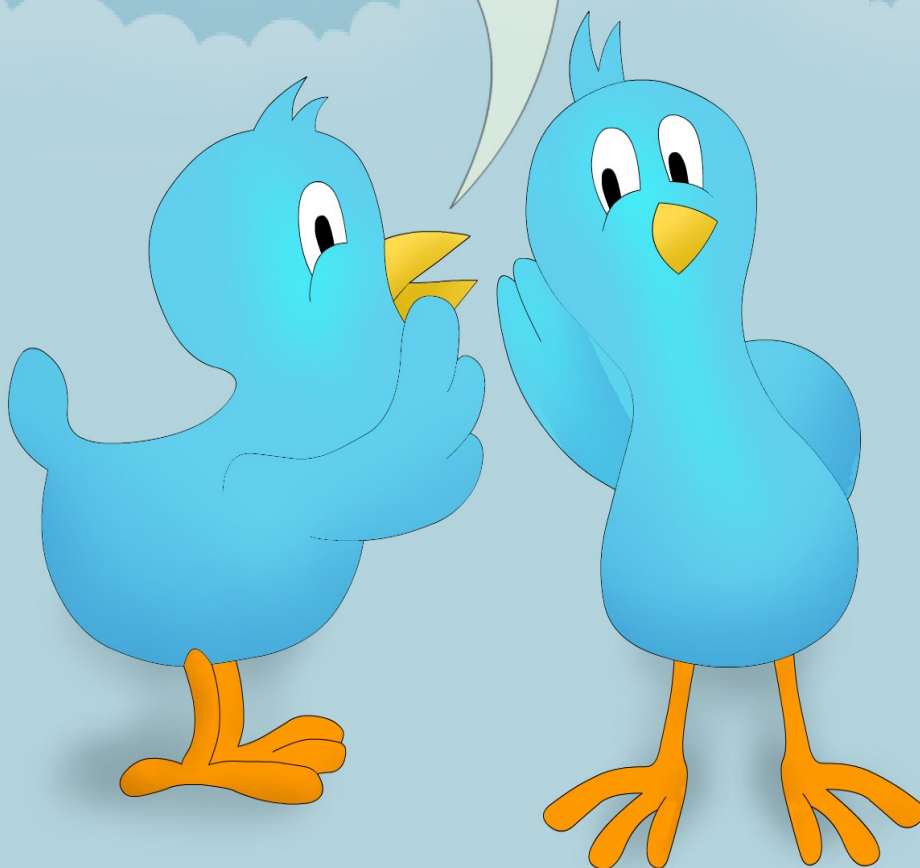


# TWITTER ME THIS:

How Do You Use Twitter  
For Marketing & Making  
Money On The Internet?



# Twitter Me This

## How Do You Use Twitter For Marketing & Making Money On The Internet

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Note: This e-book is optimized for viewing on a computer screen, but it is organized so you can also print it out and assemble it as a book. Since the text is optimized for screen viewing, the type is larger than that in usual printed books.

## **Disclaimer**

This report has been written to provide information to help you get started marketing and making money with Twitter. Every effort has been made to make this report as complete and accurate as possible. However, there may be mistakes in typography or content. Also, this report contains information on Twitter only up to the publishing date. Therefore, this document should be used as a guide – not as the ultimate source of Twitter information.

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## Message From The Author

I've been building businesses and creating products for over 30 years. Once I discovered the advantages of marketing online, I took all my experience and skills from the offline business world and moved them to the Internet, where I now create and market information products – from small how-to guides in e-book format to larger home study courses with video lessons.

My expertise with info products and my effective teaching skills even prompted Internet marketing's largest forum – the Warrior Forum – to invite me to hold a special Private Workshop on their forum. I've has been hailed as a creator of high-quality info products, a superior step-by-step teacher, and an innovative marketer who definitely thinks outside the box.

I've been on Twitter since August 2007, but didn't put it's true marketing potential to use until much later. It is my wish that this guide helps you get started profiting from Twitter much earlier.



