico right now. http://yfrog.com/8d74727924j
1:11 PM Apr 28th via Tweetie from Industrial District East, Seattle

Quote

Man, @katiefreiling is a ROCK STAR! If You Haven't Been Following Her This Week You're CRAZY... http://bit.ly/a0HRau -- See Now.
12:54 PM Apr 27th via web

"The only way to become wealthy is to add more value to people's lives than anyone else is adding" ~ Tony Robbins. How do you give value?
3:25 PM Apr 7th via web

I'm hosting a FREE "How To Build a RockStar Personal Brand" webinar Thursday night. Limited spots, register here http://bit.ly/acbLAE
5:52 PM Apr 27th via TweetDeck

Promoting event

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What do I say (tweet)?

Some more examples…

RT @joelcomm: @marismith has a new book on Facebook marketing! Congrats Mari [PIC] http://twitpic.com/1jg3um [TYVM!!]

2 minutes ago via Seesmic

@joelcomm http://twitpic.com/1jg3um - THANK YOU, Joel!!! hehee - I think this calls for a wee piano tune on my i

3 minutes ago via Twitpic

Hosting webinar

I'm hosting a FREE "How To Build a RockStar Personal Brand" webinar Thursday night. Limited spots, register here http://bit.ly/acbLAE

5:52 PM Apr 27th via TweetDeck

POLL: Do you trust social profiles more when the person has a picture of their FACE?? (vs. cat, dog, car, logo,... http://bit.ly/cTzAid

28 minutes ago via Facebook

Poll question

Link to Pictures

http://twitpic.com/1j7pt0 - HUGE props to Facebook whiz & futurist, @DaveKerpen, for his contribution to @facebookmktg!! #daverules

about 20 hours ago via Twitpic

mashable 5 Reasons Google and Search Won't Dominate The Next Decade - http://bit.ly/acSAgP

6 minutes ago via bit.ly

Link to article

RT @terrypetrovick Rare Interview with Jonathan Budd-Go Behind the Curtain http://bit.ly/98GIHR -- Watch This. Terry is AWESOME. :)

7:53 PM Apr 26th via TweetMeme

Retweet

Use PwrPt? I've got a challenge for u! Looking for 5 entrepreneurs with "moxie" to give it up. Check out video http://tinyurl.com/yg5kmjx

9:41 AM Apr 20th via web

Link to Video

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What do I say (tweet)?

10 Mistakes to Avoid on Twitter

1. Constant self-promotion and not adding value
2. Not engaging with followers, just sending 1-way tweets
3. Not thanking others for retweeting you
4. Not responding
5. No real profile picture
6. Lack of consistency, no clear message/branding
7. Don’t fully complete Information and Bio (missing out on SEO)
8. Not proactively growing your network and building relationships with influencers
9. Not showing interest in other people
10. Using all automation

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Twitter Lists

How to market your business using Twitter Lists

1. Twitter Lists- helps you separate and organize the people you follow

2. Allows you to stay on top of influencers, important people-- & filter the noise

3. Helps you organize markets and niches and top authorities.., so you don't miss a thing!

4. Helps to grab the attention of people you want to meet and build relationships

5. Lists is an excellent marketing strategy to build your brand and increase SEO

6. Live video example: (http://www.socialmediaexaminer.com/how-to-market-your-business-with-twitter-lists/#more-1679)

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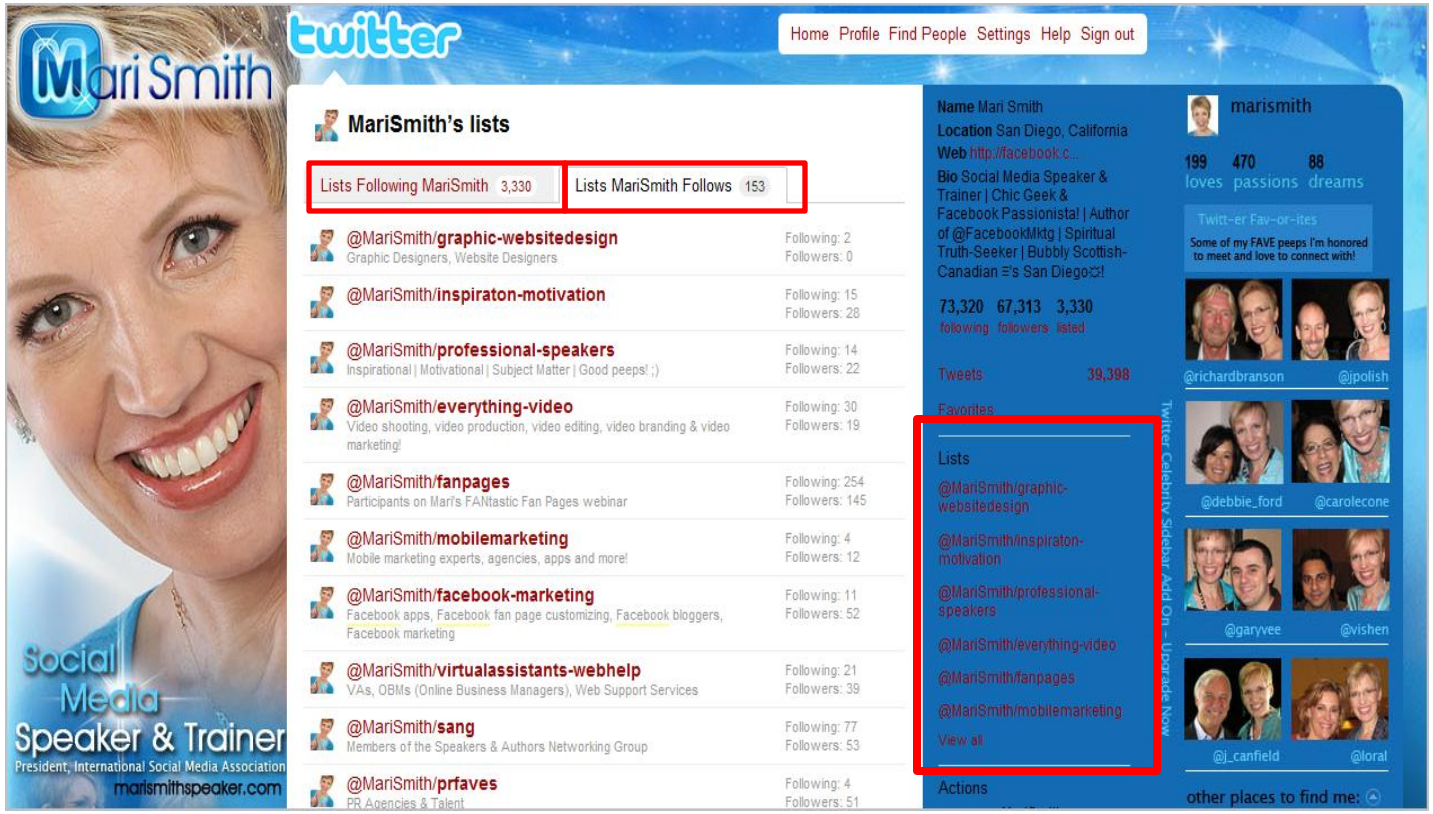
Twitter Lists

