



**G R O W**  
YOUR **T W I T T E R**  
ACCOUNT LIKE  
A  
**P R O**

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**Grow Your Twitter Account Like A Pro**

BY

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The Social Ms

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# SUMMARY

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## **Grow Your Twitter Account Like A Pro**

Everything you need to know on how to grow an audience, drive traffic from Twitter to your websites or online products, and how to find new customers on or with Twitter.

Almost every one of the top social media marketing influencers has a large presence on Twitter. They all use the same mechanisms and functions to grow an audience and interact with people from their niche. This ebook explains how Twitter works both internally and from social perspective and how you can use the same processes most influencers use to grow your own audience on Twitter and the web traffic to your website and web content from Twitter.

You will also learn how to optimize your activity to get better results out of it - without having to spend hours per day on your Twitter account. And we will also enlighten about Twitter features (even the hidden ones) and tools you should know about.

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# INTRODUCTION

We became social media marketers back in March 2010 - when we founded our first company together - a social publishing site for businesses called exploreB2B. And for years we were unsuccessful. There were no guidelines to navigate a newcomer through the social media jungle - we had to learn everything ourselves.

When we finally began to work out how to do it right, it was already too late for exploreB2B. Although we finally managed to gain massive web traffic (over 500.000 clicks per month), registered users (over 80.000) and social media attention, exploreB2B as a company was already too far behind its initial plan - and in 2014 we finally had to accept our defeat.

That didn't mean we had to accept our personal defeat. We had built our own social media presence, and we had become what you call social media influencers: We built a massive following on social media that allowed us to create our next and more humble presence in social media.

But we also had to reboot our social media presence in some ways. We lost our complete brand - exploreB2B - and built a new one: The Social Ms. And man, it involved a lot of hard work! But it paid off:

- In September 2015, less than a year after we started The Social Ms, our Twitter account ranked #8 on Onalytica's yearly list of of most influential Social Media Marketing Brands.
- In September 2016, only a year later, Susanna Gebauer ranked #16 on Onalytica's list of Social Media Influencers, while Jonathan ranked #54. The Social Ms, as a brand ranked #15.

Not bad, right?

Our social media success is not completely based on just one network, but Twitter forms the backbone of our social media strategy. Twitter allowed us to come up with a strategy, that combines outreach and audience building - and forms a very strong backbone for any social media marketing process.

That is why it makes sense to publish a social media marketing guide book that focuses only on Twitter.

## **About This Book**

This ebook will help you to be more successful on Twitter. We tell you what you need to know about how to set up your account, what to tweet, and how to optimize your activity for better results. You will learn about all the functions and processes that make Twitter special and the tools you can use to get more out of your efforts.

In this ebook you will learn:

- What makes Twitter special
- How to get started
- How to grow on Twitter
- Your activity: What to do and how to do it
- How to target your followers
- The features of Twitter
- Analytics
- Tools, Tools, Tools

## **Who We Are**

We are siblings Jonathan and Susanna Gebauer and 6 years ago we founded a company that was called exploreB2B. exploreB2B was a website that allowed anyone to publish business content. What we needed was web traffic and signups, and at first we failed. We tried hiring PR companies, hiring experts, paid advertising, ...

Nothing worked until we found our own way: Social media web traffic generation starting with Twitter.

At the highest point, exploreB2B got 500,000 pageviews per month, had over 80,000 registered users and grew exponentially. And Twitter was our main source for traffic and signups.

We had discovered something that we are going to teach you about in this ebook: Starting a repeatable process to generate massive web traffic for any website with

Twitter. The key to our social media success was figuring out how to grow an audience on Twitter and how to get this audience to our website.

Today, we run The Social Ms - a well known social media marketing blog and company that specializes in teaching modern marketing strategies to the people that really need them: You.

## **Jonathan Gebauer**

Jonathan is a well-known social media influencer and growth hacker. He studied mathematics and computer science before founding exploreB2B together with his sister Susanna - bringing it to over 80.000 Users and more than 50.000 articles published on the site. He has published several articles on well-known social media and startup blogs like Social Media Explorer, Jeff Bullas Blog and OnStartups as well as contributing several articles to the Huffington Post.

## **Dr. Susanna Gebauer**

Susanna is a content marketing and social media influencer. She focuses on analyzing strategies and identifying problems that others would miss. Susanna holds a PhD in Mathematics and has worked in scientific research as well as management consulting before founding exploreB2B together with her brother Jonathan. She has published several articles on well-known social media and startup blogs including Jeff Bullas' blog and OnStartups.

# CHAPTER 1

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## WHY TWITTER

There are many social networks out there. For every niche it makes sense to evaluate which social networks are the right ones and will work with the content and the audience. Still, Twitter will be a good choice for most cases for various reasons.

This chapter will present the reasons why Twitter is for everyone and every business and why Twitter is an excellent starting point for social media marketing activities in almost any niche.



# WHY TWITTER IS SPECIAL

Twitter was founded back in 2006 - over 10 years ago. While it may seem that its importance has been dropping in recent years, it is still one of the biggest social networks out there. One of the most important aspects of Twitter is that it is a social network that is not focused on special kinds of contents - like some of the other stars of the social networking hemisphere: Twitter is the social network where almost any niche is present and active. Every kind of business can find partners and customers on Twitter.

Additionally, Twitter is the network where anyone can quickly grow a social media audience without spending a lot of money on ads - if you just know the processes involved.

Twitter allows you to connect to strangers *as well as* friends. And it allows you to grow an audience with simple methods - the methods most social media influencers use or used. You can use these methods without being famous or having to wait for ages before you can see results.

The reasons for these special traits of Twitter originate in Twitter's focus on short messages - messages that are short enough to consume at almost any time. These short messages on the other hand also make it possible to inject content in the form of links into the content stream on Twitter.

## ***Takeaways***

- *Not being active on Twitter means missing out for almost every business.*
- *Twitter is also special as it allows the sharing of almost any kind of content.*
- *The reason for that: Most of the time, what you share on Twitter is a simple teaser text (or headline) and a link to the actual content.*
- *On Twitter you can share almost any type of content in the form of a link.*

# WHO CAN USE TWITTER

## **Who is Twitter for?**

Anyone can use Twitter for their business. There is almost no niche for which you cannot find interesting people on Twitter. You can also use Twitter to share a variety of content as Twitter is not limited to one form of content. You can share links to articles as well as quotes, videos, pictures, and much more. That makes Twitter relevant for every niche and topic.

Twitter presents an opportunity for everyone to grow an audience. Success is not limited to famous people or people with the biggest advertising budget. Knowing a few simple rules for using Twitter, everyone can build a targeted audience on Twitter.

## ***Takeaway***

*Anyone can (and should) use Twitter for their business.*

# TWITTER AS A STARTING POINT FOR SOCIAL MEDIA ACTIVITY

Many people active in social media - even people claiming to be social media managers/experts/consultants do not really understand Twitter. They say they do not get anything out of Twitter and that is why they are not active there. They are totally missing out.

Twitter can easily be one of the most valuable sources of traffic for blogs or even sales pages and it can quickly help you generate leads and build your brand image. Most social media influencers have huge Twitter accounts. And some of them openly admit that Twitter is by far driving more traffic than any other social network (see, for example, Jeff Bullas post on [5 Top Tips For Driving a Ton of Free Traffic with Twitter](#))

## ***Takeaway***

- *As an entrepreneur or business if you are not on Twitter you are missing out on a lot of traffic.*

Here are some very good reasons, why every entrepreneur should be active on Twitter:

### **1. You can reach about any target audience on Twitter:**

There is basically no group of people, which you cannot find on Twitter. And all of them are accessible to you, ready for you to connect and join into conversations. If someone tries to bail out of using Twitter by claiming his business area would not be (active) on Twitter anyway: Most of the time he is wrong. With a little research and using your brain you will be able to find a ton of like-minded people, competitors or a potential target audience.

## ***Takeaway***

- *You can reach out to and connect to almost any target group on Twitter.*

## **2. You do not need to know people on Twitter to connect**

While in many social networks like Facebook people expect to have some kind of relationship with you before they accept a connection, on Twitter it is entirely legitimate to connect to and talk to people you never met or talked to before. Since Twitter was never intended as a necessarily two-way relationship network (representing friends/contacts) but was based on following instead on befriending, you can follow anyone you want to follow on Twitter, and some of these people you follow are likely to follow you back.

Yes, Facebook has a follow function, too. But still the most common way to connect on Facebook is to become friends.

### ***Takeaway***

- *On Twitter you can easily connect and talk to people you have never met or talked to before.*

## **3. You can freely join conversations without intruding**

Twitter is the best place to get into conversations with complete strangers. Period. You can find conversations about interesting topics via a simple keyword search, or you can watch you own feed and answer the most interesting tweets.

Usually, people are happy to talk to you - even if their answer might take some time. It's in Twitter's DNA - Twitter is the network where everyone talks to everyone else. Even if you do not get an answer, what will almost never happen is being attacked, insulted or frowned upon for giving a thoughtful reply. (Well, yes, it does happen at times - but those who are doing it are usually frowned upon by the general community. Simply ignore those cases).

### ***Takeaway***

*Twitter conversations are open for you to join in.*

## **4. You can build an audience without paying for it**

Many people starting out with Social Media face the problem of not really having an audience (yet). For many the way out seems to be to pay for ads on Facebook and other networks to build a fanbase. Let me tell you a secret: On Twitter you can build an audience without paying for it.

## ***Takeaway***

*When you know what to do, you can build an audience on Twitter without paying for it.*

### **5. Twitter is the perfect place to spread and distribute content**

Many entrepreneurs are trying to build a brand and brand recognition. They do not have much funds but often they have a lot of market expertise. Perfect preconditions for content marketing.

Twitter and content are a perfect match. Twitter is hungry for valuable content and content is desperately in need of an audience. You can easily use your great content to build an audience on Twitter. And your Twitter audience can pay you back multifold in traffic, signups or even sales in the long run.

## ***Takeaway***

*Twitter and Content are a perfect match. Your content can help you build your audience on Twitter and Twitter will pay you back with traffic, signups or even sales.*

### **6. Twitter can be the starting point for growing a social audience in about any network**

Once you found your way around Twitter, you can start cross promoting other networks. Twitter is the one network that tolerates much in the direction of promoting if you keep up posting great and valuable content. On Twitter, you can post often. Thus, a tweet about your Facebook page or Pinterest account - or even a cross-posted update shared from Facebook to Twitter is tolerated and can help you to transfer some of your followers to other networks. But keep in mind: The above is only valid if what you do on Twitter is still helpful and engaging!

## ***Takeaway***

*Twitter is a great starting point for cross promoting to other networks.*

## **7. Twitter tolerates mistakes**

A tweet is short-lived and you can tweet something else a short time later. If no-one clicks on the link you tweeted? Don't worry, simply tweet it again with another text or at another time of day. This way you can learn a lot about headlines and what people like to click. Simply monitor what happens, try different things and stick with what works best. Twitter is an excellent way to learn marketing, because it is forgiving.

### ***Takeaway***

*Twitter is a great place to learn marketing. Twitter forgives mistakes.*

## **8. You can leverage influencers' audiences**

Many entrepreneurs are looking for someone who already has a social audience to help them spread the word. With the right content and the right approach, you can utilize the social audience of already influential people on Twitter. While it might be a little hard to get influencers to share your content on Facebook, most influencers and marketers are always looking for great content to share on Twitter. And this makes most of them fairly open to give you a tweet or retweet and share your content with their audience. For instance you can mention the influencer in your content to give them an incentive to tweet it. For instance, if you quote an influencer in a post, let them know. You have a chance that they will retweet or tweet your post.

### ***Takeaway***

*It is much easier to get influencers to (re-)tweet your content than to share it on Facebook.*

## **9. You can reach influencers without getting on their nerves**

On Twitter it is totally legitimate to talk to people - if they do not want to speak to you, they will simply ignore you. As long as you do not overdo it, people will tolerate (and hopefully even like) your efforts to get in touch - and with the right message at the right time, even influencers will willingly respond.

### ***Takeaway***

*You can talk to influencers on Twitter.*

## **10. You can test your messages and wordings**

Since you are not only allowed to tweet often but also need to tweet often, Twitter is the perfect place to test your wording and messages with your social audience. Simply tweet different messages on the same subject or the same piece of content with different texts, monitor the results and learn from them. In no other network, you can try out messaging as easily and get an almost instant answer on what works best. This is your chance to learn from your audience.

### ***Takeaway***

*You can use Twitter to test methods, messages and ideas.*

## **11. You can post more often**

We already mentioned this one in some of the other points - but it deserves another mention. One of the biggest mistakes people make on Twitter is that they don't post often enough! On Twitter you can post more often than on other networks.

You need to be very active and share heaps of great content to be successful on Twitter. The average tweet is short-lived and will only reach a fraction of your followers - but that also gives you the great opportunity to share a lot.

And while you share a lot of great content you can easily mix that content up with a handful of tweets about yourself, your product and whatever else you want to get out to your audience.

### ***Takeaway***

*You can and should post more often on Twitter than on other networks.*

## **12. You do not need an advertising budget to start with Twitter**

On some social networks it is really hard to find the first followers and get visibility when you are just starting out. The solution is often to use advertising to get started.

On Twitter that is different. You do not need to have an advertising budget because there are processes and best practices that help you get your account in front of targeted people. This will help you find more and more followers - without paying for them.

## ***Takeaway***

*On Twitter you can grow an audience without an advertising budget.*

### **13. You can grow a Twitter account with very little time investment**

If you know exactly what you have to do, it does not take hours every day to get your Twitter account growing. Starting with some initial research of about 1 or 2 hours and then investing about 15 minutes per day can be totally sufficient to make your account valuable and start attracting targeted followers.

## ***Takeaway***

*The necessary time investment to get started with Twitter is small (around 15 minutes per day).*



## CHAPTER 2

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# GETTING STARTED ON TWITTER

Everything needs a start. In this chapter we are going to cover the basic functionality of Twitter, how to start an account, how to find your first followers and how to start with your activity on Twitter.

We are also going to cover some of the most important concepts for social media marketing and how these relate especially to Twitter: Content and Content Curation.

# CREATING A TWITTER ACCOUNT

Many people rush into a new social network and start shouting out links and content without getting the basics right first. And that is wrong. Take the time to think about a few aspects of your Twitter account before you jump right into activity - and get frustrated because you do not get the results you are looking for.

We realize that many readers will already have created their own social media accounts including one on Twitter - however, we recommend that you still read this section - and check for mistakes you might have made. No one is perfect.

## **Before you start**

Before you start, you need to invest some thoughts into your Twitter account. You need to know what you want to achieve and have a clear notion of how you want to start doing it. Here are some hints on what you should think about:

### **Are you going to use a personal or a business account?**

There is not one right answer to what is best. It all depends on what you want to achieve. A blogger is usually going to use a personal account. A founder of a (small) business can easily go for one personal and one business account. But often the case is not that simple: What about a blog run by more than one person? What about a marketer for a company - is he going to use his personal account for marketing purposes, too? Most of the time, it is easier to grow a following for a personal account over a company account. But that does not mean that a personal account is always easier: Branding a product or company will be more difficult from a personal account because you have to brand the person as belonging to the company first.

What about a large corporation which is active in several countries? Should they opt for one overall company account or for one account for each country? Usually people rather follow the main corporate account than country accounts - but you have to consider language barriers.

## **Who is your target audience and how can you provide value for them?**

If your Twitter account is not worth to be followed or listened to, no one is going to follow you or listen to you. The key to having a Twitter account that is interesting for your target audience is making your account valuable to your target audience - and for that you need to know who your target audience actually is. Try to identify key characteristics and especially topics of interest of your target audience - these will be highly important as soon as you start your activity.

## **Choosing an Account Name and a Twitter Handle, Giving your Account Depth through the Bio and Hashtags**

Twitter has 2 identifying characteristics for your Twitter account - the account name and the Twitter handle. While you are free to choose your account name and even set it to something that might already be taken, the Twitter handle is unique to your account.

### **The account name**

Choose a good name for your account. In most cases, your real name for a personal account is the best choice. If you go for a nickname or something like that, simply make sure it can be taken seriously, and your real name should be clearly associated with your account. Do not hide who you are. Some people might be looking for you on Social Networks via search - if you want to grow a following, then make sure they can find you.

If you are working with a business account, choose a name as close to the name of your company as possible. Again make sure someone looking for your business can find the account.

### **Note:**

*As a business, you often have to make a choice between the name of the company and the name of the product you are marketing. Sometimes these two will be the same, but more often they are not. In that case you have to make a decision. Take the following into account:*

*If you are marketing a product but your Twitter account goes by the name of the company you usually have to brand two names - the product and the company.*

*If you only have one product the better choice will usually be the name of the product. That is what people will know, recognize and be looking for.*

*If you have more than one product you may want to consider to have one Twitter account for each product - maybe even an additional one for the company. There are endless options, our advice is to start with a simple solution of one or two Twitter accounts. You can easily start another account later on if you need it.*

## **The Twitter Handle**

Often, Twitter handle and account name will be the same. But there may be reasons to do otherwise: You have a little more freedom in choosing the name of the account than the Twitter handle. A Twitter handle has to be unique. If your ideal Twitter handle is already taken, you can use the account name to put in the name you originally wanted, or you can use the account name to mention the company when you choose the Twitter handle as the name of the product:

***Example:*** *product by company @product*

## **The Bio**

In the bio of your Twitter account, you have the opportunity to talk about yourself in 160 characters - Use it!

Not filling out your profile is not only plain lazy, but it is also missing out on traffic and the chance to talk about yourself. Even though Twitter limits the number of characters you can use in the bio, your bio is the first place, where people will go for more information about you and what you tweet about. This information will usually influence the decision whether people want to follow you or not.

Choose your words in your bio with care and make sure you include the most relevant keywords, which describe what you are going to offer on your social accounts.

Your Twitter profile is crucial to make people follow you. It is your chance to tell people what you are about and why they should follow you. But that is not all. It also presents an opportunity to promote some small piece about yourself, either a piece of content or even another social account you want to grow. Use your chance.

For instance, you can use your Twitter bio to link to a Facebook page. If this is your personal account, you could mention your business Twitter account. You can also mention another network, and/or you can link to your business website. Or you could mention and link to your most important or newest product.

## **Hashtags**

Often it makes sense to use Hashtags for the most relevant keywords in your bio. Choose carefully, you should not overload your bio with hashtags as that would make it hard to read. As with Tweets, 2-3 Hashtags is usually a good choice.

## ***Takeaway***

- *Your Twitter profile is your chance to tell people what you are about, use it.*
- *Choose your account name and handle wisely.*
- *Carefully craft your bio and insert hashtags.*

## **Images**

A Twitter account needs two images: Your profile picture (avatar) and your header. Your avatar is going to be shown beside all your tweets. It will be kind of the trademark of your Twitter account. It is what people will recognize - hopefully. The header on your profile page will only be shown to the people that visit your profile. But as you are growing your account that hopefully will be an increasing number of people.

Use the opportunities both these images offer you!

### **Your Profile Picture (Avatar)**

Make sure you have a profile picture. Be honest: Would you follow someone who is too lazy to upload even a profile picture? Honestly, no one will like to follow eggs (the little predefined Twitter avatar place holders). It does not necessarily need to be a photo of yourself - although this would be a good start. Your profile picture should be recognizable and unique.

A company or business can well use their logo as an avatar. A personal account does well with a headshot of the person running it.

Make sure your avatar-image has the right dimensions so that Twitter will not cut off parts of it:

*Dimensions for a Twitter avatar picture are 1024px x 512px.*

## The Header

The Twitter header is the larger picture on top of your Twitter account page. In this image, you can also add a slogan or some other (very short) description of what you do. Use this opportunity and show some more of what you are about especially since space in the bio is so limited on Twitter.

*Dimensions for a Twitter header are 1500px x 500px.*

A tool that can help you create your Twitter images, edit an image and add some text in the right format is [Canva](#).

## Links

Twitter offers you the option to present a website in your Twitter profile. Also: you may want to consider one or two links to include directly into your bio.

If your link is too long, you should use a link shortener. Some link shorteners as [bit.ly](#) or [smarturl.it](#) offer you the additional advantage that you can monitor how many people clicked this short-link. If you only use this shortlink in one place as for instance your Twitter bio, you can control how many people click on the link in your bio. While your account and your followers are growing, this number should also increase.