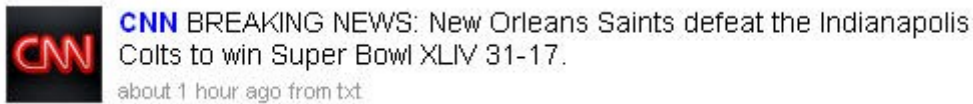
Kevin Riley

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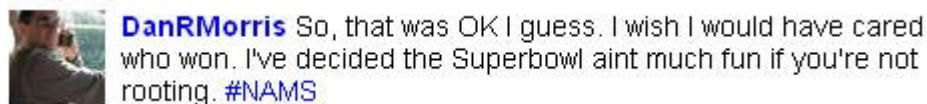
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## What Is Twitter?

Twitter is a very simple and easy to use social networking site that lets anyone quickly and easily share “What's happening?” in a 140-character posting – or tweet.



And, it's not just for big companies and news services. Anyone can tweet information or share their opinion on Twitter.



After you've opened a free account on Twitter, you can start tweeting news, information, your opinions, replies to other Twitter users, and promotional messages. Simply enter up to 140 characters in the text box and click “Update”. Then, all your followers will see your tweet.

What's happening?

18

Still think writing info products is difficult? Many are doing it in 3 days with <http://ow.ly/14UEP> Getting great feedback

Your followers are those people on Twitter who have elected to follow you and see your tweets. As this number builds up, you'll easily be able to get your message in front of a large number of interested prospects.



As you build a following on Twitter, you can start mixing subtle promotions in with your informative tweets. With a targeted following (later in this report) each promotional tweet will be seen by a good number of qualified prospects, as it shows up in their stream of tweets.

## Home



**sevenish** And, I'm sorry, but scratching out a note on the palm of one's hand is hilarious too.

less than a minute ago from web



**GuyKawasaki** The 11 craziest beds of all time <http://om.ly/fBoY>

less than a minute ago from otweet



**RocketProduct** Still think writing info products is difficult? Many are doing it in 3 days with <http://ow.ly/14UEP> Getting great feedback

less than a minute ago from HootSuite



**GuyKawasaki** Rambler sneakers tweet every step you take <http://om.ly/fBoV>

1 minute ago from otweet



**michealsavoie** Bernie Tweets 2010-02-08 <http://berniedorman.com/133/bernie-tweets-2010-02-08/>

1 minute ago from API



**sevenish** It was hilarious. Those comprise the whole of her position! RT @janieo @sevenish I wouldn't either but the hand thing was kinda lame.

2 minutes ago from web



**ShannonHerod** FREE WordPress Domination Video Series <http://cli.gs/D4qYq>

2 minutes ago from API



**Ed** I'll wager \$1 that Toyota cans the "Moving Forward→" tag line, as the " " even when some don't want to" graffiti spreads

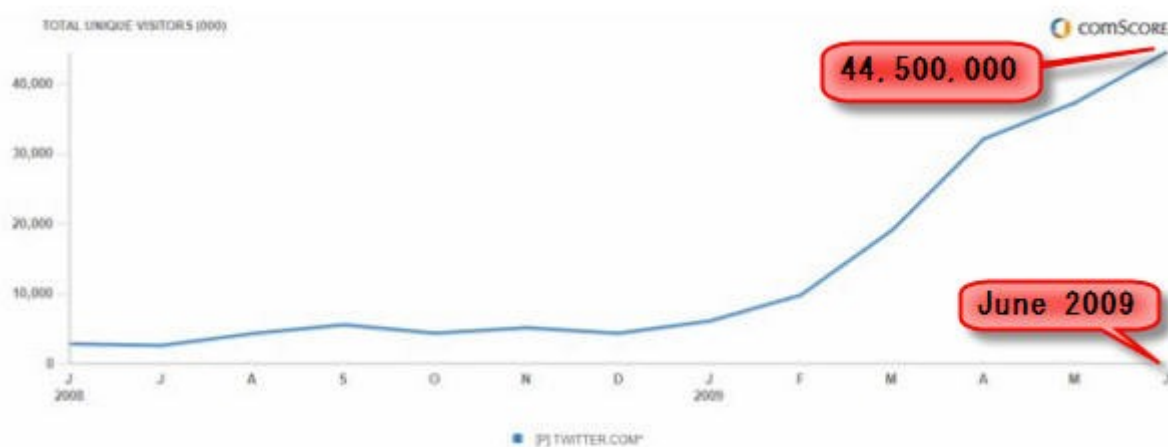
## Why Is Twitter An Effective Marketing Tool?