How to market your business using Twitter Lists



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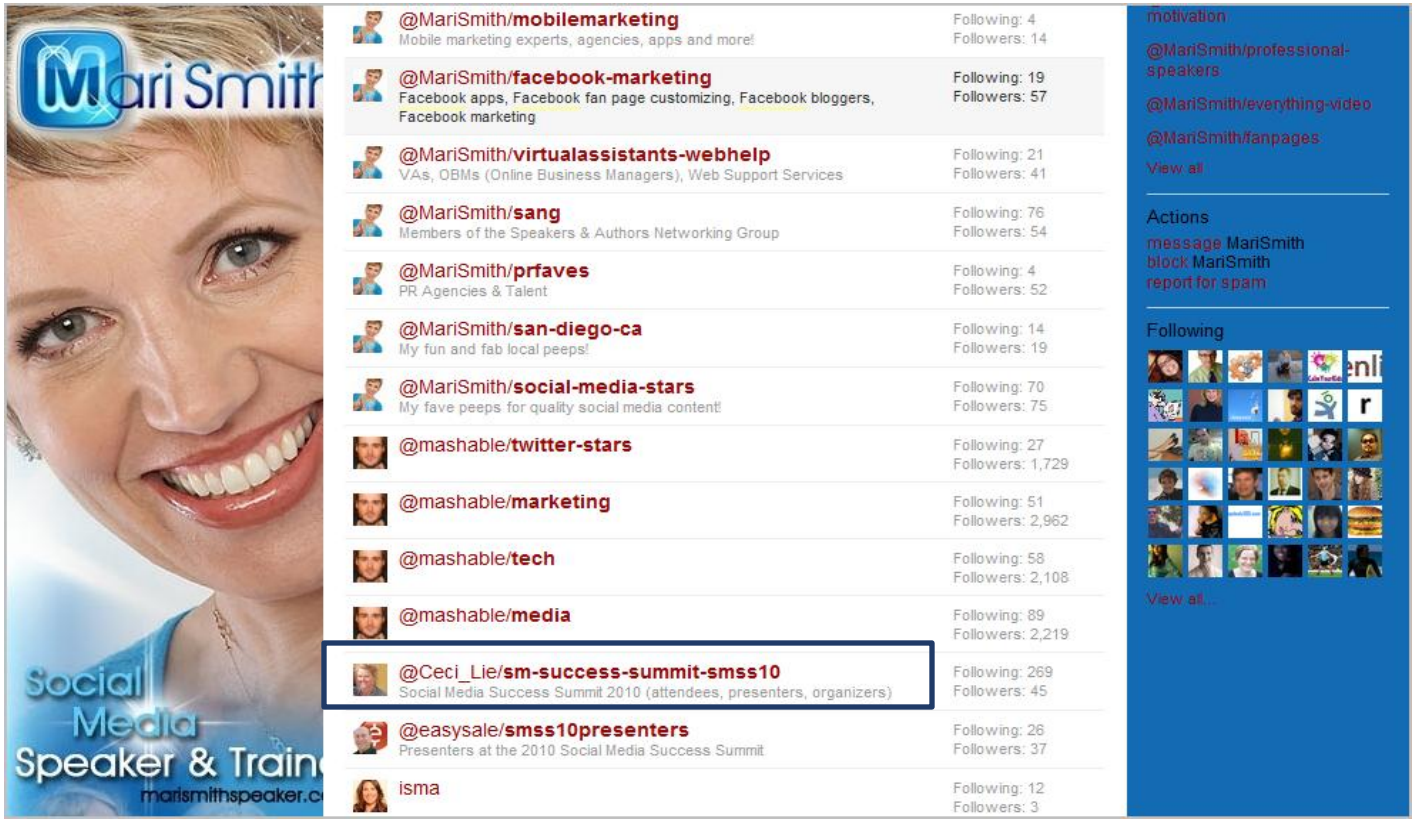
Twitter Lists

How to market your business using Twitter Lists



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Twitter Lists

How to market your business using Twitter Lists

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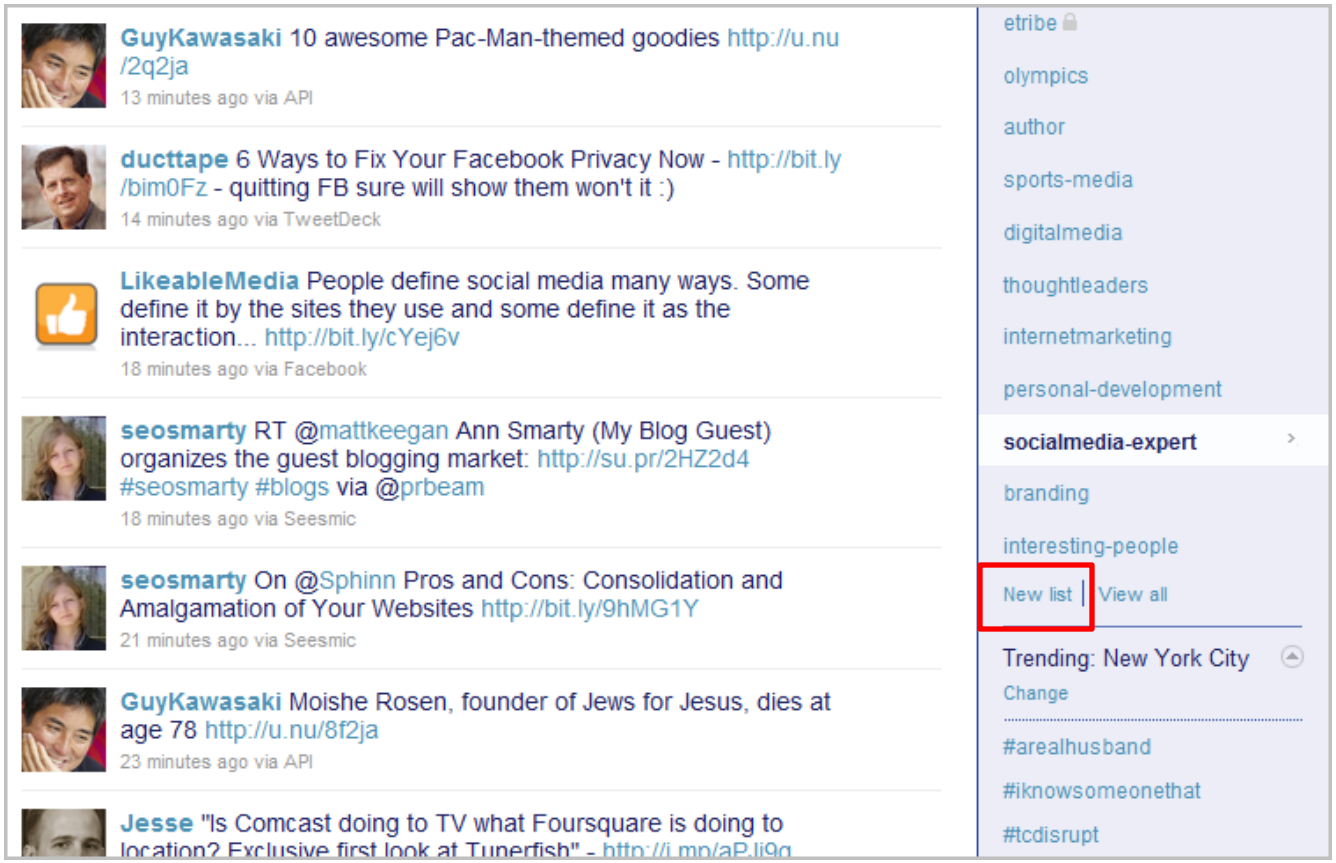

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Twitter Lists

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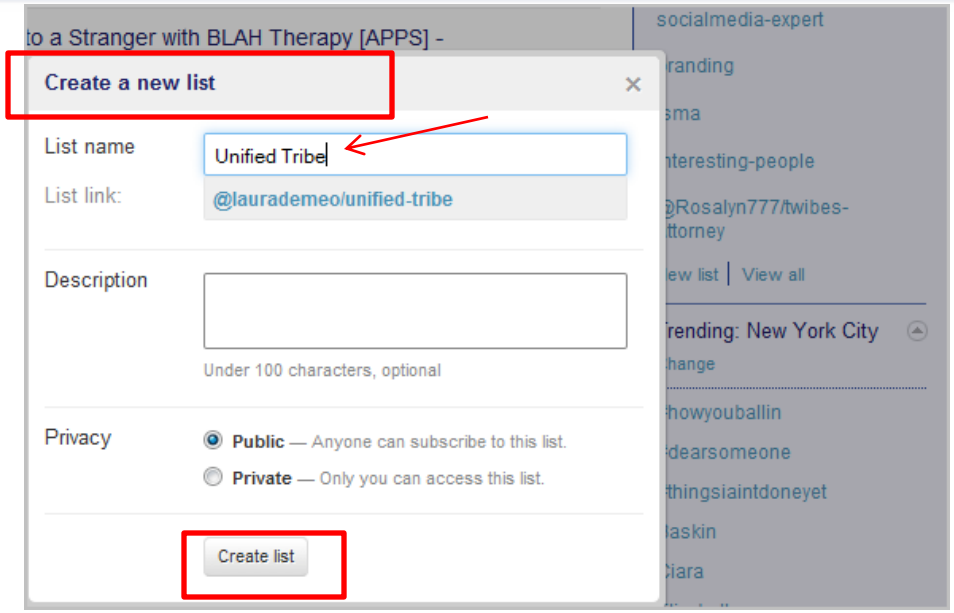