Tracking information of this kind will soon become a vital part of your social media marketing activities, as it will allow you to make several optimizations to your social media presences and activities. In this case you could for instance use this data to:

- try different text and a call-to-action with your link.
- try different links and choose the one that works best.

# YOUR TWITTER ACTIVITY

What really decides what your Twitter account is about and whether people will follow you is the content (or links to content) that you tweet and how you communicate with other accounts on Twitter.

## What to Tweet

When you start with your activity on Twitter, the first thing you need to start doing is to start posting. And you will need to start posting a lot. But not just anything - you will need to post (tweet) content that is interesting to your target audience. You need to provide value and for that you need content!

Providing value on your Twitter account means to share a lot of valuable information (most of the time that is going to be links to great content) for your target audience. Either you already produce a lot of own content for your target audience - and publish it on a blog, a youtube channel, your website or another kind of content hub. Or you need to curate from other sources.

*Content Curation* is the art of finding other people's best online content (that is attractive for your audience of course) and recommending it to your audience.

Do some research to identify content sources. Content sources can be:

- Blogs that talk about your areas of interest
- Online Magazines from your niche
- Influencers' Social Media accounts
- Youtube accounts

In fact, for content curation, your competition is often your best resource.

### **Note:**

*Don't just blindly share everything that has a cool headline - spend some time to actually assess whether the content quality is good enough to share it with your audience.*

We will go deeper into how to curate content for Twitter in the Chapter "Getting More Out Of Your Twitter Activity". But it is already relevant when you are starting out, that curated content can help you grow your Twitter account when you do not have enough own content (yet).

Keep in mind that you can grow a Twitter account on curated content only, but you can not increase traffic (or build a reputation as an expert) with curated content. To become a highly respected expert from your niche through social activity, you need to include your voice and your own content. To get traffic, you need to tweet links to your content.

### ***Takeaway***

*Curated content can grow a Twitter audience but it cannot grow traffic or reputation.*

*As said before, for the real and significant success on and with Twitter you need your own content. If you have not already done so, maybe now is a good time to consider starting a blog! There are many reasons why a blog and a blog in combination with Twitter (or other social media accounts) is a great starting point:*

- You control your content on your blog (Unlike content networks like Slideshare or blogs where you guest post)*
- A blog can easily be set up and integrated into your website*
- While still primarily seen as a place for written content, blog posts can be all kinds of content like videos or graphics as well as articles*
- Your blog can act as a hub where all social and online marketing activity comes together*
- With time and constant work it grows into a large organized place with a lot of content*
- Traffic to the blog is one step closer to a sale than visitors on your social presences*
- You are free to optimize your blog to turn traffic into leads or customers*

*Now, with curated content plus your own content you have a lot to tweet. And you will need all of it - and more.*



## **Sharing your own content**

With curated content you usually only share one piece of content once on your Twitter account. It is totally acceptable to tweet your own content multiple times over a long period of time. But you need to follow some rules: Only tweet content that is still relevant. Great content to share again and again is so called evergreen content. If you are publishing news-like content you should never repeatedly tweet any content that is “old news.”

If your content remains relevant after months and years you can reuse it again and again. For instance if you have a new post tweet it once. Tweet it again after a couple of hours. Tweet it again the next day. And then you can add the tweet to your recurring queue of tweets. More on recurring queues later in this ebook.

## **The optimal Tweet**

For tweets that share links to content there are some things you need to know to get better results. The right tweet text, images and mentions can easily multiply your traffic.

### **Text within Tweet**

Should be short, inspire curiosity and hint at what people get when they click on the link.

### **Link**

Either a shortlink or the original link. Shortlinks often have the advantage that they provide some additional analytics. The link in a tweet used to count into the 140 characters for each tweet. Recently Twitter changed that so that you can now share 140 characters plus a link.

### **Images**

Tweets with images get more attention in a Twitter feed. That results in tweets with images getting considerably more retweets and clicks than tweets without images. Make sure you add an image to your tweet.

## **Mentions (@account)**

Mentions of other people's Twitter handles can help you get more retweets and likes for a tweet. If you tweet someone else's content, make sure to let them know by adding "via @twitterhandle" or "by @twitterhandle" to your Tweet.

## **Example-Tweet**

A tweet with curated content at its best should look like this:

*HEADLINE LINK by @Author*

or

*HEADLINE LINK via @source*

Sometimes it even makes sense to mention the Twitter handle AND the author in the same tweet.

If you are tweeting your own content, you can use the same formula for the tweet. The @author would then be your own Twitter handle. If you are tweeting a lot of your own content you should consider not to use the mention of your own Twitter handle in all the tweets as it may become annoying to your audience.

## **How often should you tweet**

The answer to "How often should you tweet?" is going to be a very simple one-word answer for most of the readers: MORE!

The truth is, many people do not tweet enough to get much out of Twitter. Consider this: The average timespan a Tweet has to catch the attention of a follower who is on Twitter right at the time when you tweet is around 8 min. And most people follow hundreds or even thousands of people on Twitter. There are hundreds of tweets populating their feed every minute. If your followers are not mainly following dead accounts, the chances of your one tweet being seen are limited.

When you start researching about how often you should tweet, you will find a lot of contradictory advice:

- **Social Bakers** state that three Tweets a day would be optimal. Source: [<http://www.socialbakers.com/blog/1847-tweeting-too-much-find-out-the-ideal-tweet-frequency-for-brands>]

- **Track Social** found a number of five Tweets to be the optimum. Source: [<http://tracksocial.com/blog/2012/10/optimizing-twitter-engagement-part-2-how-frequently-to-tweet/>]
- Influencers like **Jeff Bullas** follow the advice by **Simply Measured** that tweeting every 15 minutes instead of every 30 minutes can increase traffic by 31% and increase engagement by 89%. Source: [<http://www.jeffbullas.com/2014/06/27/8-insights-on-how-to-optimize-your-social-media-marketing-study/>] and [<http://simplymeasured.com/blog/2014/02/11/how-many-tweets-is-too-many-tweets/>]

Tweeting every 30 minutes is still very many times more often than 5 times a day and tweeting every 15 minutes sounds like an awful lot. It is clear that you can only tweet so often if you have a ton of content which you can tweet as you should not repeat the same handful of tweets over and over again in a short period.

There is never a definite answer to how often you should tweet, but it is a lot. In the end, you will have to figure out the answer to the question how often should you tweet for your own unique situation based on

- How much content you have - and how much time you can spend on searching for more content
- What your audience wants (how do they react if you tweet more or less often)
- How many tweets per day you can come up with.

You need to base your decision on measured data. When starting out tweeting 10 times per day with the help of the tool Buffer is a good start. Add some conversations to the mix and you are good for now.

### ***Takeaway***

*If you have enough content to tweet, you can probably tweet more than you have been doing. Try it.*

## The Importance of Scheduling

Most Twitter users are not full time social media or Twitter marketers. They have a couple of minutes or an hour per day at best when they try to grow their social channels. And that is ok if they focus on just a couple of social networks.

But this often results in people sending a bunch of tweets in quick succession once a day and then the account is silent for the remainder of the day - because the account owner is busy working on something else. That is not optimal.

You want your Twitter account to be active for at least the couple of hours per day, when your target group is most likely to be online and hopefully active on Twitter. If you just have a couple of minutes per day for your Twitter activity these minutes are most likely not the best times to reach your audience online.

The solution to this problem is scheduling - or rather scheduling tools. With these you can tweet and keep your account active all day long - even if you are busy working on something totally different. Simply keep in mind that you should still watch your communications and answer people when they tweet-talk to you. It's not a problem to answer a couple of hours later.

One of the best tools for scheduling social media updates is Buffer - more on scheduling tools in the tools chapter.

### **Note:**

*Buffer is a fantastic tool that lets you schedule posts for your social networks. In the free version, you can schedule up to 10 tweets for your Twitter account. This should be enough for starting out. You will find more information on Buffer in the tools section of this eBook.*

**<https://buffer.com>**

### **Step-by-Step: Here is how to get into the action on Twitter**

- **Step 1:** Every morning find 10 different pieces of content that you will tweet during the day.
- **Step 2:** After you've found these 10 current pieces of content, schedule tweets. Scheduling 10 tweets per day can be done with the free version of the tool Buffer. Don't spend too much time on the tweet text - 99% of the time you can simply use the title of the piece of content you want to tweet. Buffer allows you to send out buffered tweets at times that you define during the day. Buffer can also help you find

optimal times to tweet based on your followers and their behavior. Define 10 times each day so that your tweets spread out through the day and then fill up your buffer every morning.

- **Step 3:** If you have your own content to add to the mix, great. Tweet some of your content pieces during the day manually - don't repeat the same piece too often. If it is a new piece of content, it is ok to repeat it once or twice after a couple of hours.
- **Step 4:** Monitor your notifications tab on Twitter. React, like or thank if someone tweets your content, answer if someone talks to you.

Once you are a little more familiar with all your options on Twitter and have a couple of followers, you should add some conversations and questions into your tweets. This way you will end up with many more than the 10 tweets per day. If you have enough content, you can tweet more than 10 times a day right away. One shared link per hour is absolutely not too much.

# FINDING YOUR FIRST FOLLOWERS

Without followers you will not be able to generate a lot of web traffic from Twitter. But that is not the only problem, when you are starting out with a new account on Twitter without any followers.

A Twitter account without any followers does not look very attractive and trust inspiring. Also, it is very hard to make content spread and attract more followers if you do not have any followers that can help you spread the word and attract more interest for your account.

That means that the first goal when starting your new Twitter account is to get your first couple of followers. The more, the better!

## **Your First Followers**

The first couple of followers are usually the hardest to get.

Make sure that you tweet great content on your Twitter account before you try to actively grow your followers. You will get much better results if your account is providing value and is attractive to follow.

Also, keep in mind that it is not only your activity on Twitter itself, that will get you followers. Sometimes, mentioning your Twitter account in other places can be very efficient in gaining a following for your account.

Here are some ideas for getting the first few followers for your Twitter account. Some of these ideas you should continue to use when growing your account:

### **Help your new account with your own accounts:**

Follow your personal account from your business account and vice versa.

### **Tell friends:**

Tell your friends and colleagues about your new Twitter account and ask them to follow you.

### **Use your blog:**

You should give your readers on your blog the opportunity to follow you on Twitter directly from your blog. Add a Twitter follow button to your blog.

You should also make sure that by using your share buttons on your blog people automatically add your Twitter-handle to their tweet if they share your content:

*<Content Headline> <Link> via @twitterhandle or by @twitterhandle*

### **Add your Twitter account to your bio everywhere:**

Mention your Twitter account in the bio you use at networking events, or in your speaker profile at conferences. The same goes for any profile you use, for instance if you are asked to give a quote on a topic of expertise.

### **Guest posting:**

If you are writing guest posts for other peoples' blogs, your author bio is a great place to point to your social channels. Add your Twitter handle with a call-to-action to your author bio:

*You can also follow <yourname> on Twitter: @Twitterhandle*

### **Your signature:**

Mention your Twitter account in your email signature.

### **Blog comments:**

Make sure to include your Twitter account when you comment on blogs. Many commenting systems specifically ask for your Twitter handle. Do not miss out on your chance here.

Keep in mind that your comment should still add value to the conversation. Do not simply comment to get your Twitter handle on the other blog, that will not give you followers.

### **Your newsletter:**

If you already have an email list (even if it is small) mention your new Twitter account in a newsletter.

## **Other social networks:**

Add your social profiles to the bios in other social networks. Cross promoting helps you grow an audience in more than one network.

## **Advertising**

Although this ebook is not about spending money on ads, you should be aware that ads can greatly help you to grow a following on Twitter. The key to success is targeting.

While these ideas can only be the very first beginning, they help you gather some followers for your newly created Twitter account.

## ***Takeaways***

- *If you do not have a budget for advertising you can still grow a following on Twitter.*
- *The first followers are the hardest to get.*
- *Promote your new Twitter account wherever you can to gain your first followers and make it attractive.*



# THE IMPORTANCE OF CONTENT

In relation to Twitter, the following questions come up often:

- How did you get so many Twitter followers?
- Why do my accounts not grow as much as I want them to?
- Why do I get nothing out of all my Twitter marketing efforts?
- Why do people not talk about my product in social media?

And most of the time the answer is: It's the Content - or the lack thereof.

## **What do you post if you do not have compelling content?**

If you have no good content to share on your Twitter account, you either cannot post as often as you want to (and should be) or you sound like a self-promotional tout. Social Media marketers can only post as often as they want if they have the incredible content and value that comes with the content to share that makes their posts powerful enough.

And when your tweets fail to be useful (like interesting content) - why should others care or even share them?

Of course, social media and Twitter is also about conversations and interaction and not only about sharing content. But your options on Twitter are very limited if you cannot start the conversations you want to have with the right content.

## ***Takeaway***

*You need content for Twitter (or Social Media) marketing success.*

## **What happens to your Twitter marketing efforts without content?**

If you do not have great content to build your Twitter channel, what will happen is the following:

- People will not follow you because they don't get anything useful from you
- People will not help you build your brand and share your posts because there is nothing to share
- Your accounts will not grow
- Your results will not be what you were looking for
- People will not like what you are doing. They will not follow you. And certainly will they not help you with spreading the word.

## **Content in Social Media Marketing Means more than a Couple of Pictures or Articles**

The question of what exactly is content in social media marketing and what isn't will never be fully answered. What one person successfully uses as content in social media may not serve as content for someone else. Most of the time a tweet or a photo is not enough. And to be successful with your social media marketing your content needs to be optimized for each social network you want to use.

The question that from our experience best defines content for social media is: Is the content helpful/useful for my audience?

“Interesting Content” can take many forms, and there might be a discrepancy between what you think interesting content should be and what your audience believes is interesting content. In the end, you will have to find the golden overlap between content that speaks for you and your marketing purpose, what your audience likes and shares and content that gets you the results you seek (traffic, signups, sales).

### ***Takeaway***

*Content in Social Media Marketing needs to be useful/helpful/interesting to your target group.*

# CONTENT CURATION

Content Curation is the art of finding other peoples' best online content (that is interesting to YOUR audience ,of course) and recommend it to your own audience. Through curating content you can provide valuable information to your audience without having to create your own content.

**Note:**

*Although content curation at this point may sound like the solution to all your content problems, your own content is still crucial.*

## **How to curate for Twitter**

Curating Content has not just the effect of getting more content to provide value on your own Twitter account, it also allows you to gain a constant overview over what is happening in your niche and to become an active part in the communication flow within your niche.

## **Takeaway**

*Content Curation is the art of finding other peoples' best online content and recommending it to your own audience.*

Content Curation on Twitter means you are using other peoples' content and share it on your Twitter account. Do not only retweet what you see on other Twitter accounts. While retweeting is a valuable way of appreciating other people's efforts on Twitter you do not want to look like someone with nothing to say on his/her own. Include some original tweets into the mix and make sure you do not only share influencer content that everybody else also shares.

The main reason for content curation on Twitter is to have more valuable content to share with your audience. But there is more you can gain with content curation if done

right. Remember what you learned about mentioning other Twitter accounts? When you tweet other peoples' content make sure you add their twitter handle to the tweet:

*Headline of the content LINK via @Twitterhandle*

or

*Headline of the content LINK by @Twitterhandle*

The first version is to state where the content is taken from, for instance the twitterhandle of the blog. The second version is to state the author of a piece of content, no matter where it was published. The advantage of mentioning the twitterhandle of the source or author is that often these people are going to react with either a retweet, a favorite or a mention and you get more reactions to your activity.

## **How to Find the “Right” Content**

If you do not (yet) have tons of your own content, content curation will need to become a daily routine for you. Your first step into this aspect of content and social media marketing is to do some research to identify content sources. Content sources can be:

- Blogs that talk about your areas of interest
- Influencer's social media accounts
- Youtube accounts from your niche
- Online magazines from your niche
- ...

You have to start with research. Research all the blogs, influencers, famous social accounts, online magazines and what else you can find that is active online within your area of expertise or the niche you are creating influence in.

In fact, research the competition. But do not treat them as competition. Treat them as friends, or if not that, then as colleagues.

Read their stuff, and tweet what you think was good. You should allocate some time per day to reading and rating content and then share it around.

But here is a word of warning: Don't just blindly share everything that has a snappy headline - spend some time to assess whether the content quality is good enough to share it with your audience. And if you have no idea what good actually means: If you think it is good it is probably good enough for your audience. The chances are that you are a pretty good indicator about the quality of a content piece.

### **Here is what this does for you.**

First: Your Twitter account(s) is/are going to share a lot of content that is attractive to your target audience. At this point, most likely your own content is not enough and what you are trying to do right now is not going straight for the traffic but to make your Twitter account valuable and get people to follow you.

Second: You will learn what kind of content other people successfully use on Twitter (or other social channels). When you are producing your own content, take your learnings and create the kind of content your audience really likes.

Right now you are going for some attention - getting some followers that simply want a content source that gives them the best content in your niche. Finding quality content is the first step to achieve that.

### ***Takeaways***

- *Content Curation will need to become part of your daily routine*
- *Content sources can be all linkable online content*
- *Examples of good content sources to watch: Blogs, Online Magazines, Influencers and their Social Accounts, ...*

### **What to do with the curated content**

You will need all of that content for sharing it via your Twitter account. You will need a ton of content when you really want to build an audience.

If you have your own content already, you should of course share that as well. But even if you already have fifty articles on your blog - they are not enough. You need to tweet a lot without overly much repetition - so add some curated stuff into the mix.

While reading all the articles and consuming all the content that you curate, you will also start learning - and learning is really important. It will increase your knowledge about your niche and enable you to create better content about it. But more

importantly, it will allow you to get a feeling for what people want to consume. And this will enable you to create the content you need for traffic generation.

Continue your own content creation. Become a better content creator. But also continue content curation - have a look at Social Media influencers. All of them curate content as well as share their own. They mask it sometimes - maybe they have a lot of guest posts on their blog and only share those. But the important part is this: They do not limit themselves to just content they created themselves.

### ***Takeaways:***

- *You will need all of that content for sharing it via your Twitter account.*
- *You will need a lot of great content.*
- *If you have your own content - add that to the mix as well.*
- *Content curation will also help you learn about your niche and how people communicate about your topics online.*

### **Free Tools for Content Curation**

Content curation can become a time-consuming task sometimes - especially when you are in a crowded niche and there are a lot of content sources to follow. So let me give you a few tools that can make your content curation easier and quicker.

### **Identifying Content and Content Sources**

**Twitter** - <https://twitter.com/>

Or more precisely Twitter lists. You can set up a list of influencers, bloggers and magazine from your niche on Twitter. Collect the Twitter accounts of the most important people and content creators/publishers from your niche and follow the feed of this list (i.e. on [Tweetdeck](#)). This Twitter list feed will be a goldmine for content you can use.

**Google** - <http://google.com>

Yes, that is right - Google is still the most valuable tool when you are searching for content on the web. It will allow you to find the most influential blogs and online

magazines in your niche. From these blogs, you will find the writers of these blogs, the influencers of your niche, etc...

Various social media tools allow you to identify content that is currently trending within certain audiences within Twitter, LinkedIn and Facebook are also helpful in this respect:

**Klout** - <http://klout.com>

Apart from the famous Klout score to rank Twitter (and other social) accounts - Klout also provides content recommendations for your current Twitter audience.

**Buffer** - <http://bufferapp.com>

Buffer's primary use case is that it offers a tool for scheduling social media updates easily. We are going to look at it in detail later - for now, it is enough to know that it also allows finding content pieces.

## **Facebook**

Many businesses run a Facebook page and share great content on this fanpage. Like some of your competitors' fanpages or other businesses from your niche and see what kind of content they share.

## **Subscribing to Blogs**

The biggest part of your content sources will most likely be blogs - therefore, it makes sense to subscribe to the most influential blogs via an RSS reader of some sort. This will allow you to stay up to date with their newly released articles without having to visit them manually all the time.

We recommend using Feedly as it allows using the same tool on your desktop, laptop, the web and your mobile devices:

Feedly - <http://feedly.com>

# NEVER UNDERESTIMATE THE IMPORTANCE OF YOUR OWN CONTENT

While content curation can help you build a following on Twitter and make your account valuable, only your own content can drive traffic to your website, brand you as an expert and effectively generate leads.

You absolutely need your own content - the more high quality content the better. Include this content in your tweets. Make sure you do not repeat yourself with tweeting your own content all the time.

The reason for that is that, when you are marketing on the social web, building your brand is done through what you present on your own content pages: Your website, your blog, your Youtube Channel, ...