Since Twitter provides people with real-time public information, it can connect you with prospects and customers. Because of the instant communication made possible by Twitter, it shrinks the emotional distance between you and your prospects and customers. This quickly builds relationships and makes it much easier for you to market your products, services, or other people's products (as an affiliate).

### Market Size Is Growing

And, what of the market? How many are regularly using Twitter and what are their demographics? In July 2009, ComScore reported that there were 21 million unique US visitors to Twitter.com (this doesn't include the more than half of all Twitter users who access updates via their mobile or other applications).

Worldwide, the number of users accessing Twitter.com directly was already 44.5 million by June 2009 (ComScore).



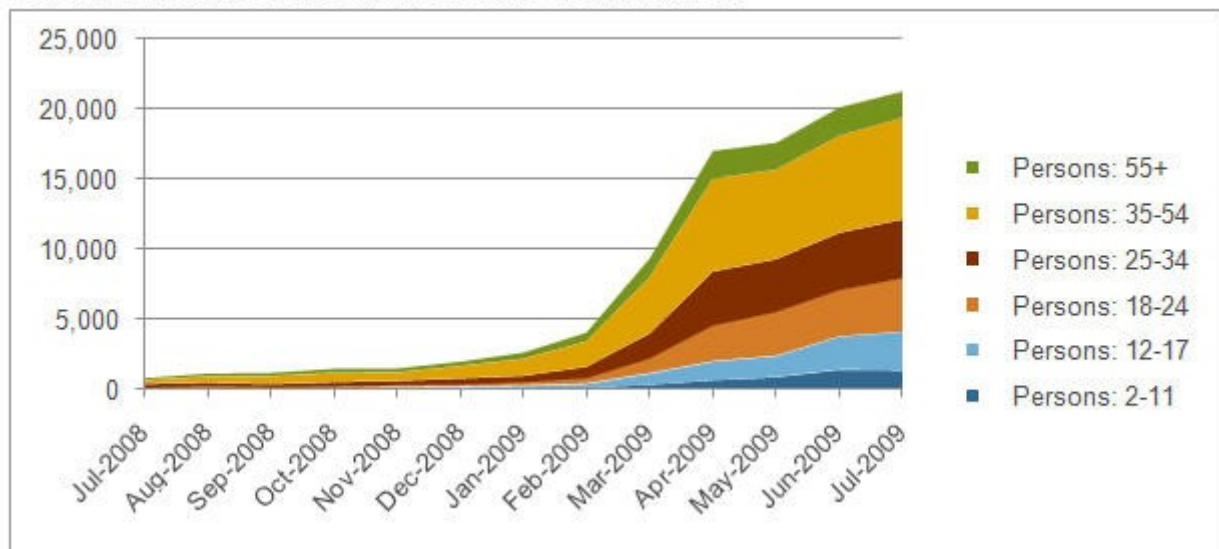
The Pew Research Report released on October 21, 2009 shows that 19% of Internet users now are using Twitter, and they believe this segment will continue growing as more and more Internet users adopt mobile devices as their main means of going online.



## Good Age Demographics

As for the age demographics of Twitter users, it isn't just the younger Internet users. The Pew Research Report confirms that the median age of Twitter users is 31, and that it has remained stable over the last year. In fact, according to ComScore, the biggest number of users is in the 35-54 age group.

*U.S. Unique Visitor (000) Trend (Source: comScore Media Metrix)*



What this means for businesses marketing online is that you can get your brand-building and marketing messages in front of an audience that spends money online.

## NASA Brings Global Recognition To Twitter

Now, Twitter's popularity is rising rapidly as it gets global attention during the latest space shuttle launch. Not only are ¼ million people following tweets on the NASA account, but NASA has invited the public to send questions via Twitter during Endeavour's mission to the International Space Station.