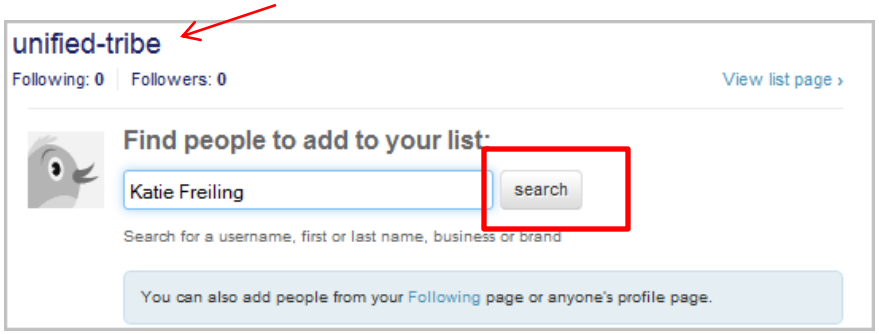

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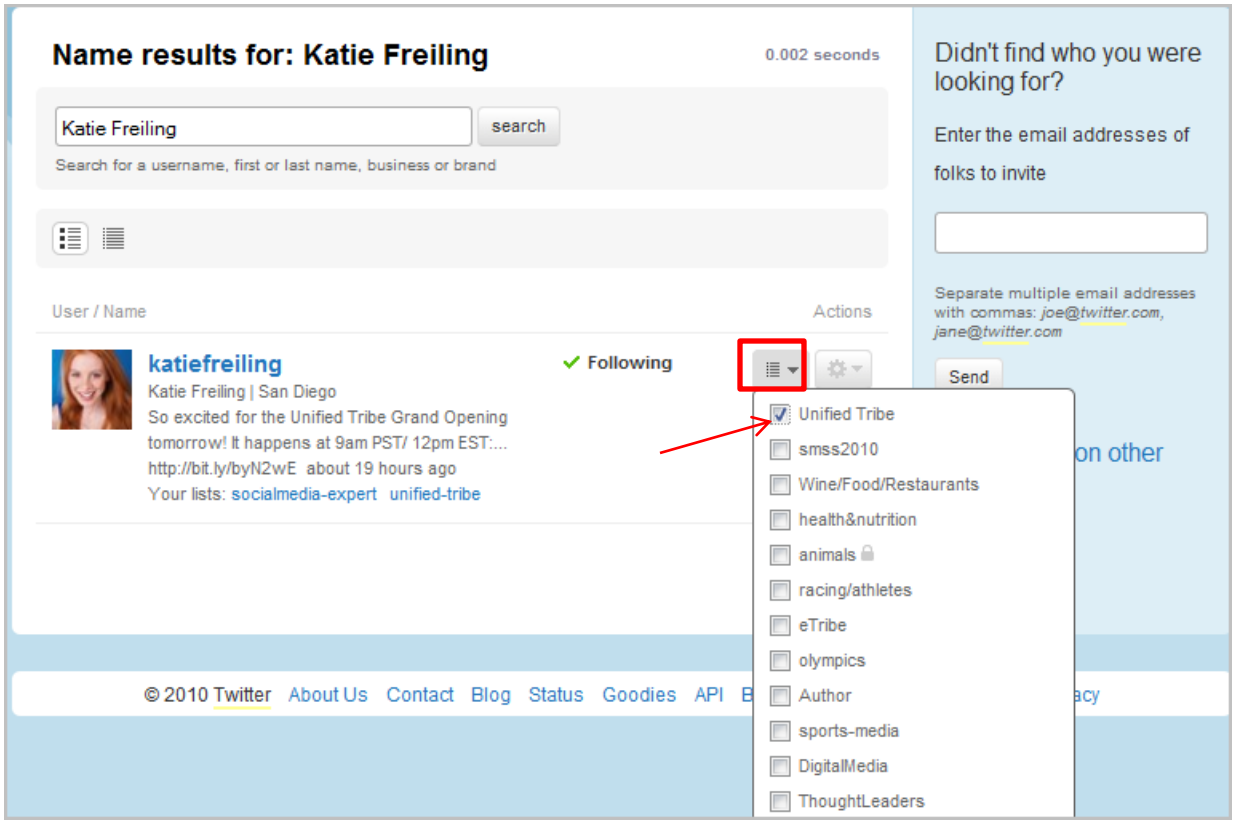
Twitter Lists

How to market your business using Twitter Lists



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Twitter Automation & Management Tools

Automation & Management

- Social Oomph www.socialoomph.com
- Tweedeck www.tweetdeck.com
- Hoot Suite www.hootsuite.com
- Twitter mentions & Monitoring http://search.twitter.com
- Searchable Links on Twitter http://backtweets.com
- Mobile: Tweetie
- Tracking tool & url shortner- http://bit.ly
- Hashtags (#)

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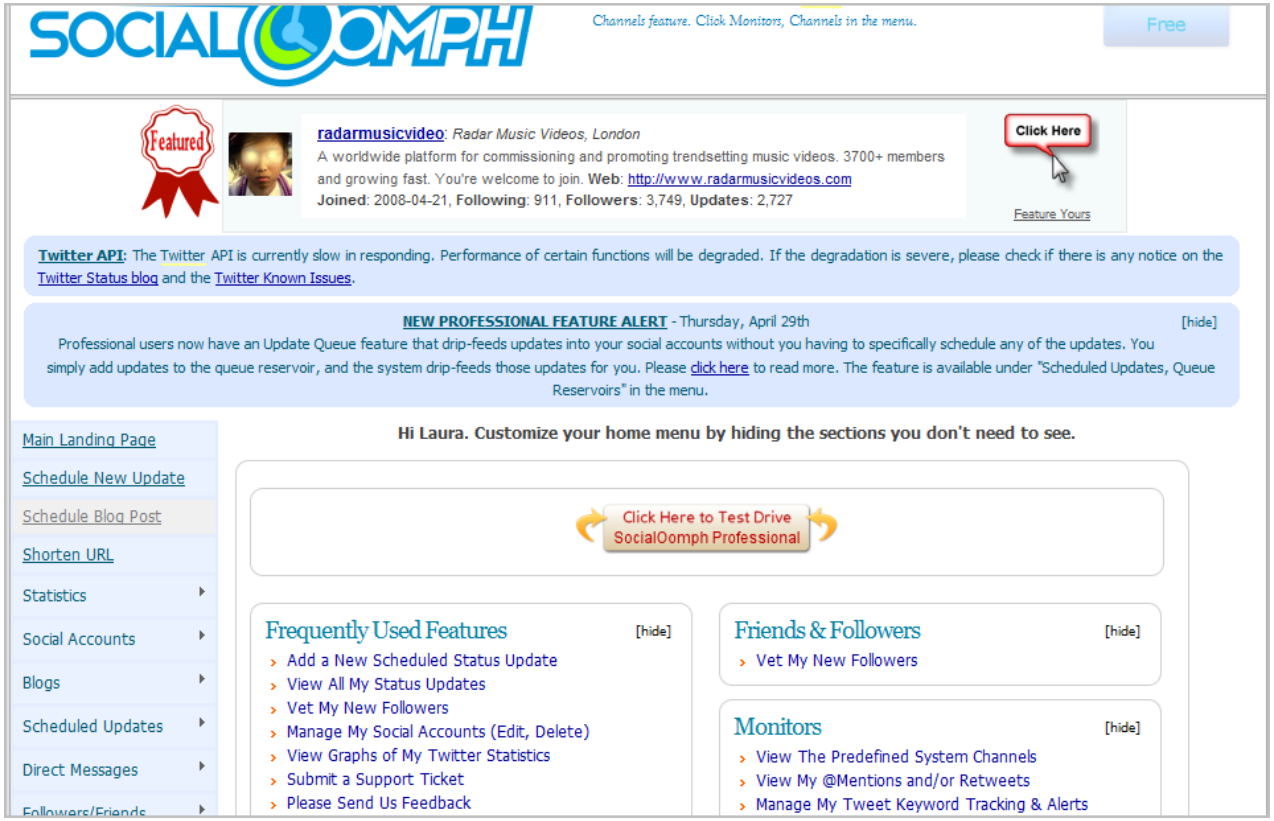
Twitter Automation & Management Tools