When you don't provide content by yourself, you are only a multiplier for other peoples content. When you have your own content to spread, you are a creator - you don't just link to content anymore, you provide your own input into the discussion, you add your own voice to the chatter online.

The most important metric for measuring how much your voice is valued through the social web is web traffic on your own pages and content pieces. Web traffic are basically people that visit your pages on the web - clicks on your content!

Traffic therefore is the way to insert life into your own content hubs on the web. And one of the most basic requirements for having web traffic at all is to have your own content on your websites and distribute it to your target audience. That is the key goal of any social media marketing strategy!



# HOMEWORK

Most chapters of this book will have a section with homework: Tasks to help you practice your social media activity and will help you in building and growing your social media audience.

The goal of these homework sections is to take you by the hand and lead you through the social media jungle. We really want to give you hands on advice and allow you to grow into the social media marketer that we know you can be!

Here are some tasks and exercises that will help you to implement what you have learned throughout this chapter.

## **Set up your account - or optimize it**

Register with Twitter and set up your account:

### **1. Choose a Twitter handle and account name**

Try your favorite Twitter handle. If it is not already taken, good. Otherwise, play around with the handle until you find one that is still available. Keep in mind that the handle should be recognizable.

Set the account name to your own name, the name of your business or your product.

### **2. Upload an avatar and header**

Upload an avatar! Do not run your Twitter account with the typical Twitter egg as an account picture. A headshot of yourself, a logo of your business or another easily recognizable picture is best.

Create a Twitter header, choose an expressive header picture and add some text information (you can use [Canva.com](https://www.canva.com) for this).

### **3. Fill out your bio**

Fill out your profile: add a short description about yourself or your business. Use the most relevant keywords in form of hashtags in the description. Mention other social accounts you are running - if you have several social accounts mention only one or two.

#### **4. Start Tweeting**

Now you are ready to tweet great content. You can do the first tweets manually, but to save time in the long run, you should register with Buffer (<https://buffer.com>) or another scheduling tool and set a schedule for your tweets.

If you are already using a social media management tool with a scheduling feature like for instance Hootsuite, you can of course use this to schedule your tweets.

#### **Collect Sources for Content Curation**

First of all, you need some great sources for high-quality content from your niche. Second you need a way to make it easy to browse all the content and get informed if new content comes in.

##### **1. Find sources:**

###### *Social Media Sources:*

Search for (and find) at least 5 role models, competitors or influencers from your niche on Twitter.

Search for and become fan of 5 Fanpages on Facebook, which post around related topics.

Search for some Twitter lists from your niche. Follow these lists.

###### *Blogs and Magazines:*

Search and find at least 5 blogs or (online) magazines that regularly publish new content.

##### **2. Organize your content sources**

Register with Feedly.com and set up a topic with all the blogs and magazines you found. You can add as many sources later as you like.

Monitor the Twitter list(s) from your niche you found. Decide if they provide great content you can curate. If not, search for other lists.

Start a Twitter list for the Twitter accounts you collected. Monitor the tweets that come in and see if the content shared by these accounts is good for you to share on your accounts. If it is not good enough or not enough updates with good content are posted add some more Twitter accounts from your niche.

## CHAPTER 3

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# GETTING MORE OUT OF YOUR TWITTER ACTIVITY

*Many people on Twitter tweet and talk for ages without gathering a considerable amount of followers or getting a lot of traffic, leads or conversions out of their efforts. On Twitter, small changes have huge impact and in this chapter we explain to you what you can do to optimize your tweets for better results, how your activity should look and how you can test what goes right (or wrong).*

# GETTING INTO ACTION: PROVIDE VALUE AND GROW AN AUDIENCE

To attract a following and grow an audience on Twitter you need to provide value to people from your target group. It is not about what you want them to know, it is what they want to know: Share that on Twitter and they will want to follow you.

## **Start to Provide Value with Your Twitter Account**

When you start out on Twitter, the first thing you need to start doing after setting up your account with handle and bio is to start posting. And you will need to start posting a lot. But not just anything - you will need to post content or links to content. Always keep in mind: You need to provide value and for that you need content!

Nothing is as boring as looking at a Twitter account that does not share something of value. And most of the time that means to provide links to interesting content. If you followed the steps in the previous chapter you are already on a good way towards a valuable and attractive Twitter account.

But simply tweeting content alone won't cut it. To build authority, influence and followers you will need to reach out to them. Now that you know how your Twitter account can continuously provide value you can start growing your Twitter account!

## **Communicate: Be Accessible, Active and Talkative on Twitter**

Keep in mind that Twitter is not a shout out channel. Communication is an important part of building a Twitter account.

What do we mean by being active, accessible and talkative on Twitter?

Well, your Twitter account is currently tweeting on automation - and there is nothing wrong with that. But to make it more personal and accessible to others, you should add some personal activity into the mix again. Start talking to people from your industry or niche, add your voice to discussions. Answer people's questions and interact.

We recommend using the free tool Tweetdeck (<http://tweetdeck.twitter.com>) for this. This Twitter client will allow you to monitor certain topics, hashtags and discussions

in different columns. Tweetdeck is very easy to use for communicating about the various topics and adding your voice to the discussion.

Your direct interaction on Twitter at this stage is important - show the people that you are not just an automated account - get a feeling for the flow of communication on Twitter and take part!

### ***Takeaway***

- *Be active, accessible and talkative*
- *Monitor discussions, hashtags and tweets from your niche*
- *Add your voice to discussions, show that you are not just an automated account*

### **Conversations on Twitter**

Twitter is not a one-way or shout-out channel. You want to connect and communicate with your audience.

Often you do not even have to start the communication. Some people will already start talking to you. Make sure, you notice these conversations and answer the ones that make sense. Show that you are interested in real connections.

Watch your notifications tab directly on Twitter in order to notice if people talk to you. If people comment on your tweets: Answer them, or favorite their tweet.



Home



Notifications



Messages



You should also react to other peoples' tweets. Answer interesting tweets, retweet and favorite what you like. To make your Twitter account more interesting, you can also start conversations with your audience: Ask questions. Make a statement and ask for opinions. Your audience is human, and they want to be treated as such. You should actively look to start a dialogue; your audience will thank you for it.

A very powerful way to start a conversation on Twitter are questions. Choose questions from your niche and on topic. Make a statement and ask for opinions. Monitor the notifications tab, if answers are coming in. Respond to the replies and try to keep the conversation going. The more interesting your conversations, the more people will be interested in you and what you are doing.

# SHARING YOUR CONTENT - GETTING IT RIGHT

Sharing your own content and getting traffic, new followers and leads from it is not as simple as putting out links with more or less random texts. You need to know some facts, features and best practices to get the most out of your efforts.

## **Headlines - The Importance Of A Great Tweet Text**

How much time are you spending on your headline, subject line or tweet text? Often, once a text (blog post, email, etc.) is finished, we quickly write a few words that come to mind and take them as a headline. And that's it.

Does it surprise you that PR people often spend at least as much time on the headline of a messaging document as on the document itself? And this is what you should do for your tweet text, too. The headline or tweet text is your one second chance of getting people to react to your tweet.

*On the average, five times as many people read the headline as read the body copy.*

*When you have written your headline, you have spent eighty cents out of your dollar.*

**- David Ogilvy -**

The tweet text or headline often is the only thing that people get to see before they decide to click on your link. You have this small fraction of a second to convince your potential audience that it is worth to open your content for more information - or retweet it. A lazy or thoughtless headline can easily be the decisive factor that gets your tweet on the road to failure.

When you are just starting out, you should try different texts for your tweets and monitor carefully what works better and what does not work at all. By doing so, you will get a feeling for good and not so good texts. You can use Google Analytics for monitoring - or if you are scheduling your tweets with Buffer, you should take a closer

look at the Buffer Analytics tab and compare how many clicks and shares a tweet with one headline gets compared to another headline.

## **Takeaway**

*One Headline can easily make or break your Twitter marketing success.*

*What makes it, even more, complicated is that one tweet text might inspire more retweets while another gets you more clicks. Usually, the perfect tweet text for more Twitter marketing success does both: Get you retweets and clicks.*

*You also need to make sure that your share buttons on your blog also provide a great tweetable text. People are lazy if you do not provide a great tweet text they will usually not optimize it - and often not share your content at all.*

## **Headline types that work well on Twitter**

There are some types of headlines that always run well on Twitter. Examples of these headlines types that will get you more clicks and shares are:

- **Lists:** ever wondered why so many lists get created and shared in social media? Because they work. You have probably seen a ton of list posts in your own Twitter feed. Large numbers usually work even better than small numbers.
- **How To posts:** We are all looking for answers to questions like “How do I do this?” and “How can I achieve this?” Promise the answer in your tweet text and people will click on your link.
- **Fulfilling dreams:** A lot of social media success, is based on dreams. If you can promise to fulfill dreams of your audience, you have a chance of them clicking on your links. An example is “How to make a living from blogging”
- **Best or worst:** We all want to avoid being among the worst of anything and be laughed at. But we like to know what we have to do to become one of the best. So we click.
- **Statistics and numbers** also work magic in headlines. But make sure you do not give away all information in the tweet text. Why should people click on your link, if you already provided the information in the tweet?

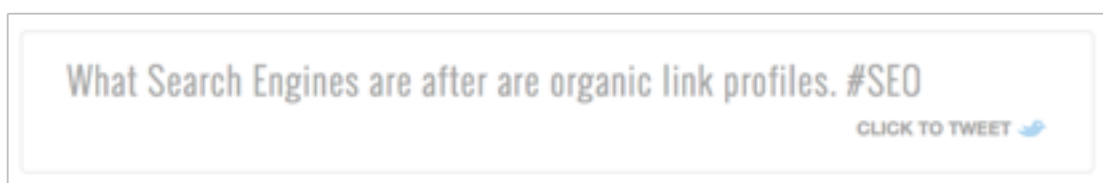
## **Optimize your Tweet text**

There is more to a great tweet text than the above mentioned types of headlines. Here are some more ideas to help you create the optimal tweet text:

- **Make it short:** We see so many headlines and tweet texts we tend to simply skim them. Many people only read the first three and the last three words. A headline or tweettext of six words has the best chance to get completely read.
- **Include numbers:** Numbers are brain candy. In a (social media) world of unproven facts and unsolicited claims, numbers and statistics seem to provide some kind of facts.
- **Power words:** sometimes it is one word that makes all the difference between a boring headline and a headline that makes people click and share. For instance “you” is more powerful than “I” or “me”.
- **Inspire Curiosity:** Never give all the information in the tweet text. You want people to get curious. If you already provide the information in the tweet, they will not click.

## Tweetable Quotes

To get even more tweets for your own content, you can offer your audience the option to tweet quotes or text snippets from your article. In Wordpress, there is a plugin called “ClickToTweet” for this. With this plugin, you can add quotes ready to tweet into your blog post. People can then click on the quote and get a ready made tweet for this quote including a link to your blog post.



By offering tweetable quotes you will get more tweets of your content from your audience. If they do not like your headline they may still be willing to tweet your content with a different text. ClickToTweet provides a simple and very efficient way to tweet - and you will see the results in form of more tweets.

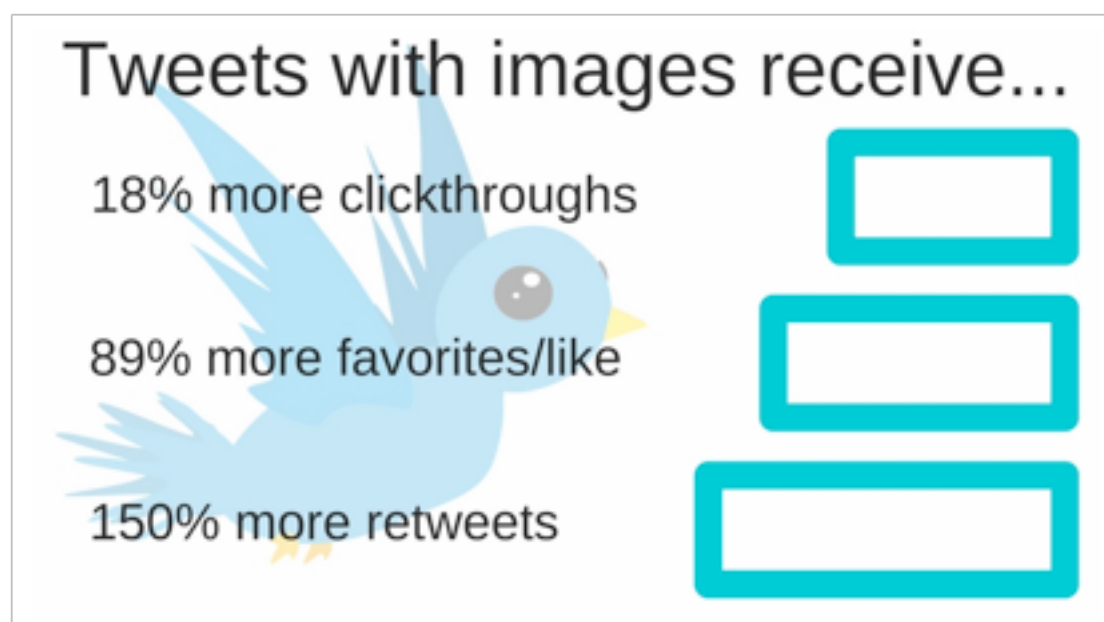
## Tweet Images

Images can help your social media marketing success.

It is a widely known fact that posts on Facebook without an image in the right format get less reach than posts with images. But it seems to be a rather well-kept secret that



tweets with images get an impressive amount of more retweets and clicks than tweets without images.



Now, don't go over and add random pictures to your Tweets. As with everything in social media it needs a little more thought. Some images work well on Twitter, and some don't. As with the headlines you need to play around a little with different images. For instance, mini-infographics usually work well. You can use Canva to quickly create different images and test them for your tweets.

You do not need to have an image with every tweet you send. But an image can certainly help your tweet stand out in the mass of tweets flooding Twitter every second.

For your own content you should always provide at least one tweetable image. Scheduling tools like Buffer automatically “pull” images from your content, if someone uses Buffer to schedule links to your content. While in the early days of tweets with images one format for images on Twitter was mandatory, today, you can use images in various formats. Important is that the image upload size is not too huge, otherwise your image cannot be tweetet. One tweet can contain up to 4 images.

**Note:**

*Do not randomly tag influential people in images that have nothing to do with them. This is spam!*

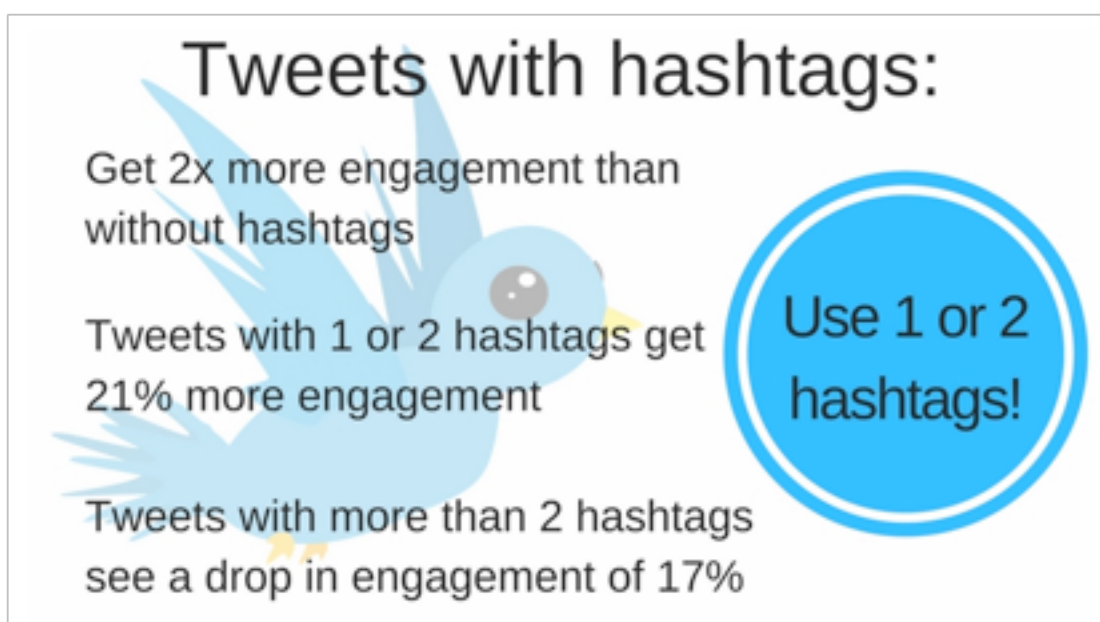
*Instead of images you can also use Twitter Cards. A Twitter card adds a little post preview with image, title and teaser text to a tweet. More on Twitter Cards in the Chapter on Twitter features.*

## Hashtags

A hashtag is a "#" followed by a keyword. Most relevant keywords already exist as hashtags on Twitter. Hashtags relate conversations and tweets around a keyword to other tweets using this hashtag.

People search for certain keywords and tweets related to them by searching for a hashtag. You can monitor all tweets coming in for a given hashtag.

On Twitter hashtags can help you get more attention to a tweet by adding relevant keywords as hashtags. Choose one or two hashtags that are closely related to the tweet and/or the linked content. Do not overclutter your tweets with too many hashtags. Tweets with too many hashtags get harder to read and thus get less attention from your audience. Tweets with 1 or 2 hashtags get 21% more engagement than tweets without hashtags. More hashtags will not help you to get even more retweets as more hashtags usually see a 17% drop in engagement.



You can watch all tweets mentioning a special hashtag in one feed either with search on Twitter or by using the Twitter client Tweetdeck. This will give you all updates with this hashtags in one feed.

### Other uses of hashtags:

- We already mentioned Twitter chats. These chats use a hashtag to identify all tweets that belong to this conversation.
- News or event hashtags: For instance some sports events use hashtags to organize all tweets related to the event into one hashtag stream. Thus, you can watch all comments on a soccer world cup or Superbowl on Twitter by following the hashtags for these events.
- Keyword research for relevant conversations

## **Do not abuse Hashtags!**

Sometimes people try to hop on the bandwagon of a famous or trending hashtag with tweeting unrelated content and adding the famous hashtag. That is against Twitter's rules and can as a worst case result in the account getting banned or deleted:

"The following behaviors and others like them could cause your account to be filtered from search, or even suspended:

- Adding one or more topic/hashtag to an unrelated tweet in an attempt to gain attention in search.
- Repeatedly Tweeting the same topic/hashtag without adding value to the conversation to get the topic trending/trending higher.
- Tweeting about each trending topic in turn in order to drive traffic to your profile, especially when mixed with advertising.
- Listing the trending topics in combination with a request to be followed.
- Tweeting about a trending topic and posting a misleading link to something unrelated."

This has been copied from Twitter's Terms of Service.

## **Mentions**

We already talked about mentions earlier in this ebook, when we told you to mention the source of content you share in your tweet with a twitterhandle. Mentions are a valuable feature to get more attention by other Twitter account and an additional reach for your activity.

Mentions are tweets that mention other Twitter accounts. For example:

Tweettext LINK by @autor

These tweets can be used to acknowledge the author of content that you are tweeting. But they can also be employed in an attempt to get the mentioned Twitter account to retweet or favorite the tweet. For instance you can interview someone and mention him in the tweets of the article - usually the interviewed person will be more than willing to help you spread the word.

Other examples of content where you can add other peoples' twitterhandles to a tweet are lists of influencers, lists of blogs you should read, lists of Twitter accounts from your niche you should follow. This kind of content is often created with the goal of the mentioned blogs, Twitter accounts and influencers being willing to give the content a

shout out. To achieve this, you should tweet the list with a mention of at least some of the featured blogs/Twitter accounts:

20 great blogs on MY TOPIC LINK featuring @blog1 @blog 2 @blog3

If you have a list of 20 blogs, you should create different tweets of this list and mention as many of the mentioned blogs as you can in the individual tweets. Do not mention one blog over and over again and do not tweet the same tweet text multiple times in a row with different mentioned accounts.

The reason that mentioning other accounts works so well is that most Twitter users monitor the notification tab in their Twitter account. And all mentions of your twitterhandle are listed there. This way, mentioning other Twitter accounts can start conversations, inspire retweets and shares of your content.