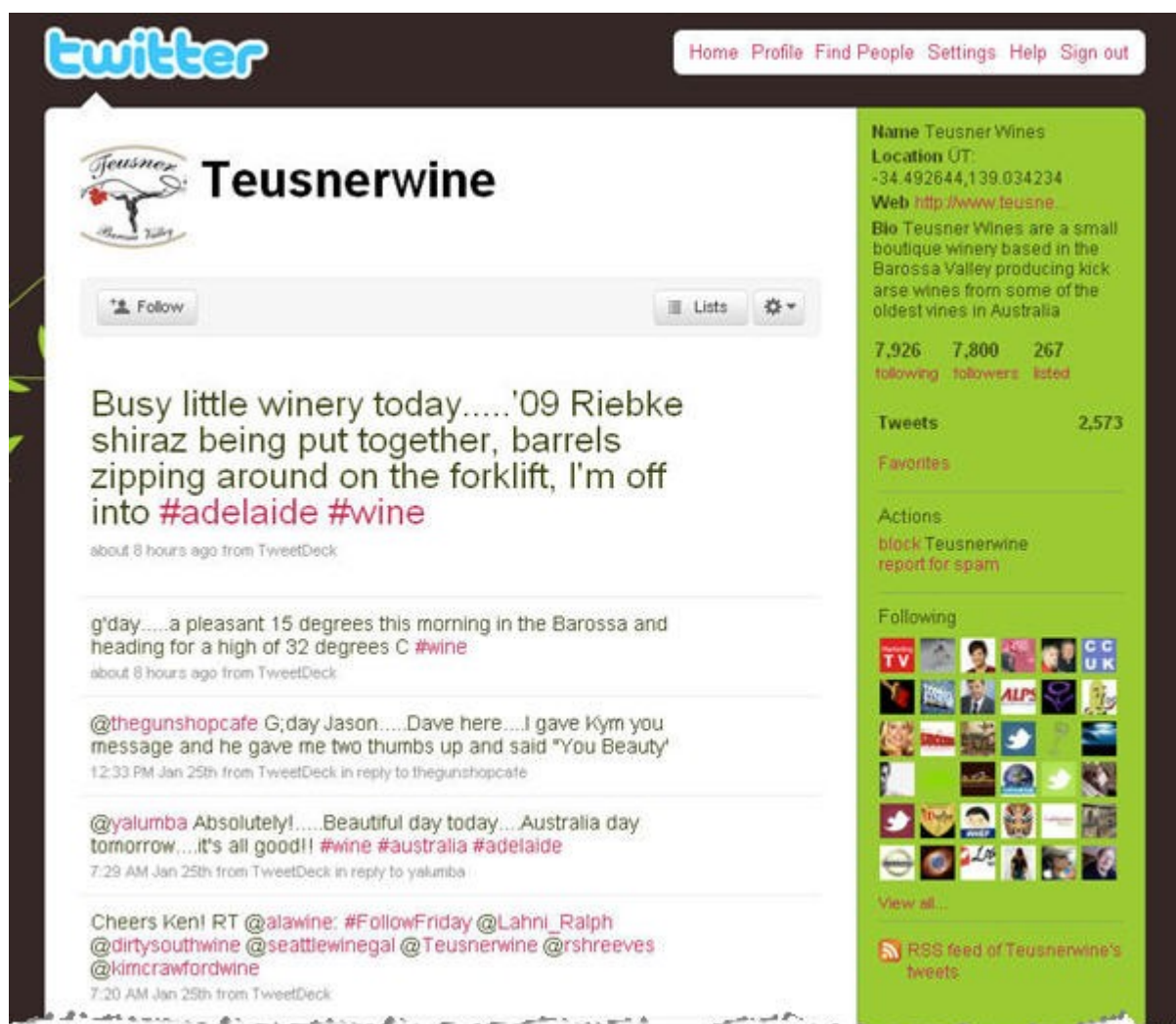
Questions are being collected on Twitter by Astronaut Mike Massimino and will be answered in a televised event. What will this do for Twitter? The eyes of a huge television audience will be watching, and Twitter's popularity will simply continue to blast off.



## Zero Cost Marketing

One of the biggest benefits of marketing on Twitter is that it's free. Twitter is now the sole means of advertising for small businesses with no ad budget. As Dave Brookes of the small boutique winery Teusner Wines states, "There's no cost, which is fantastic for guys like us, because our marketing budget is tiny."