Automation: Social Oomph www.socialoomph.com



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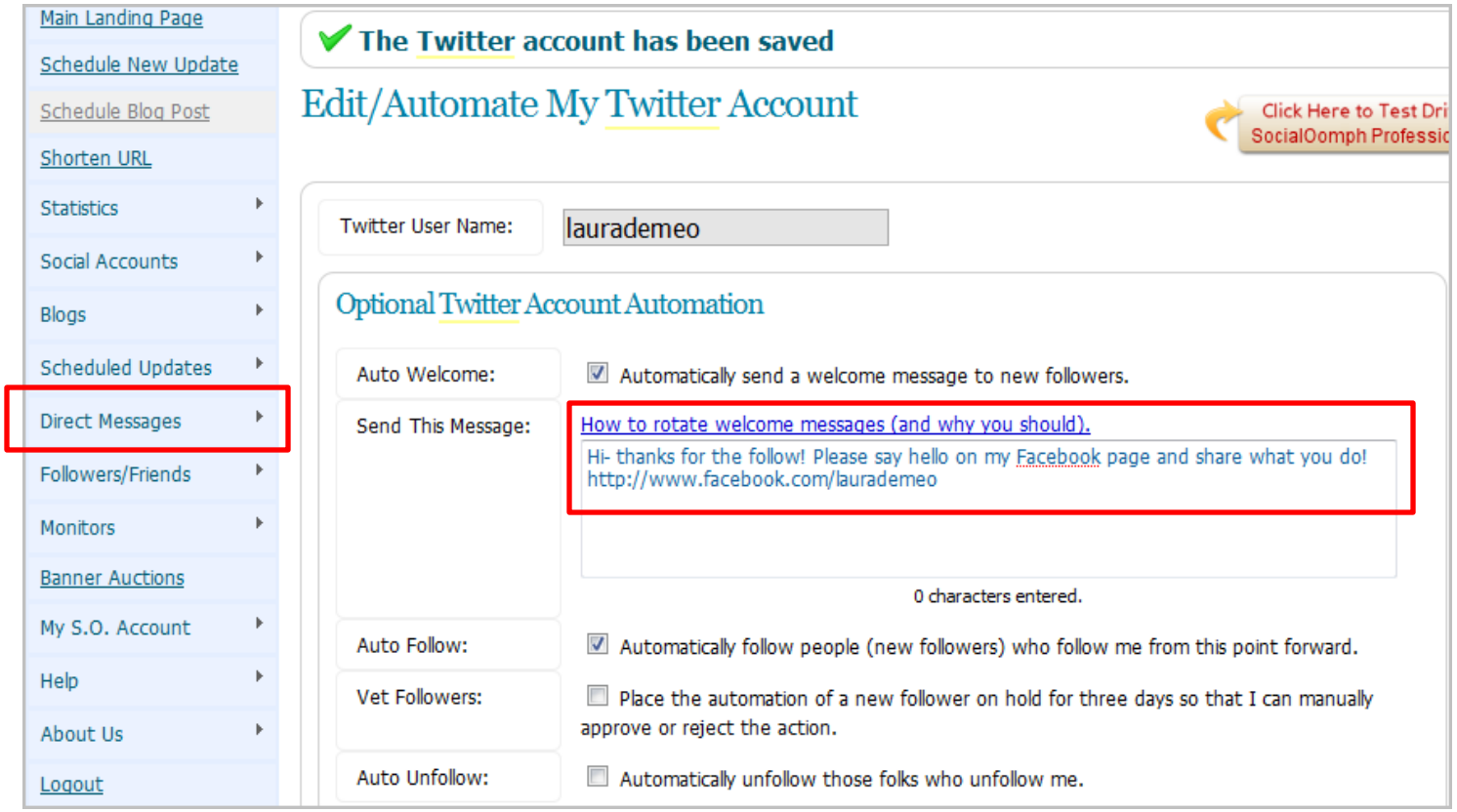
Twitter Automation & Management Tools

Automation: Social Oomph



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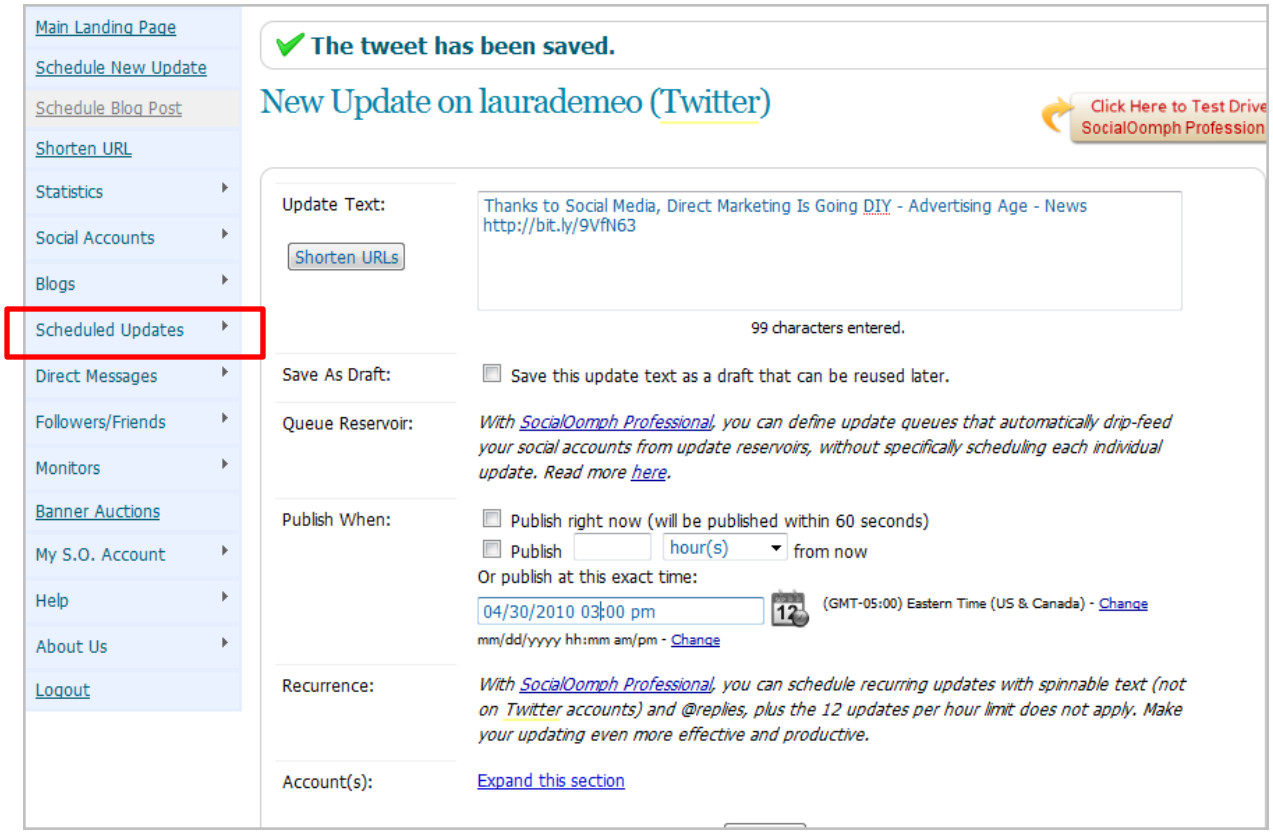
Twitter Automation & Management Tools