**Note:**

*A reply to a tweet will look like*

*@twitterhandle <whatever you want to answer>*

*This reply will only show in the feed of the sender, the recipient and Twitter accounts that are friends with both.*

## **Optimize Your Content outside of Twitter**

There is more that can go wrong with your content and cause failure of your Twitter marketing. Make sure you do not make one of the following mistakes:

- Great articles on a barely readable blog format will not inspire your readers to tweet them.
- Missing share buttons on your blog will cause no tweets of your content.
- Content without pictures/images will run much less successful on Twitter. Do not expect your readers to provide images for the tweets.
- If your readers cannot find your Twitter account, they will not follow you.
- If you want your audience or customers to share information about your products, you need tweetable descriptions of great products.

And all of these result in the same thing: People will not tweet about these articles, products or companies to their followers. Not because people were not willing to, but because the owner made it so hard to do so.

Make sure you get it right on your website and wherever you interact with your target group:

- Provide interesting content - people much rather share content than promotional updates about products or services.
- Create great headlines that work well in social media
- Make the content easy to share, include share buttons on your blog - otherwise, no one will make the effort.
- Make your Twitter account visible on your website
- Mention your Twitter account in other networking material

### ***Takeaway***

*Without content, your social media marketing is doomed to fail.*

# HOMEWORK

## Headlines and Tweet Texts

Coming up with the perfect tweet text is not easy. There is a lot of experience and gut feeling involved in choosing headlines or tweet texts. But you can learn it, and here is how:

1. Choose one article you really like. Doing this with an article that you have written yourself is ideal. You should be convinced that the article is useful, entertaining and of value to your target audience.
2. Write a list of possible tweets for this article. You can use different possible headlines or a sentence that you take out of the article. Make a list of at least twenty tweets. Keep in mind what you learned about what types of tweet texts work well on Twitter.
3. Choose your favorite five of the twenty. Try to choose some tweet texts that are really different from each other.
4. Go to Buffer and schedule the five tweets. Make sure they are not the only thing you tweet. Between all the tweets to this article, always put some other tweets in between. Also make sure that you send the tweets at comparable times when presumably a large part of your audience is online.
5. Once all your tweets or tweet texts have been sent, go to the Buffer Analytics tab. Note down for each tweet for this article how much reaction it inspired: How many retweets, how many clicks, how many favorites.

You may want to repeat the process a couple of days later. Again take notes on the results.

Analyse which of your tweet texts got the most engagement. Try to figure out why they worked.

## **Content Curation**

In the chapter "Getting Started" we already mentioned that content curation is a great way to find interesting and valuable content to tweet on your Twitter account especially when you do not have enough own relevant content.

In the homework of that chapter, we asked you to collect some sources for your content curation. If you have not done so yet, you should do it now and more.

### **Find more sources for Content:**

- Search for more blogs and online magazines from your niche and add them to your Feedly list.
- Research the Twitter accounts of influencers, blogs, magazines from your niche, collect them on a Twitter list. Set up a feed in Tweetdeck for these accounts. Monitor what they tweet - and retweet. You are likely to find even more blogs and influencers in the activity of these Twitter accounts.
- Keep your eyes open for more content sources and great Twitter accounts from your niche and keep collecting them.

### **Tweet more Content:**

If you have not done so yet, register with Buffer (the free version should suffice for now):

- Set up 10 times per day for your tweets.
- Every morning go to Buffer and add 10 Tweets to the buffer. If you have your own content, use some of that. Fill up the 10 slots with content you curate from your list of great content sources.
- If you are already tweeting 10 times a day and your followers react with retweets, likes and clicks on your activity, you may want to consider upgrading to a paid Buffer account and schedule more tweets per day. Or you fill your Buffer twice a day. One tweet per hour is absolutely not too much.

### **Optimize your content curation:**

Use your content curation to get on the radar of other people from your niche. Add the Twitter handle of the blog or the author of any piece of content you curate to the tweet you use:

*Headline of the content LINK via @Twitterhandle*

or

*Headline of the content LINK by @Twitterhandle*

### **Join conversations**

Your Twitter account should not be a one-way street. It is time for some conversations.

Choose a couple of keywords or key phrases that clearly relate to your niche. Set up a feed for each keyword or key phrase in Tweetdeck and monitor the activity on Twitter around these keywords. If the conversations and tweets coming up do not match your interests, try different keywords or phrases.

Join conversations when possible:

- Answer questions
- Ask questions
- Comment on tweets

Try to add value to the conversation with your tweets.

Watch you own "notifications" tab on Twitter and answer tweets that mention your account and respond to comments and questions.



## CHAPTER 4

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# GROWING AN AUDIENCE

This chapter is where the real fun starts. Until now, everything we did were the absolute essentials for running an interesting Twitter account - a Twitter account that has the potential to build influence in your niche.

In this chapter we will show you how to actively push an interesting Twitter account to new heights.

# THE FOLLOW-UNFOLLOW- ALGORITHM

There are several ways to actively grow your followers on Twitter. The follow-unfollow algorithm is by far the most powerful. And it is not forbidden or against Twitter's Terms of Service even though some people keep saying so. However, **aggressively** following people and unfollowing them IS against Twitter's Terms of Service. So make sure you do not overdo it.

## **Enforcing growth on Twitter**

Most of the time, simply tweeting content alone won't cut it. To build authority, influence and followers on Twitter you will need to actively reach out to your target audience. And there is a slightly unintuitive way of doing that if your account has all the other ingredients that are necessary (remember to be of value!). And if you followed the advice in the previous chapters of this ebook, you are now ready to enforce growth.

### **The strategy is simple:**

Follow a certain number of people from your niche every day. Keep following them a couple of days. During that time, a percentage of these people will either directly follow back or look at your account and then follow back. After a couple of days, you should unfollow those that didn't follow back.

Many consultants will tell you that this will make you a spammer. That is not true - your account is providing value, and you are interacting on Twitter. You are not forcing anyone to do anything; you are just using a method, which is available on Twitter, to get the attention of your target audience. You are not hurting anyone - and the largest part of the people won't mind that you are doing this. You are a marketer - what you are doing here is your job.

There are a few things that you should keep in mind, though:

- When you are first starting out, you can follow a maximum of 5000 people on Twitter, **BUT:** Twitter is very careful not to allow people to just build a following by rapidly following and unfollowing accounts. So don't go in and follow 5000 people. Start following no more than 20 a day - gradually increase the number.
- You will never be able to follow more than 10% more people than are following you after you hit the number of following 5000 people.
- Twitter will be watching you, and when they think you are too aggressive with your following and unfollowing routine they will suspend your account. The first time is usually only a warning shot. You will need to promise not to do it again - and they will open your account again. But be careful anyway.
- How many people you can follow every day will strongly depend on how many followers you have, how many people respond to your activity with favorites, retweets or are following you back and how active you are.
- Make sure you do not follow and unfollow the same people in fast succession over and over again. If you follow an account, keep following this account for a minimum of 7 days before you unfollow again.
- The better you target the people you are following, the better your results will be.

**Note:**

*How many accounts you can follow per day without Twitter getting angry and rating your behavior as aggressive strongly depends on how other people react to your activity. The more people follow you back, retweet or favorite your content, or talk to you on Twitter, the more freedom you will get from Twitter to push your growth and follow accounts.*

*That means your targeting and the value you provide on your Twitter account are crucial for your success with the follow-unfollow strategy. Every retweet, every like and every follow you gain counts!*

Let's put the above strategy into a routine you can repeat daily.

**Every day, repeat the following steps (Follow-Unfollow-Algorithm):**

- Step 1: Follow a couple of accounts from your niche. Don't do too many at the beginning. Start by following 20 accounts per day and then gradually increase.
- Step 2: Unfollow those who didn't follow back after a couple of days.

Once your account grows and you already have a few thousand followers, more people will find you on their own and follow you for sheer interest in your activity. You should monitor closely if any and how many of the people you follow, follow you back. If you do not get any people to follow you back, there are two possible reasons: Either you tweet content that is of no interest to your target audience, or you are following people who are not from your target audience. Try different content or follow different kinds of persons.

As said before you need to be careful not to become overly motivated. Increase your activity here slowly and gradually - stay calm and consistent. It will pay off in the end.

**Note:**

*As stated before, don't get overly motivated. The goal is not to grow your account only through Follow-Unfollow behavior on a massive scale. The goal is to get your account to a point where organic growth can actually kick in. The key is to start slow - not more than 20 follows and unfollows per day - and then gradually increase your actions. Even at over 100,000 followers, we never do more than 500 - 600 per day. And we are not consistent with that either. At this point organic growth is much more important than the Follow-Unfollow-Algorithm.*

**Takeaway: Your Twitter Action Plan**

- **Every Day Routine Step 1:** Follow a couple of accounts from your niche. Don't do too many at the beginning. Start by following 20 accounts per day and then gradually increase.
- **Every Day Routine Step 2:** Unfollow those who didn't follow back after a couple of days.
- Don't get too motivated - Twitter is watching you.

**Finding accounts to follow**

How do you find the right accounts to follow via the strategy above?

Targeting followers on Twitter and Social Media, in general, is a complex topic. For Twitter, we will cover the central targeting aspects within this book in the chapter about "Targeting".

However, you are just getting started - and for identifying 20 accounts worth following every day, the following idea is a great start. Even at the scale our accounts run on, we still use this strategy and it works wonders:

## ***Strategy for identifying accounts worth following:***

*Identify and follow influencers in your space - and then look at their followers. These are people that are interested in the influencers' content, so they will be interested in the content you are posting as well. These are the people you should follow.*

Instead of influencers you can also look at the Twitter accounts of your competitors, business partners or role models. If they are tweeting content from your niche and have a considerable large following, you can try following their followers, too.

To make your targeting efforts more efficient here are a few guidelines to make the strategy work better:

- For the accounts you should include in your follow-unfollow-activity (not the influencer accounts): Don't target accounts for this plan that already have 10s of 1000s of followers, instead, target those that have between 50 and 1000 followers. These smaller accounts are much more likely to follow you back and listen to you.
- Try to target active accounts that have tweeted in the last 24 hours - if accounts are inactive they are likely not even going to notice that you followed them.

At some point, following will become time-consuming and a pain. But there is a helpful tool for this, called ManageFlitter:

**Manageflitter** - <http://manageflitter.com/>

It allows you to follow people much easier and even makes the unfollowing process a lot easier. Manageflitter can also help you to make sure that you do not follow the same accounts over and over again. The tool is highly recommended. The free version won't get you far since it is mainly useful for unfollowing accounts. Once it saves you more than half an hour a day, the paid version is well worth its price.

But even if you only want to use the free version right now, sign up for it, get a feel for it, see what it can do, so you know how much time it will save you when you need it. The free version allows you to follow and unfollow a limited amount of people per day. You will need to use the search functionality to find accounts to follow. The full version will allow you to use exactly the strategy that we have described above... and more.

There are other tools to help you with the follow-unfollow process. Please check the tools chapter.

### ***Takeaway***

- *Find accounts to follow by looking at influencers in your space and targeting their followers*
- *Target smaller accounts (between 50 - 1000 followers)*
- *The following tool can be of great help for the strategy: Manageflitter - <http://manageflitter.com>*
- *More about ManageFlitter in the Tools chapter of this ebook.*

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# CONVERSATIONS

Conversations on Twitter are hugely important for your Twitter success. It's in Twitter's core DNA that conversations take place about any topic and at any time - and you are missing out if you don't use this to your advantage.

## Joining Conversations

Gaining followers on Twitter is all about building connections and making other people aware of yourself and what you do. Joining conversations from your niche is one way to achieve this. We have already briefly struck the topic of conversations, but there is more to know.

On Twitter, a lot of conversations are taking place at any given moment. Some of the most relevant conversations for your niche, you should join. The hard thing about this is to find the right conversations that are important for you and your business. To find tweets about the topics that could be of interest to you and your Twitter marketing: Search for Tweets containing a search term that is relevant for you. Twitter offers highly advanced search functionality - meaning that you can enter an advanced search string that defines parameters that further enhance your search results.

### **Note:**

*We recommend using [Tweetdeck](#) for this: You can set up a column in Tweetdeck to follow the search results. This will allow you to monitor conversations around a specific search term in real time!*

Here is an example of how the advanced search syntax works:

*KEYWORD geocode:43.670906,-79.393331,10mi*

The search term above returns all tweets about the keyword or search term **KEYWORD** in a 10-mile radius around Toronto (the geocode is of Toronto). You

probably guessed it: “geocode:” is a Twitter search operator followed by coordinates for Toronto.

In Tweetdeck, these results will then show up in a special Twitter feed. You can answer and comment on these Tweets directly from Tweetdeck.

Twitter has literally hundreds of search operators that allow you to dig really deep into search results. For a list of search operators visit the following link: [List of Twitter Search Operators for Twitter - Lifehacker](#)

If your business is not local, simply leave out the geocode. It takes some practice to see what kind of tweets and answers work for you. Also, play around with the search terms until you find something that gives back tweets of interest to you.

## **Twitter Lists:**

To find more interesting content and conversations you can also try following lists. Many people have already collected accounts that are relevant for a niche, a topic or even for an event. You can follow these lists and join the conversation if it makes sense. Or you put the people from your niche who have conversations about your niche topics on Twitter on a list of your own and show the tweets of these persons in a feed on Tweetdeck or a similar tool.

Of course, if you cannot find the perfect list for your purpose, you can always create one yourself: Put the relevant people from your niche on a list and follow their conversations. Decide if you can join their conversations.

## **Example Conversations to Learn From**

You do not have to wait for others to start relevant conversations. You can do so yourself.

Many people active on Twitter tweet, they may even do so successfully. But there is much more to Twitter than simply tweeting quotes, links or statements. There is an enormous power creating relevant connections that can be unleashed in Twitter conversations. And here are some examples of how businesses are using Twitter conversations to give you an idea of what is possible and inspire you to start your own conversations.



The simplest way of using Twitter conversations is to monitor hashtags, keywords or phrases via a search term and then join all conversations, which relate to the right topic. This can work for local businesses as well as global ones.

But there is more to Twitter conversations. Here are 4 examples of companies, who successfully used Twitter conversations to boost their follower numbers, their brand reputation, a particular marketing stunt or their whole business.

### **1) Oreo's Dunk in the Dark Super Bowl Stunt**

The concept of this example is quite common: There is a trending topic on Twitter and companies try to hop on the train and utilize the power of the trend to their advantage. Many have tried, a few have succeeded. One of the most successful was Oreo during the Super Bowl in 2013. Here is what happened:

In the Super Bowl Final in February 2013, something very unexpected happened: The power went out in the New Orleans Superdome, not for seconds or even minutes. A full half hour tens of thousands in the stadium and millions of people in front of their TV waited for the power to come back.

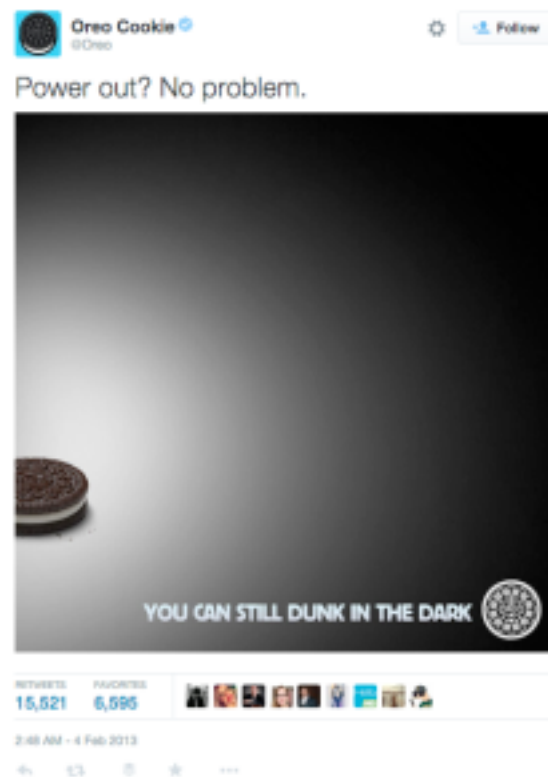
And while television tried to cover the time with commercials, on Twitter people talked about the power outage. And brands attempted to make funny or witty tweets about it.

And what did Oreo do on Twitter: Within minutes after the power went out they posted a simple image of an Oreo Cookie with the text: You can still dunk in the dark. And the accompanying tweet: Power Out? No problem!

The tweet got instant fame and was retweeted over 10.000 times within one hour - the glory still goes on, due to it still being one of the most successful real-time marketing campaigns ever.

How could they pull it off? They kind of planned to take action that evening. They wanted to be ready to hop on any opportunity presented to them while the Super Bowl was going on. They had the full team at their back and call and could make decisions within seconds. They reacted fast - and nailed it. Even days after the event the tweet still got hundreds of retweets and, in addition, media and marketing outlets were starting to write about the stunt.

Imagine: 30 seconds of advertising time during the Super Bowl in 2013 cost more than 3.8Mio \$! What would a similar marketing effect for Oreo have cost them in money? And they achieved it all with a single tweet - paying no more than their regular Social Media staff salaries.



*How you can do something like this:*

The Oreo Tweet was some form of newsjacking. It needs creativity, fast reactions and a basic audience that helps you get the word out. You will have to watch the news, for instance, some product launches the media is crazy about or some quotes of people you can pick up. Most likely your first attempts at a stunt like this may not spread as far as the Oreo Dunk in the dark - but with some creativity, you should be able to get some retweets and mentions.

## **2) Hilton Suggests**

This is a more day-to-day example of how to use real-time marketing. And this example shows that social customer service can well be seen as the most fundamental form of real-time marketing.

Most likely most of you have at least heard of the Hilton Hotels, which you can find in almost any major city. What they do with their Twitter handle @hiltonsuggests is help people find their way around a town where they are guests.

Hilton uses their own or rather their employees' expertise in almost any location worldwide to provide people with hands-on help, ideas and suggestions in towns they are visiting. Whether you are looking for a vet or a restaurant to fit 20 people, ask @hiltonsuggests.



The Twitter account hasn't overly many followers, but that is not the purpose of the account. The account is there for you when you are visiting a city or location. And it will be so helpful and friendly to you - next time you are in town and looking for a nice (and helpful) place to stay, you may just consider the Hilton hotel.

@hiltonsuggests is not selling you anything - instead, it is helping you and thus giving you a positive impression of the brand. They are providing customer service and connect to you as a customer long before you are a customer.

Hilton is doing marketing that people enjoy and like to receive - as opposed to annoyed and angered by some other forms of marketing.

*How you can do it, too:*

This is one of the easiest ways of using Twitter conversations for marketing purposes. There is a lot of potential for businesses in this type of marketing interaction. Use a search on Twitter to monitor and find questions and conversations around your niche:

- As a bike shop answer how to fix a flat tire, give advice on enjoyable bike routes, explain differences between different versions of brakes and shifters etc.
- As a travel agency join conversations about travel locations, flights, give advice on how to find a taxi, etc.

You get the idea.

### **3) Taco Bell**

Taco Bell also built their Twitter following through engaging conversations on Twitter. Contrary to Hilton they did not directly go for the small consumer. They went for engaging other brands and people with a relatively large following into conversations. The result is a form of influencer marketing since Taco Bell used the more influential Twitter users to help them spread the word - not by asking them to talk about Taco Bell, but by engaging them into conversations.

The following is an example conversation Taco Bell had with Old Spice:

**Old Spice** @OldSpice

Why is it that "fire sauce" isn't made with any real fire? Seems like false advertising.

RETWEETS 726 FAVORITES 365

9:24 PM - 9 Jul 2012

Reply to @OldSpice

**Taco Bell** @tacobell · 9 Jul 2012

@OldSpice Is your deodorant made with really old spices?

RETWEETS 1,037 FAVORITES 760

9:52 PM - 9 Jul 2012 · Details

View other replies

**Old Spice** @OldSpice · 9 Jul 2012

@TacoBell Depends. Do you consider volcanos, tanks and freedom to be spices?

RETWEETS 254 FAVORITES 222

View other replies

As you can see Old Spice also did well with the conversation - and later on even others like Ford Motor Company and Red Bull joined in.

Taco Bell also responds to all more or less serious tweets about Taco Bell - and they usually manage to be quite entertaining and funny, which results in hundreds or thousands of retweets.

They got the conversation going.

*How you can do it, too:*

Talk to people. You are allowed to be funny. If you are aiming for reach, you may consider talking to rather large accounts even if they are slightly out of your target group. If targeting is crucial, you should rather try to open the conversation with accounts from your target audience.