Automation: Social Oomph



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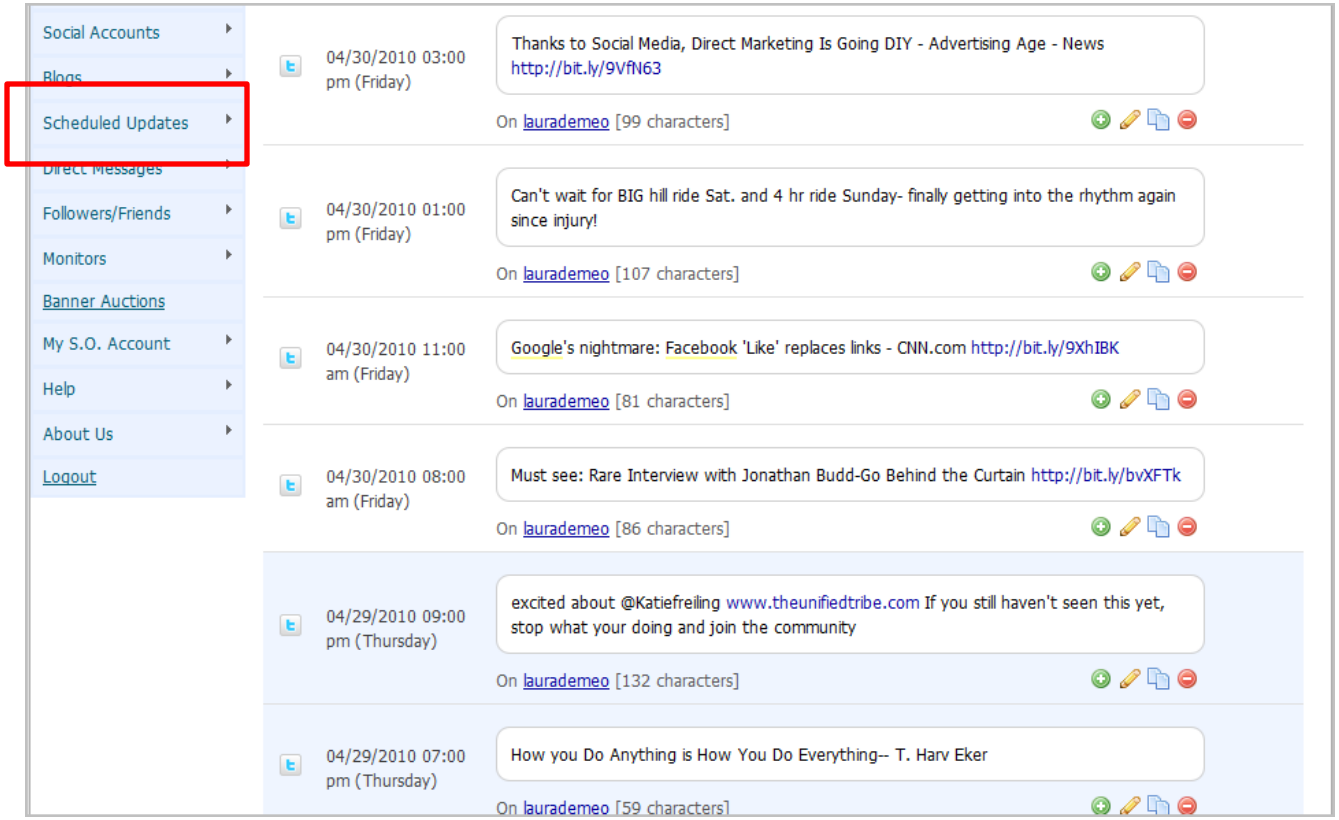
Twitter Automation & Management Tools

Automation: Social Oomph



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Twitter Automation & Management Tools

Management & AutomationTools: Hootsuite

- Desktop Management tool
- Manage from iPhone
- Schedule & automate tweets
- Import your own twitter lists
- Organize twitter streams into tabs & columns

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Twitter Automation & Management Tools

Management & AutomationTools: Tweetdeck

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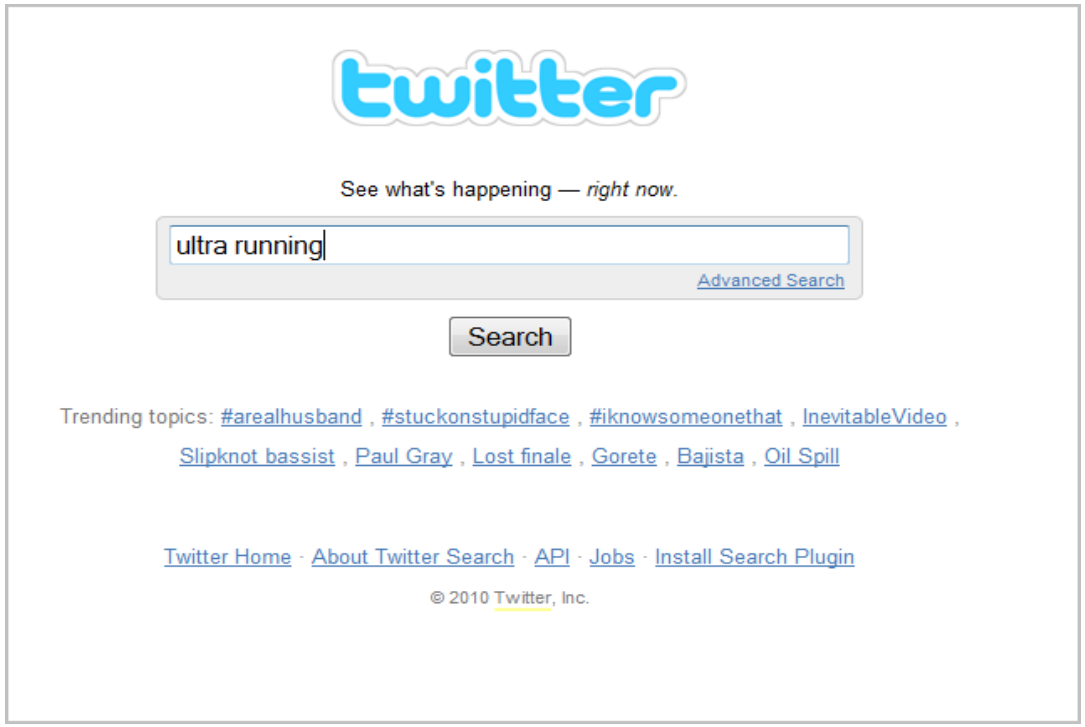
Twitter Automation & Management Tools

Management Tools: http://search.twitter.com



Monitor what people say about you and what they are saying about your business. Can monitor competition

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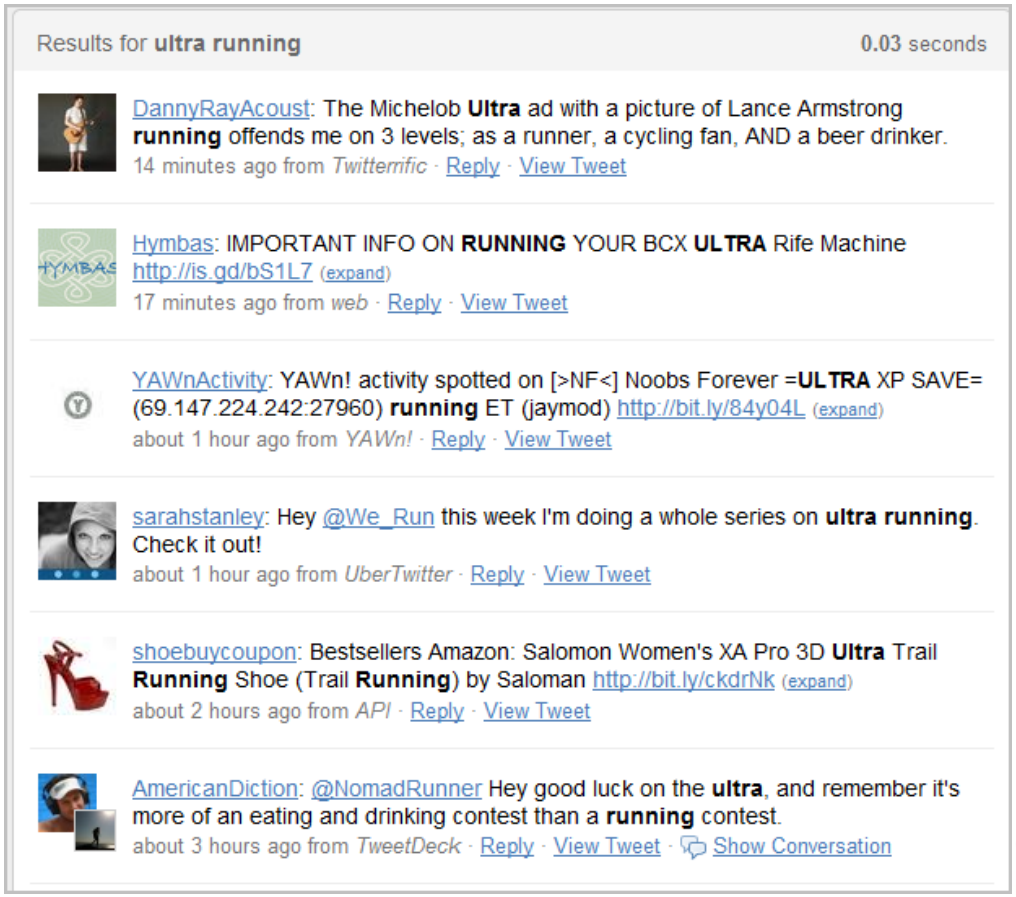
Twitter Automation & Management Tools