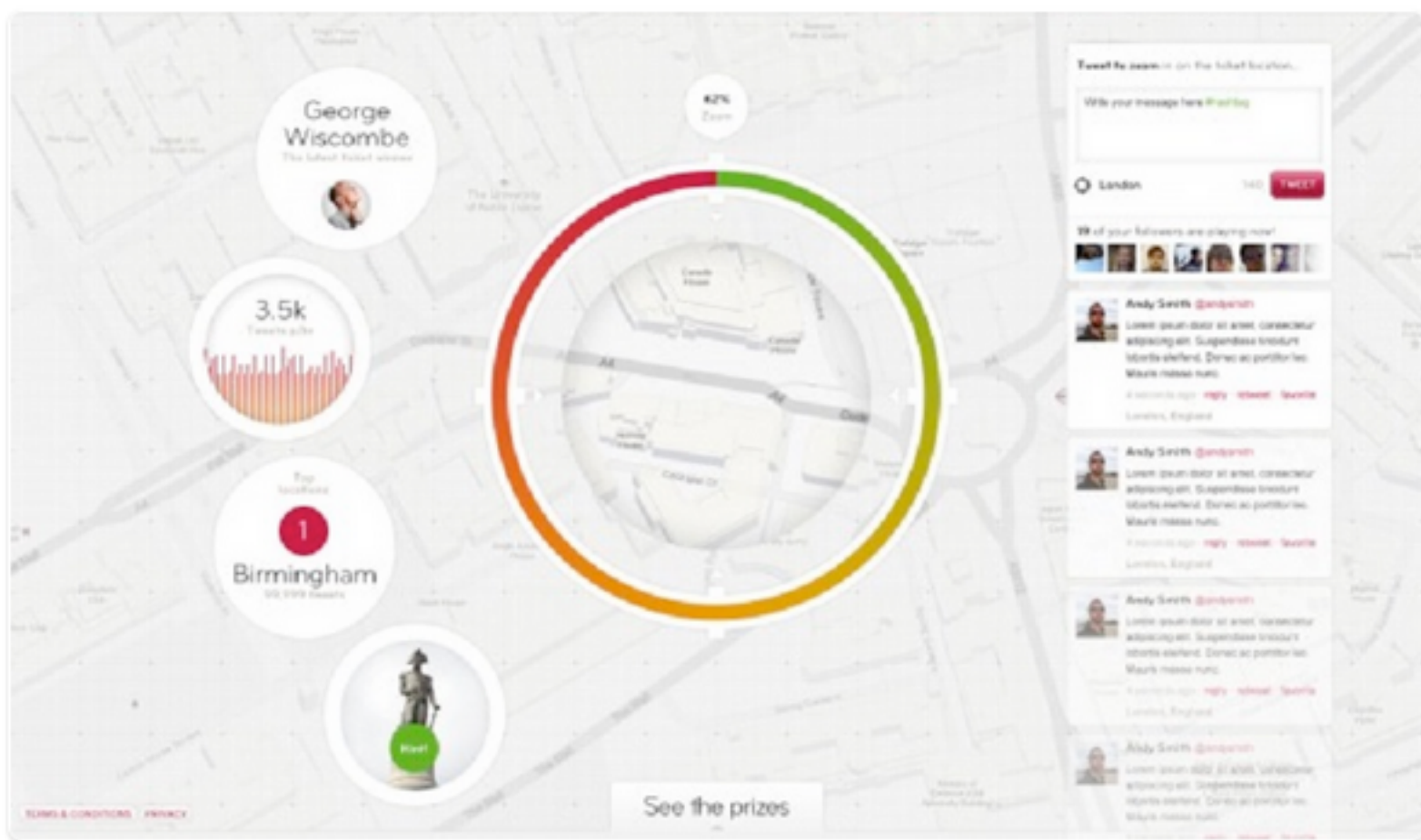
Your tweets do not always have to be serious; humor is allowed.

#### 4) LG Ticket Hunter

Now this is something a little different. LG Ticket Hunter used a hashtag on Twitter for a competition.

Their goal was to get more sales amongst 16 to 24-year-olds and created a Twitter treasure hunt to achieve this:

The prize was tickets to a high-profile concert. To get it people had to find the stall they had set up in one UK city. The first person to find the stall would get the tickets. They placed a map online which showed the location of the booth, starting with such a wide radius that in the beginning the location was not at all clear. Every time the Twitter hashtag #lgtickethunter was used on Twitter, the map zoomed in a little more.



On the first day, only the hashtag was tweeted over 5000 times and reached a total of more than 50000 tweets by the end of the treasure hunt. Together with some sponsored links they placed in the same time, they increased their sales in the age group of 16 - 25-year-olds the quadrupled their sales in the weeks following the treasure hunt.

Goal achieved.

*How you can do it, too:*

Why not have people hunt down yourself? Set up a stall somewhere near your actual location and have people hunt you down with tips from Twitter? Hand out a price you can afford and which will attract your target group. You do not have to use very sophisticated technology. You can count mentions of a hashtag and for every x mentions you post a new hint to your location.

If you are a local shop, this may well be a great way of making people from your vicinity aware of you and your offers.

## **Twitter Chats**

Twitter chats are conversations that are connected via a hashtag. Often there are Twitter chats to a special topic or event. Often the starting point is a conference or a webinar, and a conversation between the participants is started with a unique hashtag. This hashtag is used to find all relevant tweets. The hashtag needs to be unique - otherwise, the tweets are mixed up with tweets that do not belong into the conversation and that makes it confusing.

To start a chat, you need a fairly large or at least very loyal audience that is willing to join a discussion with you - or a good concept for making the word about your chat spread. But you can always join a conversation surrounding a certain hashtag. It is not trivial to find the best hashtags for Twitter chats. As said, conferences and their initiators or the speakers or some more influential bloggers are usually a good starting point - if they use Twitter chats.

A tweet related to the Twitter chat would then look like this:

*Tweet text #HashtagOfTheTwitterChat*

Being active in a Twitter chat gives you the chance to join the conversation for a topic from your niche and become visible to the participants of the chat. Do not tweet for the simple purpose to be in the chat. You need to add value to the chat with your tweets to make a positive impression on the other participants of the Twitter chat.

## **Takeaway**

*Twitter chats are a great way to connect to people on Twitter.*

As always starting the conversation is much harder than joining in. When your account is still rather small, and you do not have many ways of attracting people to your chat. You should rather consider joining chats than initiating them.

When you want to initiate a Twitter chat, keep in mind that it needs a fair amount of planning and a marketing plan on its own - otherwise you are likely to be talking to yourself in your Twitter Chat.

### ***Takeaway***

*When your audience is still small it is much easier joining a chat than starting one. Starting your own Twitter chat needs a marketing plan for the Twitter chat.*

# RETWEETING, FAVORITING AND MENTIONING

You cannot just use conversations on Twitter to get on peoples' radar. All your activity that makes people notice you will eventually help you grow on Twitter. The most commonly used features of Twitter can also be used to grow:

## **Retweets:**

When you retweet, people notice you. And more, they recognize you as someone interested in their content - and hopefully from their niche. This often results in people looking at your account and following you. Do not go for the large accounts with this tactic. Always retweeting influencers will most likely have small effect as these accounts get so many retweets they are unlikely to notice you.

## **Favorites/Likes:**

The same principle as with retweets can be tried with favorites. There used to be a tool for growing on Twitter, which did nothing else but favorite Tweets around a certain topic - hundreds of them. This tool worked like magic for growing followers on Twitter, but understandably Twitter banned the tool for being spam. Still, liking other peoples' tweets is a good way of getting on other peoples' radar. Follow-Unfollow tools like Socedo (see tools chapter for more information on Socedo) use this mechanism to make their following much more efficient. They favorite a tweet by an account before they follow the account.

## **Mentions:**

Mentions work in a slightly different way to gain attention. Mentioning other accounts often is an attempt to get the account to retweet the tweet. This can be a useful method: For instance, if you posted a list of great blogs from your niche, you can use a tweet like

My favorite 20 blogs from my niche LINK - featuring @account1 and @account2  
Most bloggers will feel honored and retweet your tweet.

Another way of earning retweets by mentioning an account is by conducting and tweeting an interview with someone from your niche.



The trick with mentions is usually not to get only the attention of the mentioned account, but to get the account to retweet and thus give your account more exposure.

**Note:**

*Do not randomly mention accounts just because they are big. Tagging and mentioning unrelated accounts in your tweets is spam.*

**Takeaway**

*Activity on Twitter that is directly in connection with another account can result in the account following you: Be active!*

# HOMEWORK

## Conversations

### Find relevant conversations and join in:

- Choose a couple of keywords or phrases that are clearly related to your niche. Register with Tweetdeck (<http://tweetdeck.com/>). Set up a search for relevant topics (keywords) in one column on Tweetdeck. Monitor the conversations and join if you have something to add to the discussion or an intelligent question.
- Check if your keywords or phrases really return relevant conversations. If not, choose new keywords or phrases and monitor again.
- Add columns in Tweetdeck for all updates from the lists from your niche you found earlier. Watch out for relevant conversations and join in when it makes sense.

## Start the follow-unfollow-routine

(Your account should be at least a few days old, have a profile picture and bio and have already tweeted some great content. People should be able to see what they can expect if they follow you).

### 1. Register with ManageFlitter (free version).

- Analyze your followers. Unfollow the inactive accounts (have not tweeted for more than 30 days), the spam accounts. If you already follow more than a handful of accounts you can also unfollow some accounts, which do not follow you back.

### 2. Start with the follow and unfollowing procedure you have learned about in this chapter.

- Make a list of influencers, role models or competitors from your niche, who have relatively large Twitter following. Use them as influencers in the follow-unfollow algorithm. Make sure you have a couple of influencers and do not repeatedly follow the same people.

- Start following around 20 accounts per day - after a couple of days unfollow those who didn't follow back.
- To make following and unfollowing easier we recommend to use a tool. One we found very useful is ManageFlitter with the PowerMode for following people. If you don't want to upgrade to a paid account on ManageFlitter you can try Crowdfire which has a free account that lets you follow up to 25 accounts per day, or Socedo, they have a free trial. You can even start doing this on Twitter manually. Make sure to follow the rules we outlined before! Don't overdo it.
- Monitor what percentage of accounts follow you back. If it is tiny and your account grows too slowly: Search for other influencers and role models and follow their followers. Monitor if the results get better.

## **Retweets, Favorites and Mentions**

- Set up a feed in Tweetdeck for relevant keywords or phrases from your niche. Retweet and/or favorite a couple of tweets per day. Make sure you know what you are retweeting is really good enough.
- If you are creating your own content: consider conducting interviews from role-models or influencers from your niche. If you do, mention the interviewee when you tweet the interview. Also consider making a list post of great blogs from your niche or Twitter accounts people should follow. Again, mention the blogs or Twitter accounts in your tweets.

## CHAPTER 5

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# TARGETING

Targeting on Twitter means building an audience that is not just there to increase your follower count, but that fits your needs.

# THE IMPORTANCE OF TARGETING

Success in Social Media Marketing is not about talking to people. Instead...

**Success in Social Media is all about talking to the right people:** The people, who care about what you do, who need your products, who talk about your products, who share your content and want to work with you.

And people who will, in the end, take the action you want them to do: Buy your products, hire you as a consultant, create revenues for you, or join your cause. Or in other words:

## ***Takeaway***

*In summary: Success in Social Media Marketing is about reaching your target audience with the right message at the right time.*

People, who are not interested in what you do, will not click on your content, not give you traffic - or if they by mistake end up on your site, they are highly unlikely to buy your products or give you anything of value before they quietly leave.

**Targeting is one of the cornerstones of any successful social media strategy.** But that doesn't go far enough: Targeting is a cornerstone, maybe the most important one, of any marketing activity.

Many people get frustrated by social media marketing because they spend a lot of time talking to the wrong people with the wrong message or content and never see any results. But the same thing happens to any marketer in any marketing if he wasn't able to reach his target audience. If you switch your TV on and watch the cartoon channel - do you expect to see adverts for cars? No - because if the channel is targeted at kids - would it make sense to sell them cars?

## ***Takeaway***

*Targeting is one of the cornerstones of successful social media marketing.*

We will now teach you how to get the right followers - people who are interested in you and your content and can be converted into a faithful audience.

The better you can target your actions to the right audience the better your results will be: Less effort and less (but better targeted) followers will give you better results than a huge but badly targeted following ever will. The right content brought to the right people will be the backbone of your Twitter presence and authority - plus you will achieve more with less (time and money spend).

### ***Takeaway***

*The main effect of successful targeting: achieve more with less time and money spent.*

An often used metric to measure Twitter success is the number of followers. The problem with this is that this number does not say anything about how well targeted your followers are. And the hard truth is that a smaller number of targeted followers can easily outperform an enormous crowd of badly targeted followers.

### ***Takeaway***

*It is not the number of followers that counts, it is the number of **targeted** followers.*

## **A Theoretical View on Bad Targeting**

When you start targeting on a more advanced level, one of the most important things is to analyze your existing audience. When you do this the first time, you will probably realize that a lot of the accounts that follow you are not the result of targeted marketing.

You do this by analyzing the accounts that follow or like your accounts. And what you do first is to look for core indicators that your targeting might be off.

### **Basic indicators:**

- **Inactive accounts:** These can be a sign that you are targeting people who will never respond since they are very inactive. Older accounts can show a fair number of

inactive followers because some long time followers simply are not active anymore. (Facebook recently cleaned up some accounts from fanlists to avoid dead accounts watering the statistics). But even new followers can be inactive accounts who never interact, share or respond. These accounts are not the best to target since the response rate is usually bad.

- **Wrong language:** If your Social Media feed shows a lot of updates in languages you do not understand, or if a closer look at your followers reveals many accounts with a language you do not speak as their chosen language, something is obviously going wrong with your targeting. What use is a high number of followers, if they do not even understand what you are talking about.
- **Wrong interests:** If conversations in your social feed never touch subjects you are interested in, or if you never get any reaction to your posts, you could be targeting people with the wrong interests. Since targeting people by interest is one of the keys to successful Social Media marketing, in this case, you really should take a closer look at what you are doing, how people react to it and what you can optimize.
- **Wrong demographics:** This could be the wrong age group, gender or location. These factors are hard to get for networks like Twitter since they are not part of the information a Twitter user has to provide. On Facebook users usually offer a lot of information like birthday and gender, but other than with ads, they are hard to target. The most important aspect of getting this right is to share the good content for your target audience.
- **Unresponsive accounts:** If, no matter what you do, you do not get any response from your Twitter followers, your followers might simply be “watchers” - people who never actively post but only listen and consume content, or accounts, who use a ton of automation and are not reachable in Social Media. They are not desirable as followers as they will never share your content. On the other hand, they might still be potential customers.

## ***Takeaway***

*Basic Indicators for not reaching your target audience are when a lot of your fans and followers are not using your language, have inactive or unresponsive accounts, don't fit your interests, or are in a completely wrong demographic.*

## An Example Analysis of a Twitter account

### Twitter Analytics

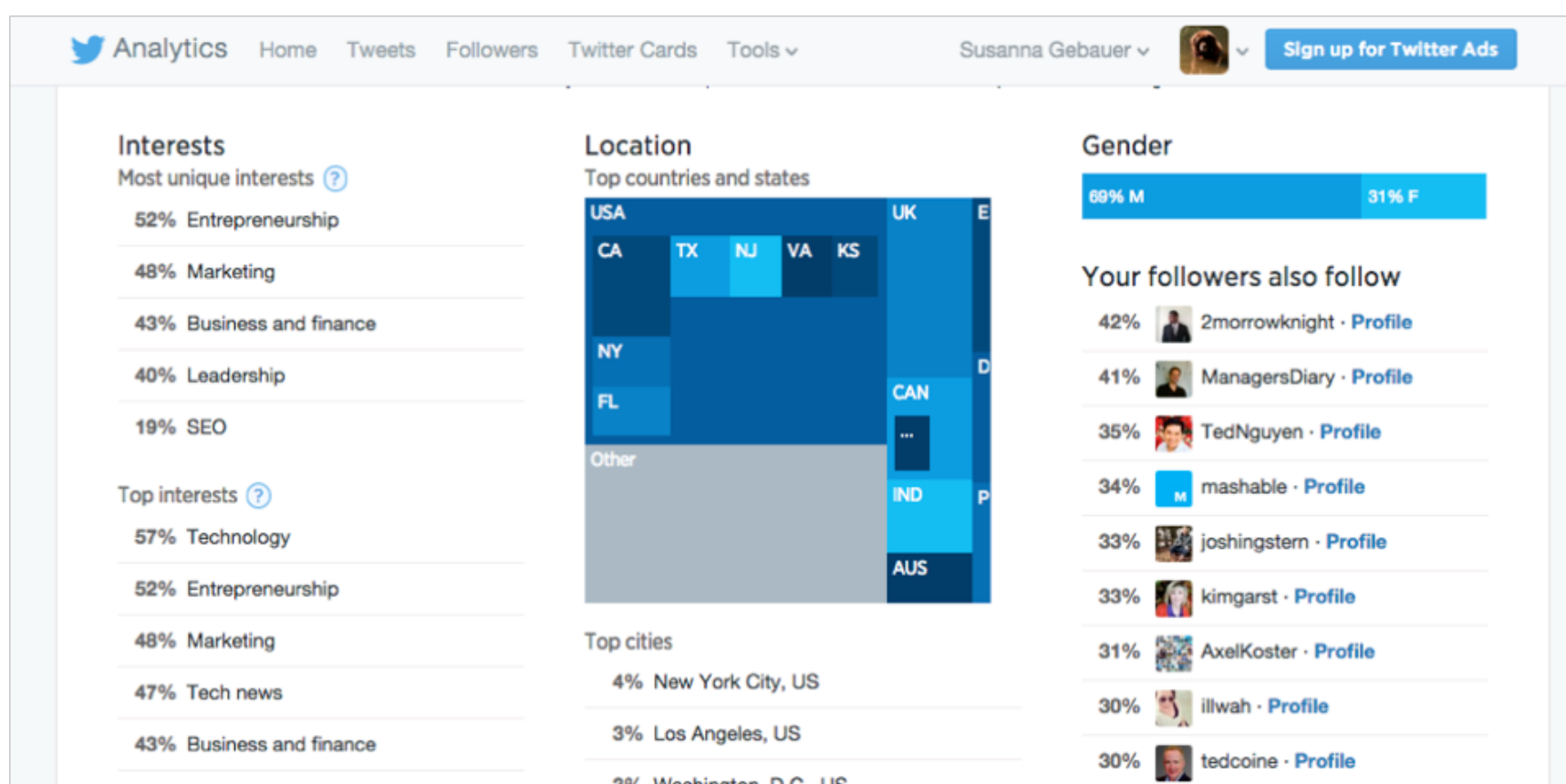
Twitter provides you with their own analytics of your account, your followers and responses to your activity (for more information on Twitter Analytics see the Chapter "Tools").

Twitter Analytics allows you to analyze your targeting success for your Twitter account: Are your followers interested in what you do? Are they from your targeted countries and do they speak the right language.

As an example let us take a closer look at my Twitter account - which I grew to over 200.000 followers with the exact methods that you will learn in this ebook.

Before I show you what Twitter Analytics tells me about my followers, let me tell you a little about me: I am a founder of a startup and a social marketer, I tweet about B2B, Marketing, Social Media, Technology, Small Business and Entrepreneurship. All my tweets are in English language, and I target English-speaking people from countries like US, Canada, UK, Australia.

Compare this to what Twitter Analytics tells me about my account and my followers:



*Source: Twitter Analytics of @dreckbaerfrau  
(Susanna Gebauer's Twitter Account)*



If Twitter Analytics gives you interests of your audience which have nothing to do with your target group, or if you are targeting locally and your Twitter audience is from entirely different places, you should revisit your targeting strategy.

(There is much more to Twitter Analytics. We will give a more thorough description to Twitter analytics in the tools chapter)

# MAKING YOURSELF A TARGET

## **Why should you want to be a target?**

This chapter is about how to get targeted Twitter followers - and one of the most fundamental ways of getting followers is to be found by them. While this may sound trivial, it is too often ignored!

As you hopefully know by now, you should only enforce growth on your Twitter accounts when you have already made your account active, approachable, valuable and interactive. This is not a side note - it is very important! Nobody is going to follow you if your account is otherwise inactive or tweeting uninteresting or non-valuable information. And even those followers you have acquired through the follow-unfollow strategy on Twitter, and who followed you back, they will not interact with your sales update if this is the only update you ever post. So if you haven't implemented the tips on how to make your account valuable - do that now. If you have, continue applying it.

## ***Takeaway***

*Make your Twitter account valuable and worth to be followed first.*

But - there are ways to make you an even better target for your target audience to find and follow you.

Never forget that the best way to find the right followers is to be found by them and to be recognized as a person worth connecting to. This isn't because you get the most followers this way - this is because you get the best followers this way. The people who found and followed you did that because they get value from you - and they are most likely to listen to you, interact and trust you. It's like in "real-life" sales: If a new client calls you and you manage to build a relationship to him, then you are more likely to make a deal with him in the future. If you've been simply cold-calling the same client, he is a lot less likely to buy from you. By far the most likely outcome from this is an unfriendly comment and a short "Please don't call me again."

## ***Takeaway***

*Value the followers that find you. They are the best followers you are ever going to get - even if there are only few of them.*

So, before you start searching for great people to connect to, make sure that you are great to connect to: targetable, likable and worth to listen to. After all, you cannot expect others to connect to you, if you do not fulfill the criteria you have for others to be a good target. All your targeting and effort to connect will be in vain if you yourself are not worth to be followed.

When making yourself a target, you need to keep in mind for whom you want to be a target. Your profile(s), your updates, your communication and the information you share needs to be of interest to your target group. If you fail with this, you are not a target for the people you want to connect to.

## ***Takeaway***

*Your content, your Twitter profile and the communication efforts are what makes people find you and eventually follow you.*

## **Seriously - fill out your profile**

Your social profiles are one of the first places people will check if they think about following you. Your profiles need to include the vital keywords that the people from your target group are looking for. It needs to be friendly and informative and reveal what you are up to.

### **Your Twitter Bio**

We have talked about this before. You probably cannot hear this anymore - but fill out your profile. Make sure that it says what it should say about you: Fill out your Bio with meaning. Even if Twitter only allows 160 characters, you can mention the most important keywords that best describe what you are about and what kind of updates your followers can expect from you.

Here is what your profile should say about you (within the limited space Twitter gives you): How do you benefit your target audience and what makes your online personality likable?

Below is a screenshot of Pam Moore's Twitter Bio - she does this really well. She even get's bonus points for implementing the most important Hashtags into her bio - which get's her to show up in searches regarding them. If you are wondering who she is: Check her out on Twitter (@pammktgnut)



Even if you followed our advice and already filled out your profile for your Twitter account. Revisit it again and read your bio with all you have learned since starting out. Can you do even better?

### **Your profile picture**

Just as a reminder: Upload a nice or friendly looking picture/avatar. No one likes to follow eggs (newly created profiles with the standard avatar picture). For personal accounts, a picture of yourself is the most common avatar.

## **Attract targeted followers with the right activity**

Of course you cannot expect to build an audience just by filling out your profile in a specific way.

### **Post interesting content:**

This is the most important part of making yourself a target. Most people will neither follow you because you have a pretty picture nor because of your brand. They will follow you because they can gain something by following you: They want to get the information that you share or join into conversations that you are taking part in. The information you share on your Twitter account is what people get from you every day. They only follow you if they want to get your updates, and they will unfollow you if they do not like what they get. So, make sure you post information your target audience is interested in. Keep your Twitter accounts active. Mix informative posts with conversation.

People will listen to you and follow you if you provide something that has value for your audience. This can be links to blog posts with valuable information or even freebies you pass on to your audience for signing up for your newsletter: The selection of the content you provide, the topics you tackle with your blog, etc. this all is about targeting the audience you want to have listening to you. Be of value to people you target and they will eventually listen to you.

To post information on your Twitter accounts that will make you desirable to be followed by people from your target group you need to know what they are currently interested in.

- Research what your target group is interested in.
- Read blogs and magazines from your niche.
- Observe what influencers, competitors and role models from your niche post on Twitter.
- Share your own valuable content.

### **Join conversations:**

Monitor and take part in discussions on the right topics and answer when people start talking to you. Use conversations to make people aware and interested in you.

## **Activity outside social networks**

To make yourself a good target for others not only your activity on social platforms counts. Your activity outside Social Media is also critical and can more than help you to attract the right audience for your social accounts. Here are some ideas for activity that can help you grow your audience within Social Media.

### **Blogging:**

Show your Twitter account on your blog, provide a follow button. Make it as easy as possible for your blog readers to also follow you on Twitter and your readers will eventually start following.

### **Guest Posting:**

When you are active in guest blogging and publishing articles on other peoples' blogs, use your chance to mention your Twitter account to the new audience and include your most important social accounts (i.e. Twitter handle) into your author bio. This way the audience of the guest blog has a chance to follow you on Twitter.

### **Comments:**

As with guest posts, comments offer you the opportunity to get yourself in front of a “borrowed” audience, the audience of other blogs. Some commenting systems offer you the opportunity to include your Twitter handle into your blog comment and help you attract an audience to your social accounts.

# TARGETING ON TWITTER

## **Targeting with the Follow-Unfollow Algorithm**

We already explained to you how many of the world's top Social Media influencers built the backbone of their Social Media presence and ensured constant, lasting Social Media growth with the follow-unfollow strategy on Twitter:

1. Follow interesting people (i.e. people that are following the influencers in your sphere).
2. Wait a couple of days.
3. Unfollow those that did not follow you back.
4. Repeat.

To make this strategy successful, you have to be able to follow the right people: To target your audience. Essentially this algorithm means to find the right people to follow for yourself and thus make them follow you back.

The Follow-Unfollow Algorithm does also work in other social networks (i.e. Pinterest, Google+). However, it is especially easy to use this algorithm to build a targeted following on Twitter. For no other social network, there are so many tools to help you with efficiently following and unfollowing, finding influencers, etc.

## ***Takeaways***

- *Using the Follow-Unfollow Algorithm allows you to implement targeting right at the starting point of your Social Media activity.*
- *Twitter allows very effective targeting of Social Media accounts through the use of various tools*

## **Feeding the Follow-Unfollow Algorithm with Targeted Accounts:**

Apart from tweeting content, which is of interest to your target group, on Twitter, the follow-unfollow strategy can help you grow your following (and audience) fast. But to

ensure that you start the algorithm with following people/accounts within your target audience, you need to implement targeting right into your activity.

There are several effective ways to ensure that a high percentage of the accounts you follow fits your target audience:

- Follow the followers of influencers, role models, competitors from your niche
- Follow accounts with keywords that match your interests in the bio
- Find interesting conversations, join the conversations and follow the participants

The key to success is to follow the right people in the first place. It is an art to find the best influencers and role models. That is why we spend a complete section (Targeting interests and finding influencers) of this ebook on this.

Once you found influencers, competitors and role models from your niche simply follow their followers. Your chances are high that these accounts are interested in your topics as well, and a fair number will follow you back if your account provides valuable information for them.

### ***Takeaways:***

- *For the Follow-Unfollow algorithm to work effectively you need to implement a targeting strategy into the activity of locating accounts to follow*
- *For finding accounts to follow, you can follow the followers of influencers, competitors and role models in your field, you can use search functionality to find accounts with matching bios (through keywords) and you can find conversations of interest and follow the participants*
- *The follow-unfollow algorithm is a method to scale your Social Media growth - not the starting point!*
- *In order to find accounts with matching interests, you can use tools like ManageFlitter which provide a comfortable account search functionality.*

### **Finding Influencers from your niche**

Finding great Twitter accounts from your niche, is crucial to the success of the follow-unfollow algorithm.



You can never have enough Twitter accounts that you can use in the follow-unfollow algorithm. You need to find influencers, role-models and competitors with great Twitter accounts to follow their followers. And you need a lot of them. Otherwise, your efforts will not get you the best results because you will risk following the same followers over and over again.

Here are some ideas to find influencers and role models from your niche on Twitter:

### **1. The blogs and (online) magazines you follow**

By now, you should have researched a fair number of blogs and magazines from your niche, which you use for content curation. Take a look at their Twitter accounts and choose the ones that have a fair number of followers. Try these accounts as influencer accounts in the follow-unfollow algorithm.

### **2. Accounts followed by influencers**

Influencers tend to follow other influencers. Some of the influencers from your niche, which you already know, will only follow a fairly small number of other Twitter accounts. Take a closer look at the accounts your known influencers are following: Check their bio if they are really from your niche and the number of followers they have. If it fits, take a look at the followers of these accounts: Do you want these as followers, then you found some new influencers.

Influencers also tend to retweet other influencers. If you are following some influencers, put them on a list and follow this list in a feed, for instance on Tweetdeck. Check the accounts you did not know so far but are retweeted by your influencers, they are highly likely to be influencers.

### **3. Use influencer lists**

Some companies like Onalytica regularly publish lists of influencers for different niches. Check if you can find influencer lists for your niche. These lists are worth a lot.

### **4. Youtube accounts and Facebook Fanpages from your niche**

Often there are some famous Youtube accounts or Facebook Fanpages from your niche. Check if they have a Twitter account and how many followers do they have.

## **5. People in Conversations**

When you monitor conversations from your niche, keep your eyes open. Many people who are taking part in conversations or Twitter Chats related to topics from your niche, may well be great influencers from your niche.

## **6. Tools to help you find influencers**

Some tools will help you to find more influencers. Check out Klout or Kred. Check out Followerwonk.

You can also look at your Twitter Analytics (see Tools section for more information). In the tab "followers" you will find a list of accounts that your followers also follow. If you got your targeting right, this list should give you some additional Twitter accounts from your niche, which you can use as influencers.

### ***Takeaways:***

- *For the Follow-Unfollow algorithm to work effectively you need to implement a targeting strategy into the activity of locating accounts to follow*
- *For finding accounts to follow, you can follow the followers of influencers, competitors and role models in your field, you can use search functionality to find accounts with matching bios (through keywords) and you can find conversations of interest and follow the participants*

### **Things to keep in mind**

Doing the above on Twitter, you can run into several problems:

#### **Following and unfollowing the same people again and again**

Don't follow and then unfollow the same accounts over and over again - that is regarded as spammy behavior. It happens if you use accounts as influencers, whose followers you are targeting, that don't gain many new followers in a short time. Or you use the same keywords for identifying interesting accounts to follow over and over again. If you follow followers of these accounts and unfollow them some time later: Do not follow the followers of the same account again in a short time span. That's why you need a fair number of influencers whose followers you can follow if you want to implement the follow-unfollow strategy.

## **Solution:**

- *Vary the influencers you get your followers from*
- *Use a tool that allows to prevent following the same people over and over again (for instance [ManageFlitter](#) with the PowerMode: See Tools Chapter)*

## **Influencers that really aren't influencers...**

Some accounts appear to be influencers, but when you have a really close look at their accounts, you suddenly find that they are not so influential at all. The reason might be bought followers or acquiring followers through very spammy behavior. If 90 percent of a person's followers are inactive accounts- you are not going to get an advantage by following his/her followers.

## **Solution:**

*When you target followers of interesting people, take a closer look at the complete following of these influencers: Sometimes accounts look interesting and influential at first glance and, to say the least, a little fishy at second glance. Some aspects that should make you careful about using these accounts as a role model:*

- *Tons of followers, but not on many lists*
- *Tons of followers but most of the followers have no profile pic (the egg), no followers, no location or have not tweeted - or they have (half-)naked women as avatars*
- *Few followers but heaps of tweets*
- *A high ratio of friends to followers*
- *No active followers*

*All of these facts could indicate spam or fake accounts. You can identify many of these by having a look at the specific Twitter profile - and those you cannot see at once can be analyzed by the use of tools. See tools section!*

# HOMEWORK

## **Content you share**

We already told you that you need to tweet interesting content. Take the time to revisit your Twitter account and look at the tweets you sent out over the past couple of days.

Ask yourself:

- Is the content you provide on your Twitter account really helpful to your target group? Would you like to get the updates you provide? Would you click on the content you share?
- Be honest with yourself: If the answer is "No" - what should you change? What other information should you rather tweet? Which blogs or magazines would provide better content to tweet?
- Research more content sources which you would really like to see on Twitter. Select some content from these new sources to tweet and buffer it.
- (by now you should have realized that this task of researching great content is never finished).

## **The Follow-Unfollow-Algorithm**

By now you should have started with the follow-unfollow algorithm on Twitter.

Analyze what your results are:

- How fast is your audience growing?
- How many new followers per day did you get in the past week?
- How many people did you follow? Do you think you could do better?

Change some things in your follow routine: Use new influencer or role-model accounts to follow their followers, be more select and chose only small accounts to follow, etc.

Make a list of influencers and role-models with great Twitter accounts. Add new influencers to your list as you get more familiar with your niche.

## **Conversations and Keywords**

Most likely you already set up some feeds which monitor Tweets mentioning keywords or hashtags. Since it does take some practice to figure out which keywords give you the best and most relevant conversations from your field, revisit the conversations you monitor:

- Check the feeds for the keywords you are monitoring. Are the tweets relevant to you? If not research new keywords.
- Follow some new keywords, join conversations and answer some relevant tweets. Monitor reactions to your replies.

## **Utilize your Twitter notifications**

Often you do not need to start the conversation yourself, a simple tweet from your end might already get you into a conversation with some people from your target audience. Go to your "Notifications" tab on Twitter and take a look at what happens there. If you are tweeting content that is relevant to your followers you should see some retweets, mentions and favorites from other Twitter users. Take a look at these and answer some of them. Do this on a daily basis.

## **Analyze your Twitter account**

Visit your Twitter Analytics and take a look at your audience.

Check whether the interests, locale and language of your followers describe your target audience. If not, try to figure out what is going wrong: Check the list of influencers you are using in the follow-unfollow algorithm, do they fit the criteria? Look at the followers of your influencers: do they tweet the right topics, language?

## CHAPTER 6

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# MORE TWITTER FEATURES

Twitter is fairly simple in functionality. But there are still some features you should know about and understand how they work. You may want to use some of them when you get more accustomed to Twitter.

# TWITTER'S NEW TIMELINE

On Wednesday, February 10 2016, Twitter introduced a new timeline. Rumors were running around a few days before the release date about Twitter changing to a more Facebook-like feed based on an algorithm. These rumors resulted in the Twitter Hashtag #RIPTwitter to trend on Twitter. Twitter CEO Jack Dorsey joined the discussion in the attempt to quell the fears of Twitter losing its one unique aspect. The real-time feed that is not influenced by an algorithm no one understands and all marketers are trying to game. The feed that treats everybody's tweets equal and does not favor tweets from the huge brands with tons of followers.

**Jack** [@jack](#) Folgen

Hello Twitter! Regarding [#RIPTwitter](#): I want you all to know we're always listening. We never planned to reorder timelines next week.

RETWEETS 21.781 GEFÄLLT 14.325

13:22 - 6. Feb. 2016

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**Jack** [@jack](#) · 6. Feb.  
Look at "while you were away" at the top of your TL. Tweets you missed from people you follow. Pull to refresh to go back to real-time.

2,7 Tsd. 2,1 Tsd. ...

[Andere Antworten anzeigen](#)

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**PUMPKIN FRIGHT** [@DrPizza](#) · 6. Feb.  
[@jack](#) "while you were away" consistently shows me tweets I've already seen. This is one of the reasons there is zero confidence.

5 95 ...

[Andere Antworten anzeigen](#)

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**PUMPKIN FRIGHT** [@DrPizza](#) · 6. Feb.  
[@jack](#) "while you were away" is showing me tweets that I'm even in a reply chain to, so Twitter KNOWS I've seen them.

1 32 ...

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**Thomas Nigro** [@ThomasNigro](#) · 6. Feb.  
[@DrPizza](#) [@jack](#) Good idea, poor execution

8 ...

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**PUMPKIN FRIGHT** [@DrPizza](#) · 6. Feb.  
[@ThomasNigro](#) [@jack](#) sure, the idea is OK I guess. It just doesn't work.

3 ...

Since the release of what the new timeline was all about, the heat in the discussion has slightly cooled off. Still there are some things you should know about the new timeline, how you can use it or not and what it may give you.

## 1. What is the new Twitter timeline all about

When you are following more than a handful of active accounts on Twitter and are only on Twitter for a short time per day, you probably miss a lot of tweets from your followers. You will only see the few tweets that went out a couple of minutes before you opened Twitter.

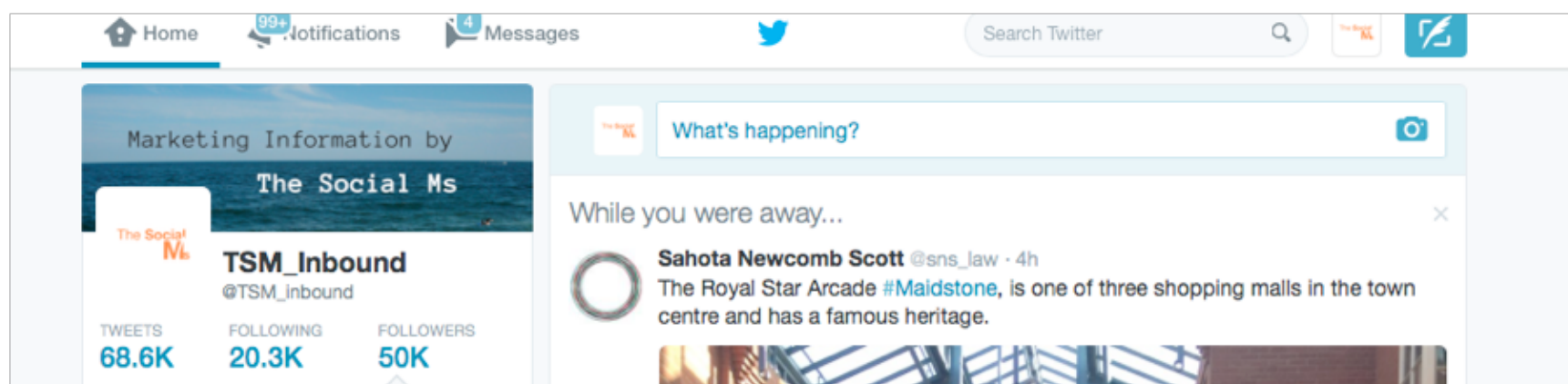
The new timeline aims to change that. In addition to the Twitter feed that we all know and that contains each and every tweet from the people we follow, Twitter now adds a compilation of the best tweets you missed **while you were away**.

You may already have seen some tweets titled “while you were away” above your feed in the past weeks. The new timeline expands this feature and shows you a compilation of tweets you missed while you were away from Twitter

## 2. What will show in the new timeline

The new timeline will show some tweets from your network and which you missed above the feed as we all know it. Twitter claims to show tweets that you are most likely to like and engage with.

Twitter will also add some ads to the mix just as we have seen ads in our regular Twitter feed.



The number of tweets Twitter users will see in this new part of their feed strongly depends on the velocity of their Twitter community and on how often you log into Twitter. Twitter's VP of revenue product Ameet Ranadive claims there will be an average of 12 tweets. But if you are only following a few accounts it's likely to be less.



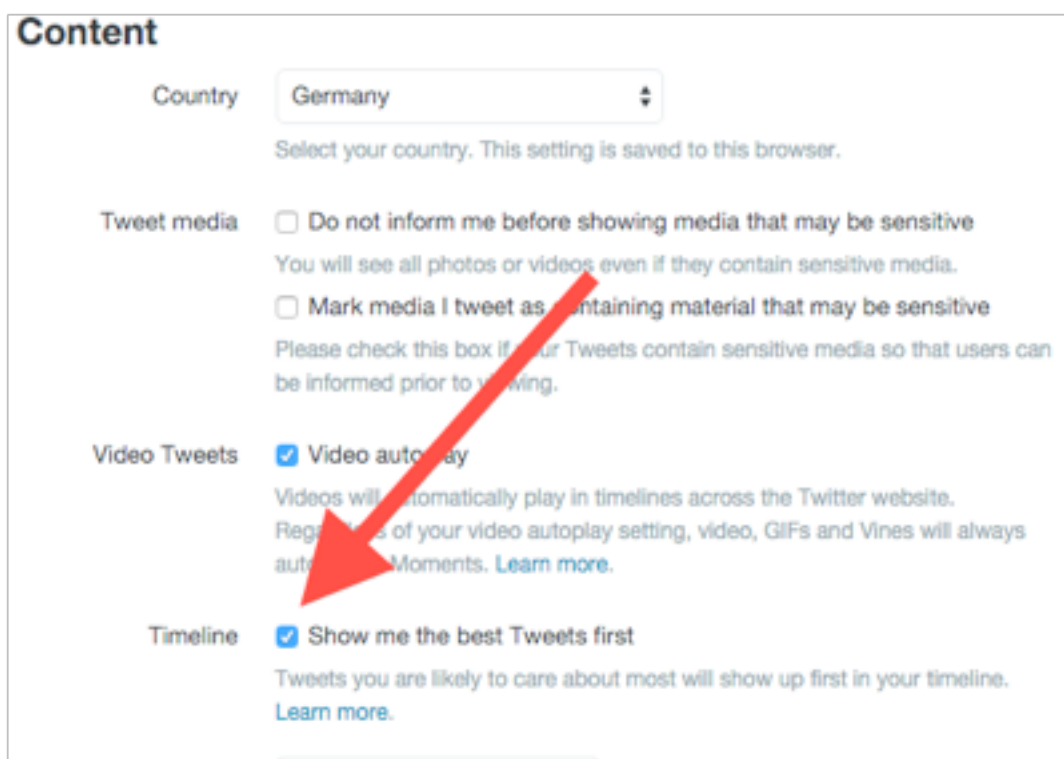
### 3. How does the algorithm work?