Management Tools: http://search.twitter.com



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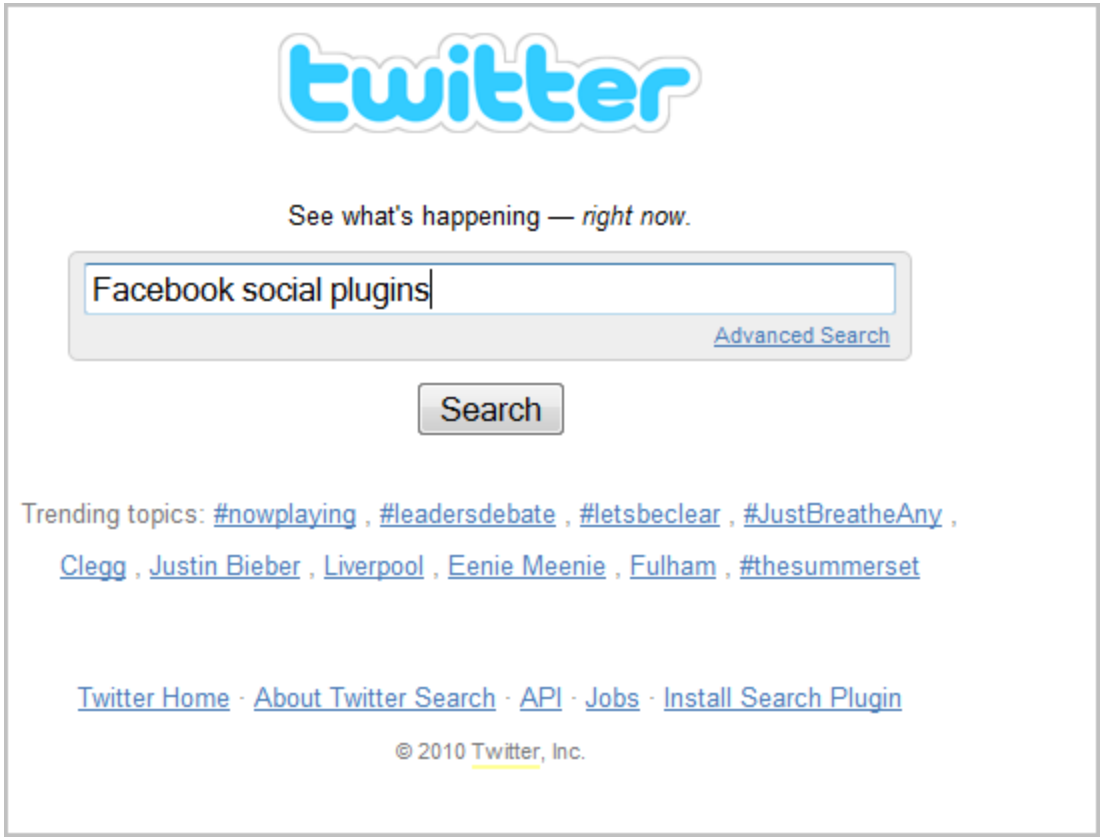

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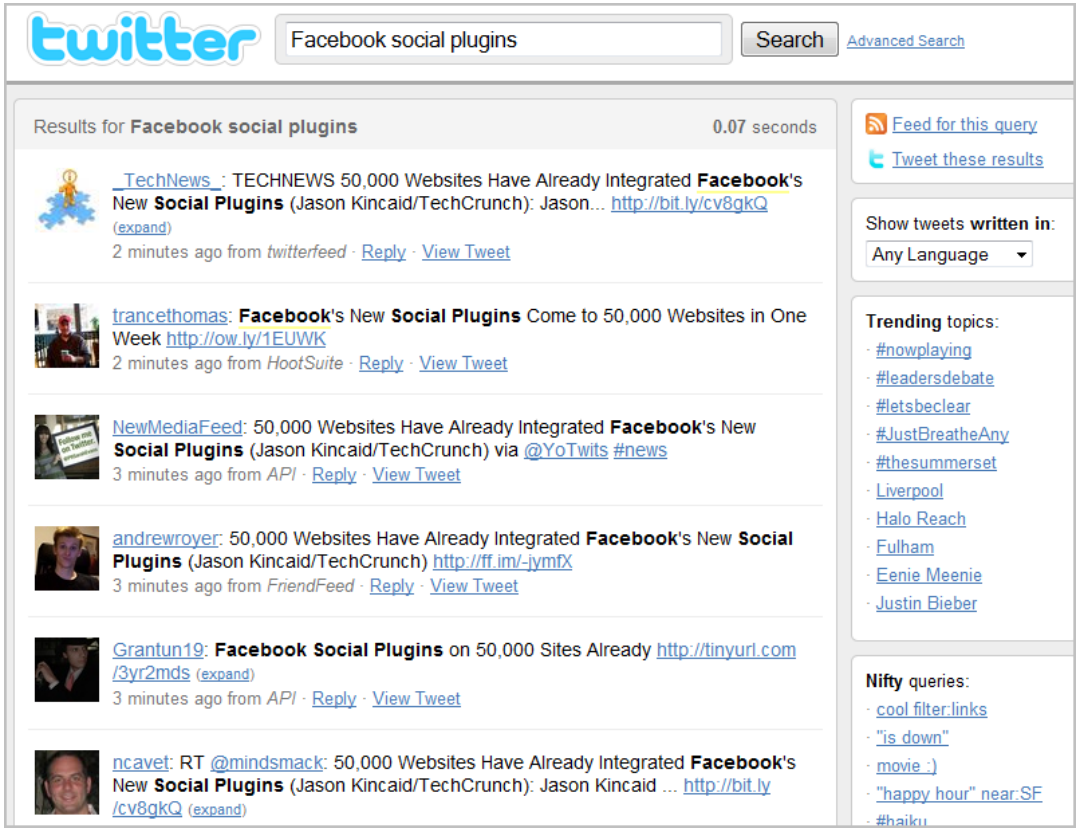

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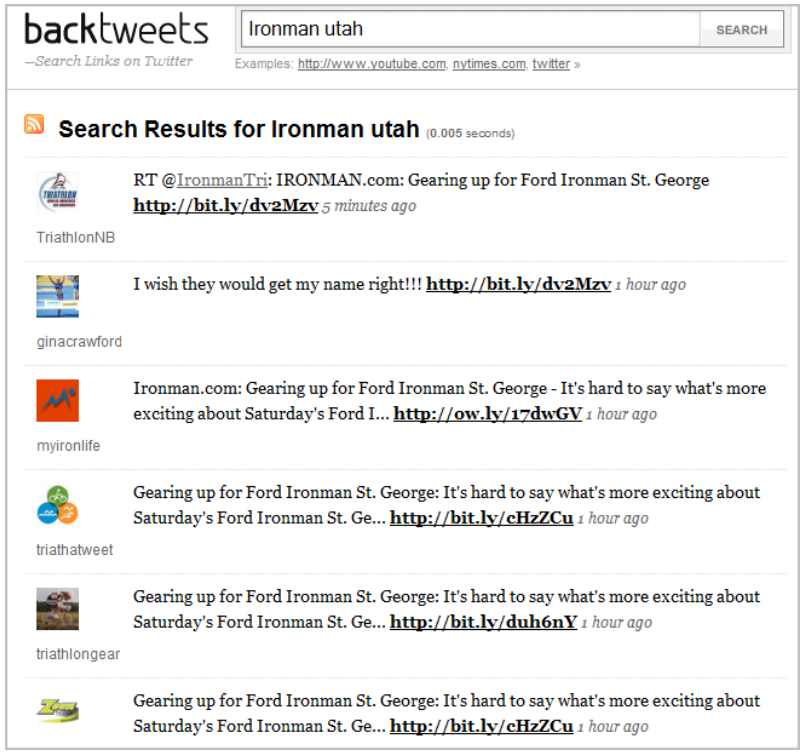
Management Tools: http://backtweets.com



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Management Tools: Tweetie - iphone app