Good question, next one. As Facebook or Google+ or Twitter is not likely to fully disclose their algorithm, otherwise all marketers out there would jump the bandwagon and game the algorithm - they are likely to try anyways.

Twitter claims they will show you the Tweets you're most likely to care about. Twitter analyzes how users interact with tweets and what kind of tweets they like. They guess your favorite topics and what's going on in your network. All tweets shown will be from people you follow - apart from the ads.

I would have guessed they use signals like how often a tweet was retweeted or liked, but my “while you were away” section does not confirm it as I see a lot of old tweets without any retweets.

### 4. Can I switch it off if I do not like it?



Yes, sure. Go to your Twitter settings and unsubscribe to “Show me the best tweets first.”

### 5. What could be an advantage of the new timeline

I admit that I do not believe this is of interest to large accounts. We have already sorted the most interesting people we follow into lists as we cannot conquer the mass of tweets coming in otherwise. The updates I have seen in the “While you were away” section so far were not of overly huge interest to me. I get far better-targeted content in feeds to my favorite lists.

However, I think this feature can be useful for Twitter newbies. People who do not know about the list feature and are still poking around and finding their way. If

Twitter gets it right, these new Twitter users may get a better feeling for Twitter and not be left utterly in the dark.

You should try “While you were away” out for yourself and decide if the new timeline adds value for you. Twitter is always a little about chance discovery since nobody can watch just about ALL tweets flooding our feed. Why not using the new timeline as another way of stumbling over great tweets from the people you follow.

### **So what about #RIPTwitter**

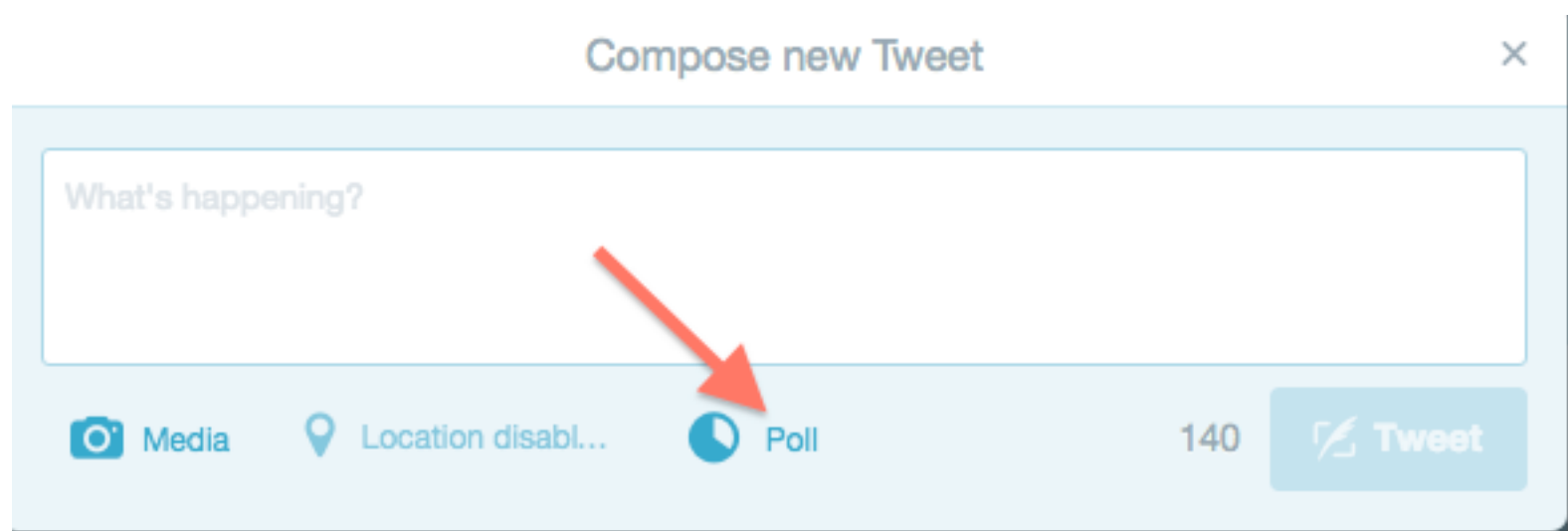
Obviously, the fear of big changes was a bit over the top. What Twitter offers so far is an additional feature to make user experience easier. Since Twitter seems to have an enormous problem of explaining the benefit of Twitter to new Twitter users, this new feature may help. For many people, the timeline of Twitter is either empty or overwhelming. While you were away may help with that.

Since we are not forced to use it, we still get the old and loved timeline, why not simply sit back, use it if we like what we get and switch it off if we don't.

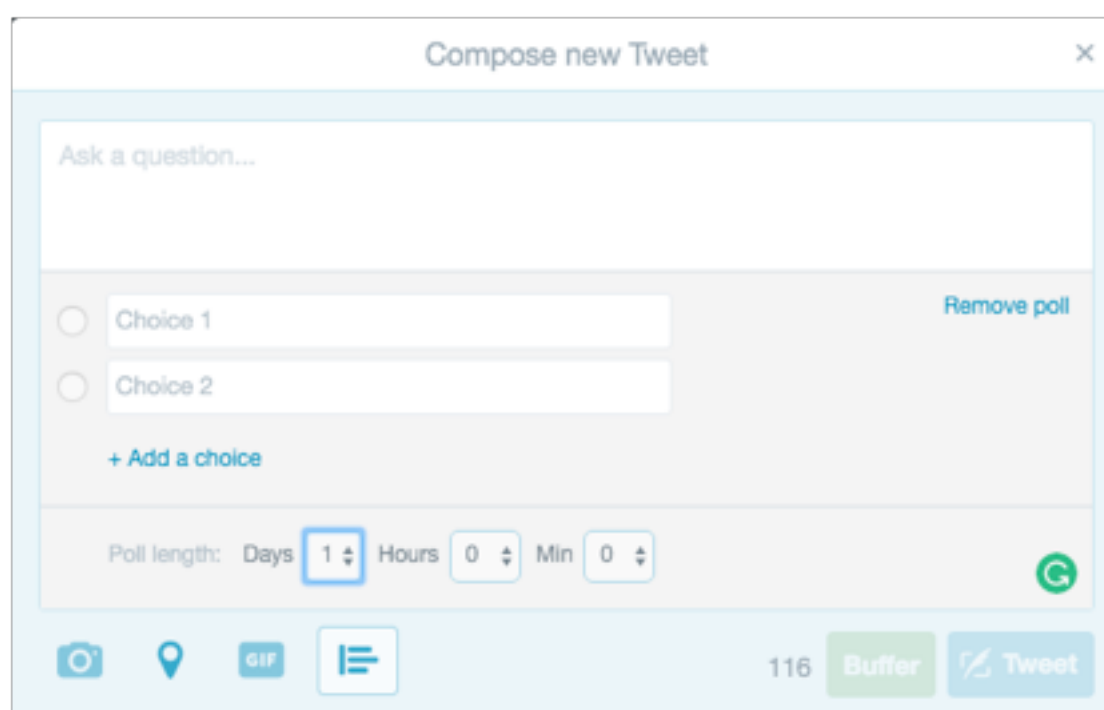
# POLLS AND FOR WHAT TO USE THEM

## What are Twitter Polls?

Twitter polls are a native, special kind of tweet. You do not have to count likes and retweets for the votes, which many people used for voting so far. You do not have to set up or install anything or use a tool to handle the Twitter Polls. You can go to your Twitter account, start creating a tweet and choose “Poll”:



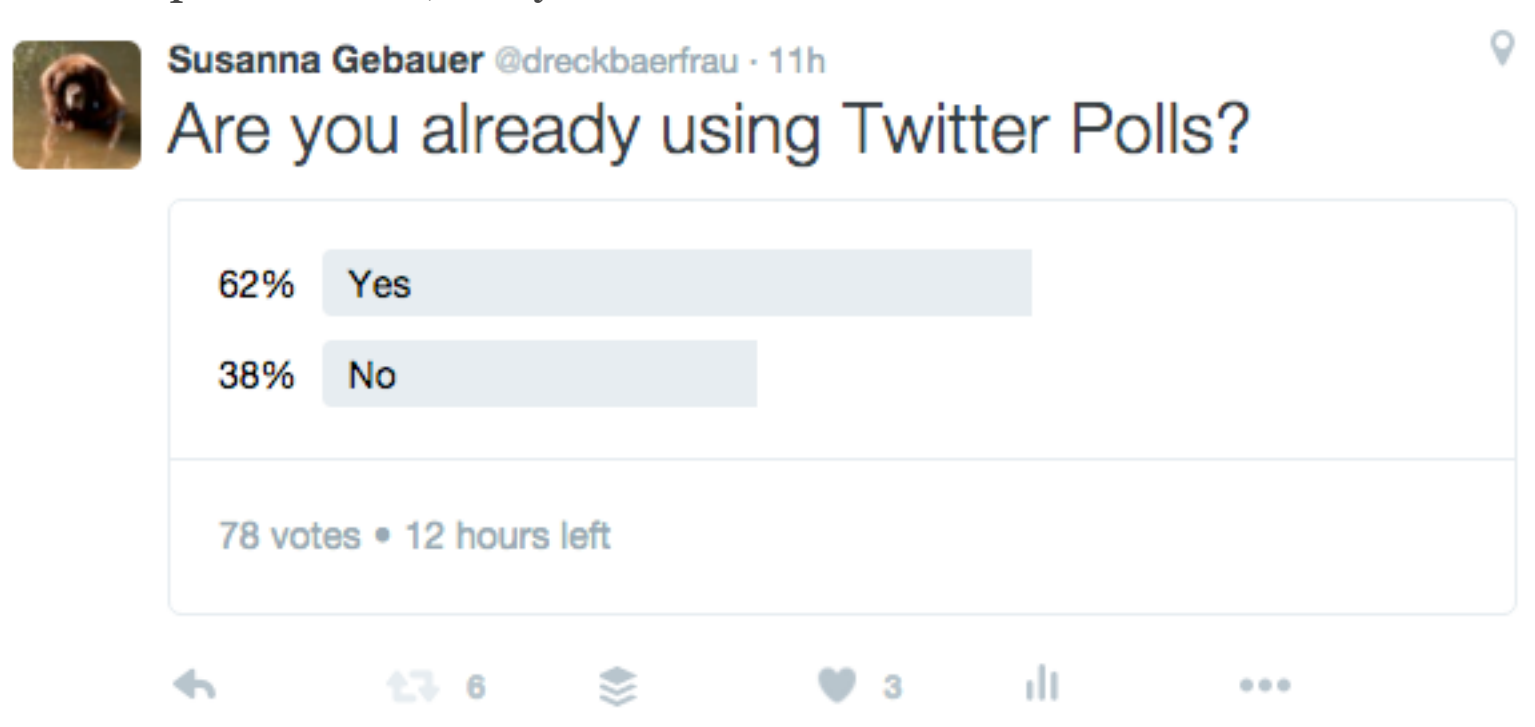
You can now type in a question and give a minimum of two and up to four answering options.



You can choose a time of duration for your poll. After that time the poll closes. As long as the poll is active only the initiator of the poll can see how people voted so far. Everyone else can only see how many people voted and how long the poll will still be open for votes.



Once the poll is closed, everyone can see the results.



If someone retweets your poll, the poll will show up as a poll in the feed of the followers of the retweeting account and these followers can also vote. Thus, an interesting poll can spread very far.

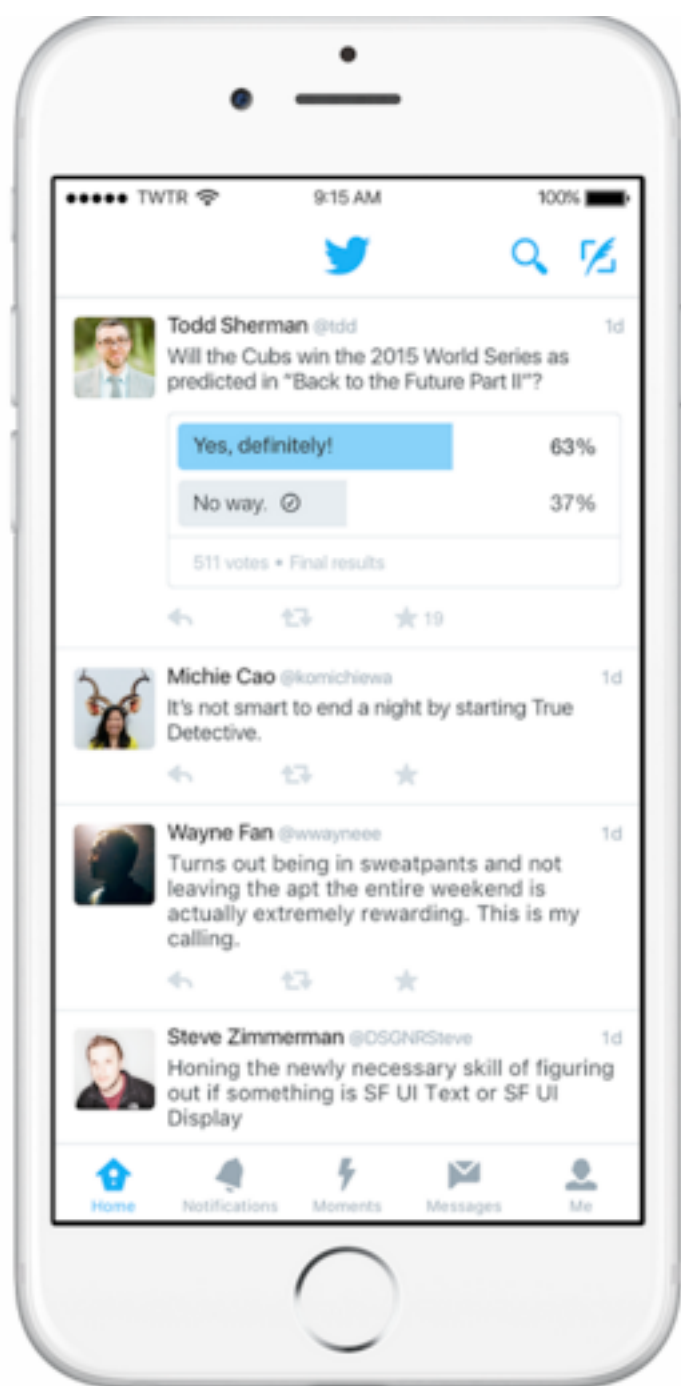
### **What can you do with Twitter polls?**

Now, why are so many people (including me) so excited about this new feature? The answer is simple: There are so many great possibilities with these Twitter polls, and

they are easy and fun to use. To give you some ideas about what you can do with Twitter polls, here are some examples how they already are used and some ideas how you could use them:

## Sports

When Twitter first released Polls to a limited number of people, they gave it to sports organizations and media for testing. There are endless options for engaging your audience with polls in sports.



- Ask for the outcome of a Game or competition
- Ask which player should play
- Ask if the referee made the right decision

And much more.

## **Media**

The media always has a need for public opinions. Before elections, with controversial topics, with fun questions, and more. Public opinion now comes much more accessible - well at least restricted to the people on Twitter. But for a variety of questions the Twitter crowd should give a pretty good idea of the public opinion. (Maybe you should not ask what is their favorite social network).

- Ask for opinions for popular and current questions
- Ask who people would vote

## **Events**

Organizers of events can engage their attendees. Often at events, a Hashtag is given for the event, and people tweet around the occasion. Often the hashtag feeds are rather slow and boring. With polls organizers now can push activity and inspire a ton of conversation around the events - even long before the event starts:

- Ask what would be a good topic for the event
- Ask which venue to choose
- Ask for the best date for your event
- Ask who you should invite for speaker on a certain topic
- Ask who was the best speaker
- Ask for feedback on the organization of the event

## **Poll ideas for bloggers, entrepreneurs, and small business owners**

- Do some research

With Twitter polls, you can now do your own quick and dirty research for a topic you want to blog about. A little statistic added to your article may well add value to your posts. While this form of research can never be scientific, it may well give a first impression or tendency to a question.

- Ask for content preferences

You can ask whether your audience wants a webinar or a video, an article or a podcast, an online course or an eBook.

- Ask for content you should cover

You can also ask your audience that topics you should cover and what information they would love to get from you.

- Ask for product feedback

Which new features would your audience like? What do your users like best about your product? What prize would they pay for a planned upgrade? Which features of our product do they actually use?

- Get help for choosing the best headline

Finding a good headline is always hard. Even with experience sometimes a headline won't work. With Twitter polls, you can ask beforehand, which headline options your audience would click.

- Use polls to help your customer service

Ask what is their favorite way of getting in touch for inquiries.

- Gather insights about your audience

You can use the polls to ask where your audience is located, when they are online or how they use Twitter. When you want to optimize your activity directly on Twitter, this is the way to go. Which of the influencers from your niche are they also following.

- Let the audience vote on your Twitter activity

What kind of tweets do they like: discussions, blogposts, news. How many tweets do they actually see from you or how many would they like to get?

- Ask them in which network they would also like to follow you

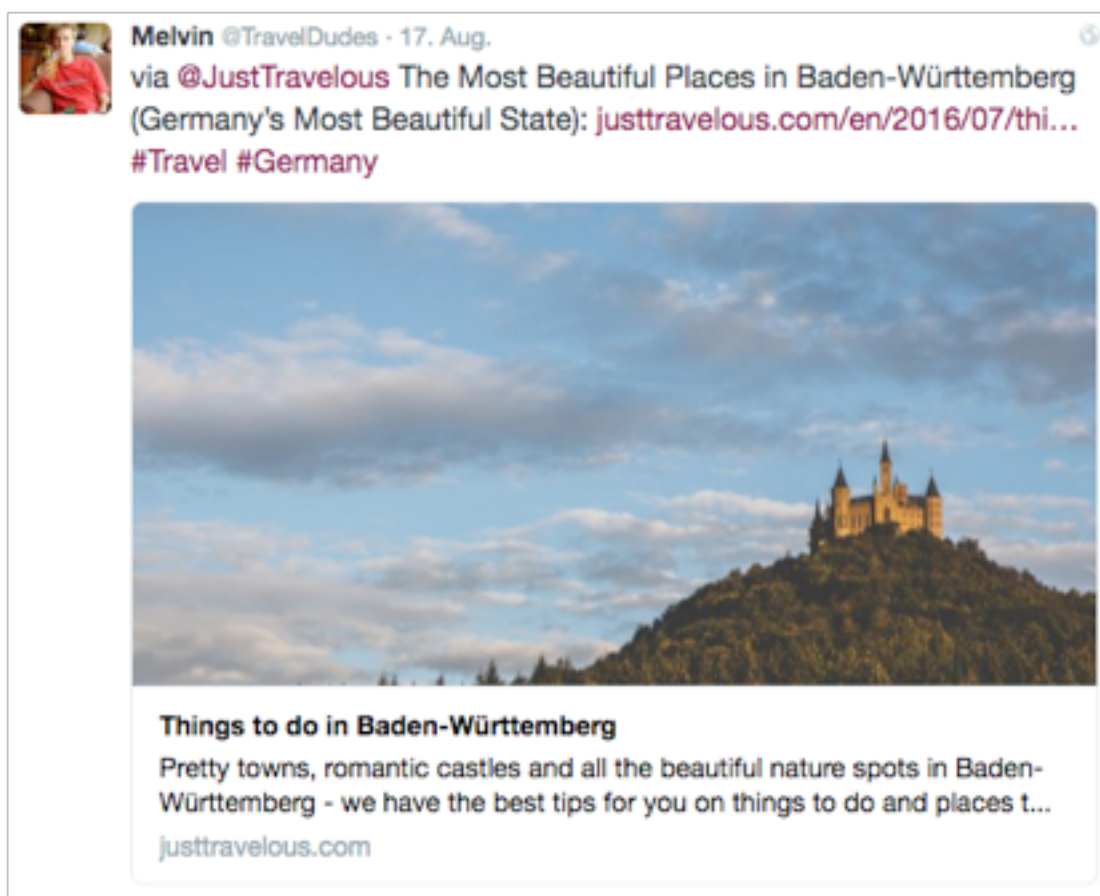
Maybe the results of the polls cannot always serve as solid proof and only give an indication. But your audience will most likely appreciate your efforts to get in touch and include their opinion in your activity and development.