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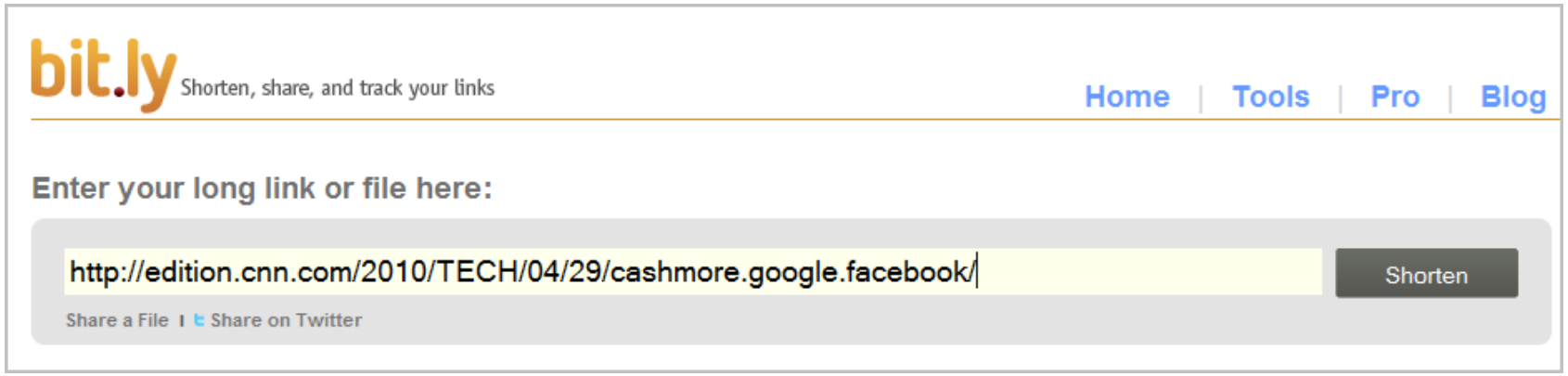
Twitter Automation & Management Tools

Management Tools: http://bit.ly



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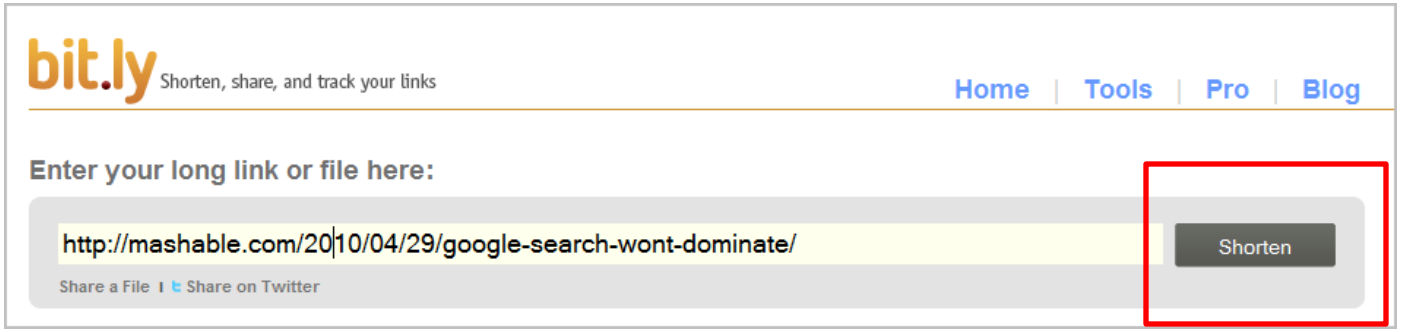

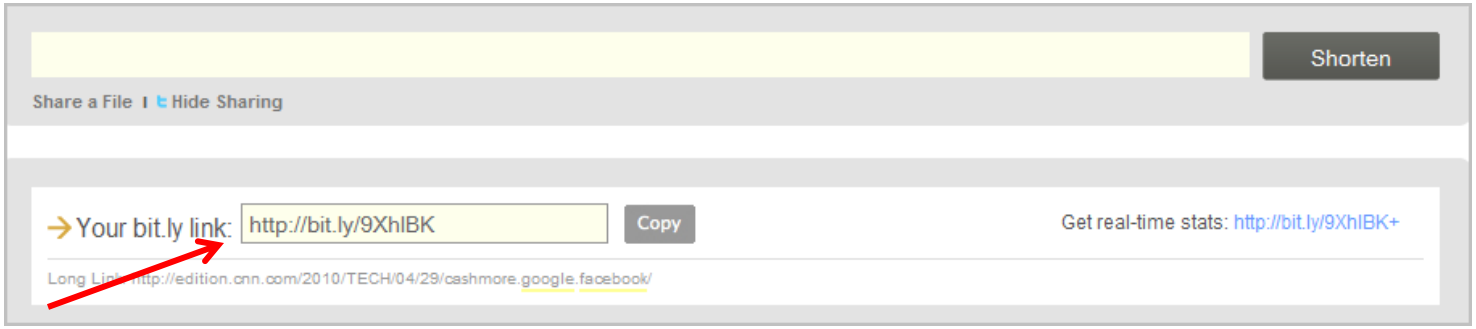

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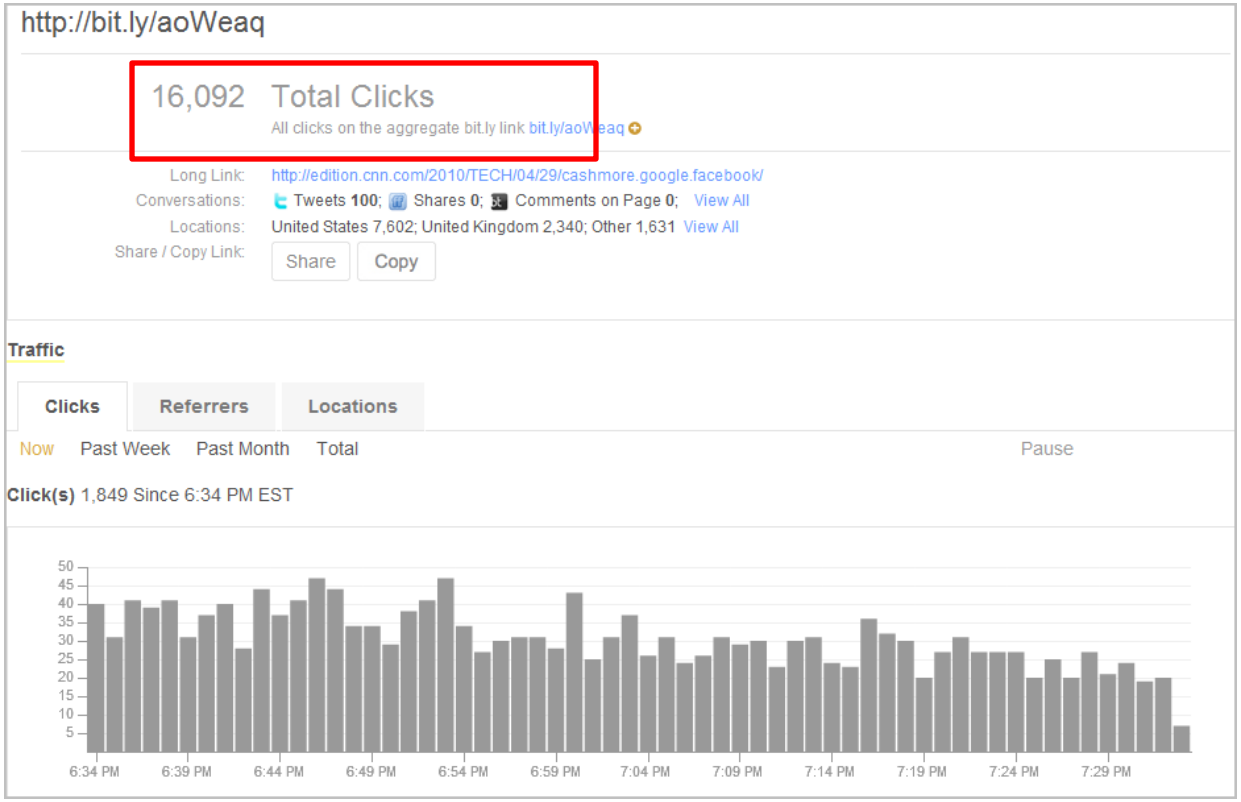

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Twitter Automation & Management Tools

How to get the most out of Hashtags

What is a Hashtag?