So far, engagement on Twitter polls seems fairly strong compared to other tweets. While some of the euphorias may wear off when the feature loses some of the shine of being new, my guess is that it will remain one of the more engaging options on Twitter: Fun to use, easy to set up and easy to answer. The feature seems to agree very well with the fast moving Twitter world.



# TWITTER CARDS

Twitter Cards give you the opportunity to attach rich photos, videos and media experience to Tweets that drive traffic to your website. By adding a few lines of HTML to your webpage, Tweets containing links to your content will have a additional information in form of images, videos and text snippets in form of a “card” added to the Tweet that's visible to all of their followers. How exactly a card is going to look as a tweet depends on the type of card you choose.



Twitter offers the following Card types:

- Summary Card: Title, description, thumbnail, and Twitter account attribution.
- Summary Card with Large Image: Similar to a Summary Card, but with a prominently featured image.
- App Card: A Card to detail a mobile app with direct download.
- Player Card: A Card to provide video/audio/media.

You can find an exact description including the META tags snippets that you need to implement into your website in the [Twitter documentation](#) on Twitter cards.

## DIRECT MESSAGES

There is a more straightforward method to reach out to your followers than simply tweeting: Direct Messages (DM).

Direct messages are a form of 1-to-1 communication on Twitter. You can send them to your followers (one at a time) or people who explicitly accept direct messages from people they do not follow. The direct messages on Twitter used to be limited to the same length as a tweet: 140 characters. In summer 2015 Twitter removed the 140 character limit for direct messages so that you can now also send longer texts up to 10000 characters.

There is a controversial discussion going on about direct messages or more specific automated direct messages: Some consider them spam and others regard them as a very valuable marketing tool.

Not everyone needs to send automatic DMs. They are just a tool, and as a tool, they can be used for good and bad things.

If you decide on using Twitter Direct Messages as a marketing tool, keep in mind that success strongly depends on the messaging. And automated DMs are especially tricky. You need to be creative; you need to try different messages and monitor your results. Test everything and find out what your target audience likes and responds to. That is crucial for success with direct messages.

But direct messages can be an insanely useful and successful marketing tool.

# PINNED TWEETS

You can pin a tweet to the top of your Twitter profile. You may be familiar with pinned posts from Facebook, where you can pin an update to the top of your Fanpage. On Twitter pinned tweets work in a similar way. They are especially interesting if you have many visitors to your Twitter profile and one special tweet you would like to get some additional attention.



## CHAPTER 7

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# CHAPTER 7: TOOLS

Social media marketing almost always relies heavily on third-party tools. And Twitter is no exception - it is probably the social network that has the most diverse selection of third-party tools. In this chapter we want to give you an overview over the most important and most interesting Twitter tools.

# TWITTER ANALYTICS

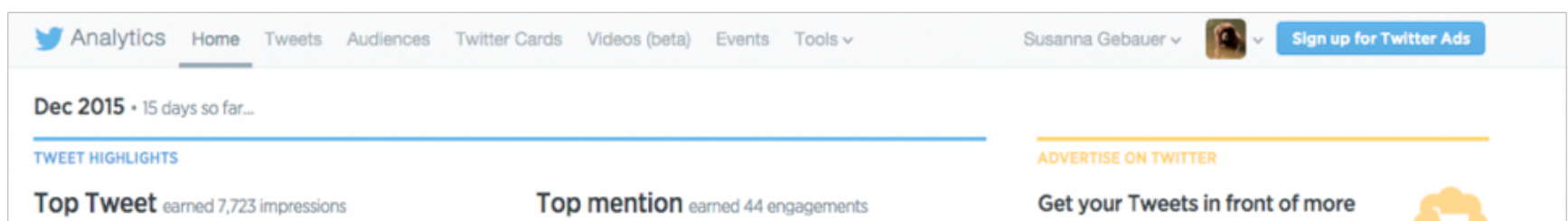
While this chapter is primarily about third-party tools, we need to start with a toolset that is provided by Twitter itself: Twitter Analytics.

## About [Twitter Analytics](#)

Twitter itself provides you with some very detailed analysis on how your accounts grow, how your tweets perform, who your audience is and how they engage with your tweets.

This lesson is about using [Twitter Analytics](#) to answer some of your marketing questions. Twitter Analytics is a complex tool, we cannot cover all data it provides and talk about all marketing questions it will answer - especially since your questions might be totally different to the questions we have. The following are only examples to give you an idea on what Twitter Analytics can do for you. If you have more questions about your Twitter Marketing performance, simply visit Twitter Analytics and browse around a bit. There is a good chance that you will be able to find the answer to your questions.

Twitter Analytics is organized into topics like Tweets, Audiences, Twitter Cards etc. - whenever Twitter adds some new features take a look at Twitter Analytics, most likely Twitter will add some information here, too.



Twitter Analytics data is updated daily.

## The Dashboard

The Twitter Analytics Dashboard gives you a 28 Day summary of your account's activity and performance. If you need more data on past development of your account simply scroll down and get a summary for each month.

- How many tweets did you post
- How many impressions did your tweets get
- How many people visited your profile
- How often was your account mentioned
- How many followers does your account have

It gets slightly more interesting with the following questions:

- Which tweet performed best
- Who is your top follower

To take a closer look at your Twitter account's performance you need to visit the other tabs in your Analytics.

## Tweets

The Tweets Analysis tells you which of your tweets performed exceptionally well. This is a great way for optimizing your activity your headlines and your content for maximum results. You can also download all data as a .csv file which makes the data all the more valuable since you can easily derive your own metrics from the data.

	Tweets	Top Tweets	Tweets and replies	Promoted	Impressions	Engagements	Engagement rate
 <b>Susanna Gebauer</b> @dreckbaerfrau · Dec 11 Do you know what is happening on your Twitter account? <a href="#">View Tweet activity</a>					7,752	53	0.7%
 <b>Susanna Gebauer</b> @dreckbaerfrau · Nov 22 Can You Learn Social Media and Online Marketing at University? <a href="https://www.sharethis.com/1an5Y9">shar.es/1an5Y9</a> #SocialMedia #OnlineMarketing <a href="#">View Tweet activity</a>					5,691	41	0.7%

You can also monitor the development of your engagement rate, the number of clicks on your tweeted links and the number of retweets you got. All of these are good indicators if your activity on Twitter does speak to your audience - and how your "success" in form of link clicks and engagement grows over time.

## What else

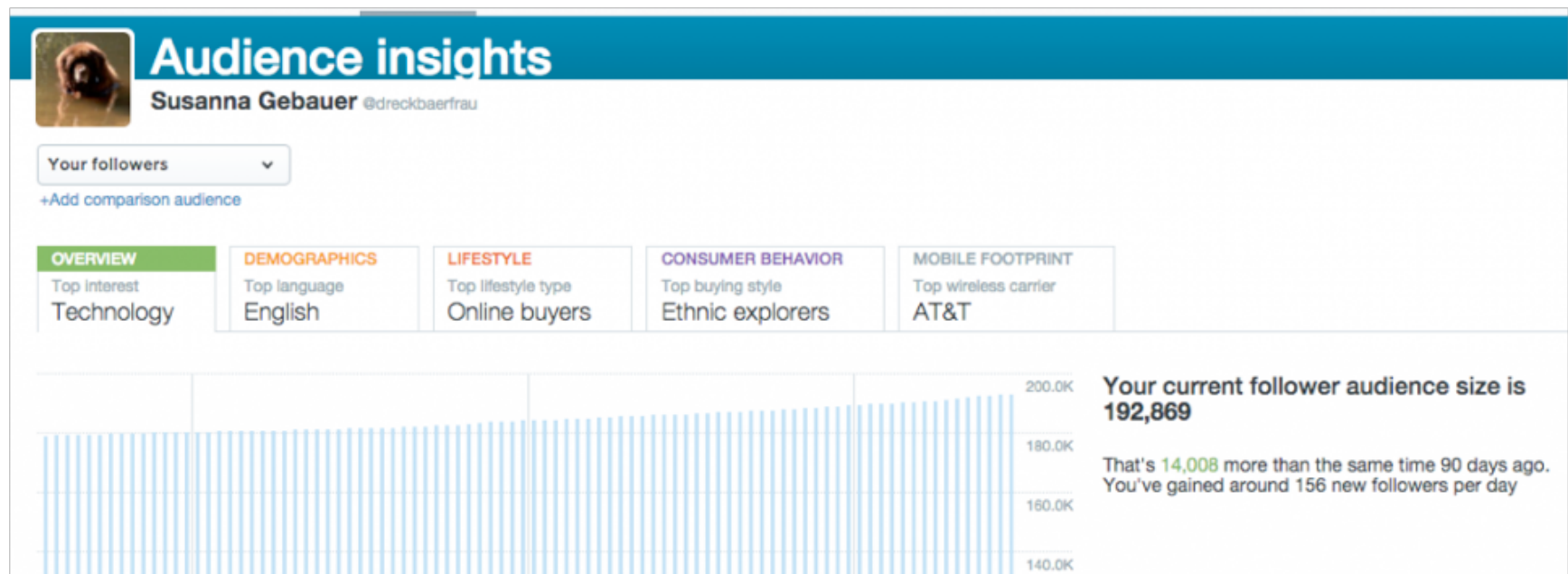
There is a lot more that Twitter Analytics can tell you. For your tweets that is

- Are you getting more retweets or favorites/likes?
- The engagement rate and favorite rate
- How many of your followers do you reach?
- And many more

## Audiences

With the audience tab it really gets interesting as this is about information that is otherwise very difficult to get. Twitter knows what your audience is interested in and where they are from and here you can see it.

To get an idea if your targeting is really aiming the right audience, this is gold:



Here are some examples of what the audience tab can tell you:

### Your Followers' interests

If you have an audience in form of Twitter followers, but they do neither interact or click on the links you share and you do not get the kind of conversions you are looking for, maybe your targeting is off.

A good indicator if you are attracting the right or wrong audience, is the interests of your followers. If you are talking about sports but all your audience wants to know is music, that may well be the reason why your results are not what you expect them to be.

## Interests

Interest name	% of audience	
Technology	76%	
Entrepreneurship	70%	
Tech news	68%	
Business news and general info	67%	
Business and news	64%	
Business and finance	61%	
Marketing	61%	
Leadership	59%	
Politics and current events	52%	





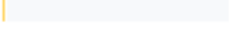
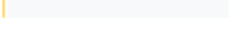


Twitter Analytics provides you with an overview of the top interests of your followers. Take a look and decide if it matches the audience you are looking for - if not change your activity accordingly.

### **The locale of your audience**

If you are getting reactions to your tweets, but conversions will not come, maybe it is time to look at the locale where your audience is from. If you are in the US and targeting (or selling to) US citizens but your audience is in India or Africa, then this can well be the reasons why your results are not what you are looking for. And it is probably high time to change something in your targeting.



## Country

Country name	% of audience
United States	49% 
United Kingdom	13% 
Canada	7% 
India	3% 
Australia	2% 
South Africa	2% 
Philippines	1% 
Nigeria	1% 

To figure out where your followers are located, again you can use Twitter Analytics. There is a lot more you can learn from Twitter Analytics, simply visit your own Twitter analytics and browse around.

## THIRD-PARTY TOOLS

Now it is finally time to give you an extensive list of Twitter tools. This list will not only give you an overview over the toolsets available to the Twitter marketer, it should also give a better idea of what is possible if you make Twitter part of your marketing activities.

### **Buffer**

Buffer is an amazing tool - not only for Twitter.

Buffer allows you to set up a queue with Tweets that are then send out at specific times. You can set up the times yourself or give a location and Buffer will suggest you the best times for your tweets. This way, you can make sure, that your best tweets are sent at times when your followers are the most active. The free version allows you to queue up to 10 tweets. You can connect LinkedIn, Pinterest and Facebook accounts as well. When using a professional (paid) account you also get loads of statistics on your updates which you can download as .csv

Still, even the free version of Buffer provides some valuable statistics in the analytics section on how many people retweeted your tweets, how many clicked on links and how many liked/favorited.

### **SocialOomph**

SocialOomph offers loads of different features. You can time LinkedIn updates, Twitter updates, Blog posts. You can upload lists of posts from Excel sheets. You can even send automatic Direct Messages.

SocialOomph also has an incredibly ugly and unintuitive user interface. No matter how much you already worked with SocialOomph you will still be searching for functionality.

But SocialOomph has one essential feature for Twitter: Recurring Queues. Recurring queues are what SocialOomph shines at: You can set up a queue for your Twitter

account, add a time interval (anything from minutes to days), add your tweets and it will run forever.

### **StatusBrew**

Statusbrew is a tool that offers some functionality for following and unfollowing people, however it is no match for ManageFlitter there. It does however offer some great automation features for Twitter accounts: Automatic Direct Messages and Mention Tweets to either new followers or based on automation rules. It also seems to be almost bug free and it features one of the best UIs in the social media space.

### **ManageFlitter**

ManageFlitter is simply the best tool for growing a Twitter account based on a follow/unfollow procedure. It is reasonably bug-free (something most social media tools are not!), fun to use and offers the most advanced functionality.

### **Crowdfire**

Crowdfire is another tool to help you with the follow-unfollow algorithm. You can find followers of accounts and follow them, unfollow inactive accounts or accounts that did not follow you back.

The free version limits the following option to 25 accounts, which should be enough to get you started.

Crowdfire also offers some basic automation features. For instance you can send automated direct messages.

### **Tweepi (NOT RECOMMENDED)**

Tweepi is another tool for the follow-unfollow algorithm. Especially for growing smaller accounts it offers some useful features. We have used Tweepi for a while and it worked very well.

However, in December 2015 Tweepi seems to have run into some serious issues with Twitter, resulting in Twitter locking users accounts for the simple reason of attempting to use Tweepi.

Since we cannot recommend any tools that risk Twitter accounts getting locked or even worse getting deleted, we do not recommend using Tweepi any more.

## **Socedo**

Socedo is another tool to help you with the follow-unfollow algorithm.

Socedo follows a slightly different routine than ManageFlitter:

Socedo provides you with a list of accounts from your target group based on keywords and interests, which you provide. From this list you can select a number of accounts you want to follow. Socedo then favorites/likes the last tweet from the chosen account and follows the account some time later.

With first liking a tweet from the account often raises the number of accounts which will follow you back - and liking first before you follow an account seems slightly less pushy and more natural than simply following people. For smaller Twitter accounts with not many followers, Socedo seems to be able to follow a larger number of accounts without running into trouble with Twitter for aggressive following.

## **Audiense (formerly known as SocialBro)**

Audiense is amazing - yet expensive. They offer in depth analysis of your Twitter account, other Twitter accounts and self defined data sources.

You can segment any of these by various criteria and really get to the bottom of your Twitter presence. They also have a few very unique features like DM campaigns to select lists of followers. That being said, their pricing is high - and probably too high for most. They charge per social contact so it increases over time when your account is growing. It is only worth it if you get enough monetary value out of it.

## **IFTTT**

IFTTT stands for: If This Than That, and that is exactly how it works.

It allows you to automate common social media, email and web workflows. For instance, if you have a blog, and you publish a post, you can automatically tweet, post to Facebook, etc. Popular workflows are saved as recipes and you can search the existing database of recipes or make your own. IFTTT has so many possibilities because it support so many different platforms and technologies. It has to be experienced to really get a glimpse of what is possible.

*There are endless other tools for Twitter. Here is a selection of tools for niche use case that we found interesting:*

### **Twilert**

Twilert works like Google Alerts for Twitter. You can set up keywords, your company name or hashtags, and Twilert will send you an alert email to your inbox when someone mentions your search term on Twitter.

Twilert can help you to find tweets about your brand and keywords to provide you with a starting point for conversations and interactions.

### **TweetChat**

With TweetChat, you can set up chatting sessions with individual users. With the help of hashtags, TweetChats filters the tweets that belong to the conversation you want to take part in and monitor this conversation in a “Chatroom”. TweetChat provides additional functions to help you to feature certain users or filter out spammers.

### **GroupTweet**

GroupTweet is ideal for company accounts or accounts of other entities that are run by multiple users. It allows an unlimited number of people to tweet from one account. Your authorized contributors only have to send a direct message, @mention or hashtag from their Twitter account to the specified group account, GroupTweet converts it to a tweet from the group account.

## **TwitCam**

TwitCam allows you to live stream to Twitter. You just log into Twitter, connect your webcam and click the broadcast button: Twitcam then posts your video description and link to Twitter for all your followers to see. You can chat with your audience on Twitter directly from your broadcast page.

## **TweetReach**

You do know that the reach of your tweets on Twitter is usually nowhere near the number of followers, right? TweetReach shows you how far your tweets travel. You can analyze Tweets about hashtags, brands, accounts, events in real time. Also, you get comprehensive analytics on Twitter reach, performance, and engagement.

## **Twtqpon**

With Twtqpon you can offer people a coupon in exchange for a tweet. This way you can offer free products or discounts. The coupons can be used on Twitter, Facebook or within emails. You can use them for online or in-store purchases with your barcode or our generated QR Codes.

## **Twitalyzer**

Twitalyzer offers you comprehensive Twitter analytics. Twitalyzer provides real-time access to metrics for Twitter accounts. It combines basic Twitter measures like demographics with widely used metrics like Klout, and their scores.

## **Nuzzel**

Nuzzel is a content discovery tool for Twitter based on your network. With Nuzzel, you can find out what your friends are tweeting about; it's not about what is trending on

Twitter but it's about what's trending with your friends and your friends' friends. You can see the most popular links tweeted by your network.

### **BuzzSumo**

BuzzSumo is a tool for influencer marketing. You can find out what kind of content works best within your niche - and which influencers are the ones talking about it. These influencers are the ones you want to connect to for your influencer marketing.

### **Filta**

Filta is a powerful bio search for Twitter. Filta helps you find out who from your followers list is into particular topics. With Filta you can find your followers that are interested in sports, are dog lovers or like to travel. You can also filter by location.

### **Trendsmap**

You have probably seen the trending topics Twitter shows you on your Twitter dashboard. But these trending topics are global, and a huge percentage of businesses on Twitter are local. So what about local trending topics? Trendsmap helps you find locally trending topics on a map. You can zoom in for more local trends.

### **Ritetag**

Hashtags are an open secret on Twitter. Everyone knows what they are, but only very few master them. You can probably guess some hashtags for your niche and the topics you tweet. But do you have any clue what other hashtags might be worth a try or be even better? RiteTag helps you identify the hashtags that got results and helps you refine your smart tagging.

### **Hashtagify**

Hashtagify helps you discover related hashtags to any given topic. It also shows you related tweets and thus helps you figure out if this group of hashtags works for you and your tweets. It also shows you who recently used certain hashtags.

Hashtagify 's free Hashtags Encyclopedia allows you to search among over 53 Mio Twitter hashtags and find the best ones for your purpose based on popularity, relationships, languages, influencers and other metrics.

## **Seen**

Seen helps you find the best social media updates and related content connected to a hashtag. It's kind of a PageRank but for Social networks like Instagram, Twitter, Tumblr, Youtube and more. You can get alerts to what's trending and noteworthy - all connected to your hashtags.

## **Warble**

Warble helps you stay on top of what is going on on Twitter around your most important keywords, hashtags, Twitter handles - or your brand name. Especially when you are in a niche where not so much chitchat is going on, but you need to make sure that you won't miss the one most important tweet mentioning what you are looking for: Warble will send you an email and alert you to all notable mentions on Twitter.