- A simple way to catalogue and connect tweets about a specific topic
- It makes it easier to keep track of tweets on a particular subject and filter out some of the noise among the tweets
- It helps to keep your tweets more searchable (using #hashtags and key words)
- Hashtags is a favorite and used most often by conferences or events as a method to organize the stream of tweets
- Can be used to stay in top of trending topics, holidays, emergencies etc.
- First popularized in 2007 by San diego Wildfire, tag #sandiegofires were used to identify natural disaster
- How to Create a hashag: by appending the hash symbol to a word or acronym
- #smss10 (Social Media Success Summit 2010); #Utribe (The Unified Tribe)
- #FF or #FollowFriday (a way to acknowledge and call attention for your followers to recognize and follow these people… on Fridays)

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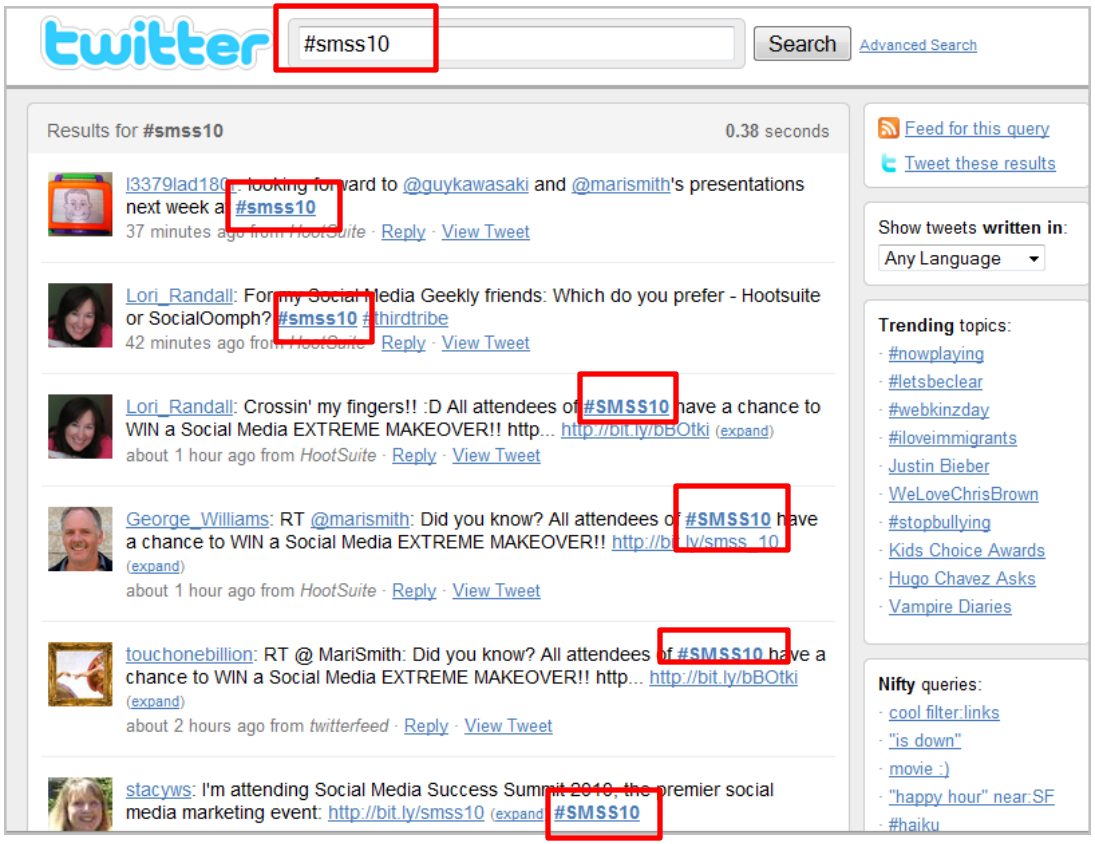
Twitter Automation & Management Tools

Hashtags: Stream of tweets for Social Media Success Summit



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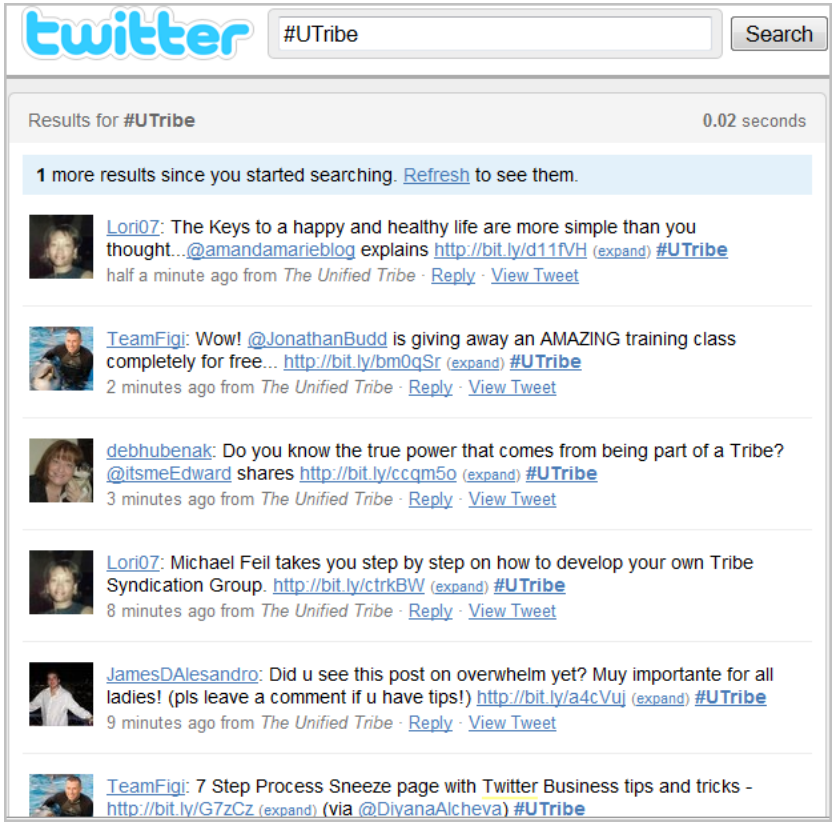
Hashtags: Stream of tweets for Unified Tribe



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Hashtags Tools

Twubs are Twitter groups built around content aggregated from #hashtags.

Tools that help explain what the hashtag means, locate hashtag, and identify which hashtags makes sense for your business:

What the Trend- explains trend and what they mean
http://whatthetrend.com

Twubs- Hashtag Directory
http://twubs.com

Http://hashtag.org: Shows you its use over time and recent tweets, which is enough to figure out the meaning behind the hashtag

Tagalus.com: It is a dictionary for hashtags. Makes it very easy to find info. On thousands of hashtags.

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How Are You Doing?!

- What did you learn about Twitter that you never knew before?
- What most surprised you?
- What Challenges are you imagining you'll have?
- What did you love most?
- What are you going to put into place immediately?

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summary

Why Twitter and How Twitter can help grow your business

- ✓ Prime place to build relationships and build trust– and to ultimately buy from you. Having lot's of conversation is key. People will become interested in you and follow you.
- ✓ Use twitter as an outpost strategy: promote others, learn, & pay attention
- ✓ Powerful tool for attracting attention from new customers
- ✓ Excellent tool to do research about your market using search tools

  (ex: http://search.twitter.com)
- ✓ Establish yourself as the authority in your field on a subject matter
- ✓ Content Distribution network- Share peoples content. Sharing helps to build your reputation and build you as an editorial source
- ✓ Excellent way to promote your services or products

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Let's Review What You Just Learned:

- ✓ What is Twitter and Why it is important
- ✓ How to Get started with Twitter
- ✓ Develop a strategy
- ✓ Communicating on Twitter- (unique language)
- ✓ What to say
- ✓ Acquiring followers
- ✓ Twitter Lists
- ✓ Twitter automation
- ✓ Management tools

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What next?

Things to Consider first

1. **Define Your Goals**
   - How will you use Twitter?
2. **Understand your unique branding**
   - What makes you so different from everyone else in your industry? (http://inspiredleadershiptraining.com)
3. **Define your target market**
   - Psychographics -where do they hang out online, what are there interests, what are their biggest fears, frustrations, challenges, wants, and aspirations
4. **Identify 10 core influencers**
   - Locate key leaders who are already successful in your niche/industry-- Model what is working at all angles
5. **Determine what kind of tweets you will share**
   - What value are you adding to your prospects, clients, and/or partners &strategic alliances
6. **Commit to a schedule**
   - How often will you tweet?
   - How much time will you allocate to using Twitter?
7. **Which strategies/tools resonate with you the most? Focus on those!**

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Simple Twitter Action Plan

- Indentify 10 core influencers (people of authority and have large networks) – Follow them!
- Add 50 Followers Daily
- Tweet 2-3 times per day (focus on building relationships by engaging and retweeting & add quality content
- Get started today
- Do it every single day for 30 Days so you form a positive habit and incorporate as your daily ritual

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Celebrate!!!

Congratulations!! You are really awesome for sticking through this!

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SOCIAL MEDIA MARKETING
Training SERIES

twitter

Questions?

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Ask me your questions here!
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