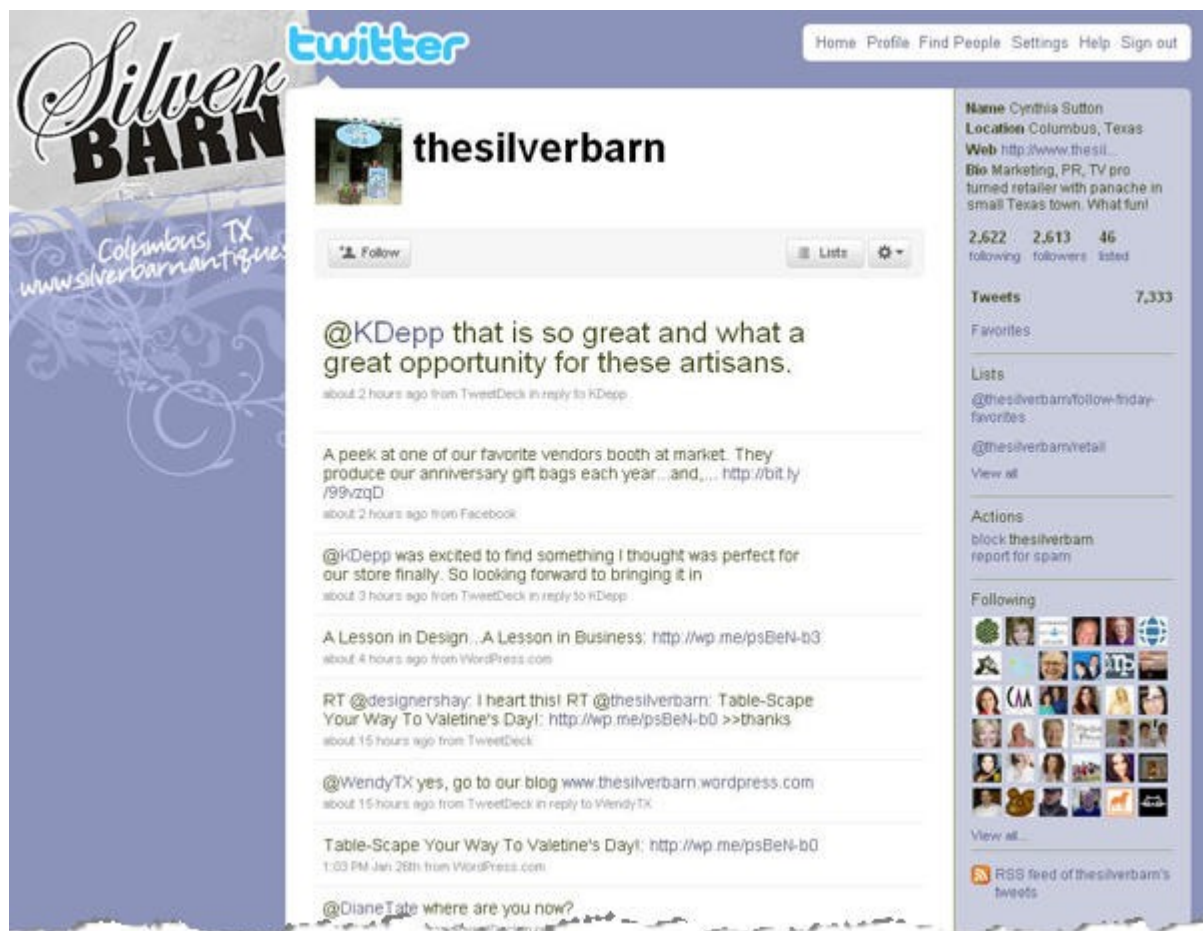
Teusner now has close to 8000 followers, who see tweets about new bottlings and what's happening in the Barossa Valley. The result? Since Brookes started tweeting, more people are coming to his small winery for tours, traffic to his website has increased, and a lot more people are asking where they can find Teusner wines in Canada and the US.



## How Others Are Profiting From Twitter

Cynthia Sutton-Stolle is the co-owner of Silver Barn Antiques in the small town of Columbus, Texas. She has used Twitter to find both suppliers and customers – nationwide. She's found people who are making lamps and candles, which she has ordered and sold to customers not just in Columbus, but as far away as New Jersey.

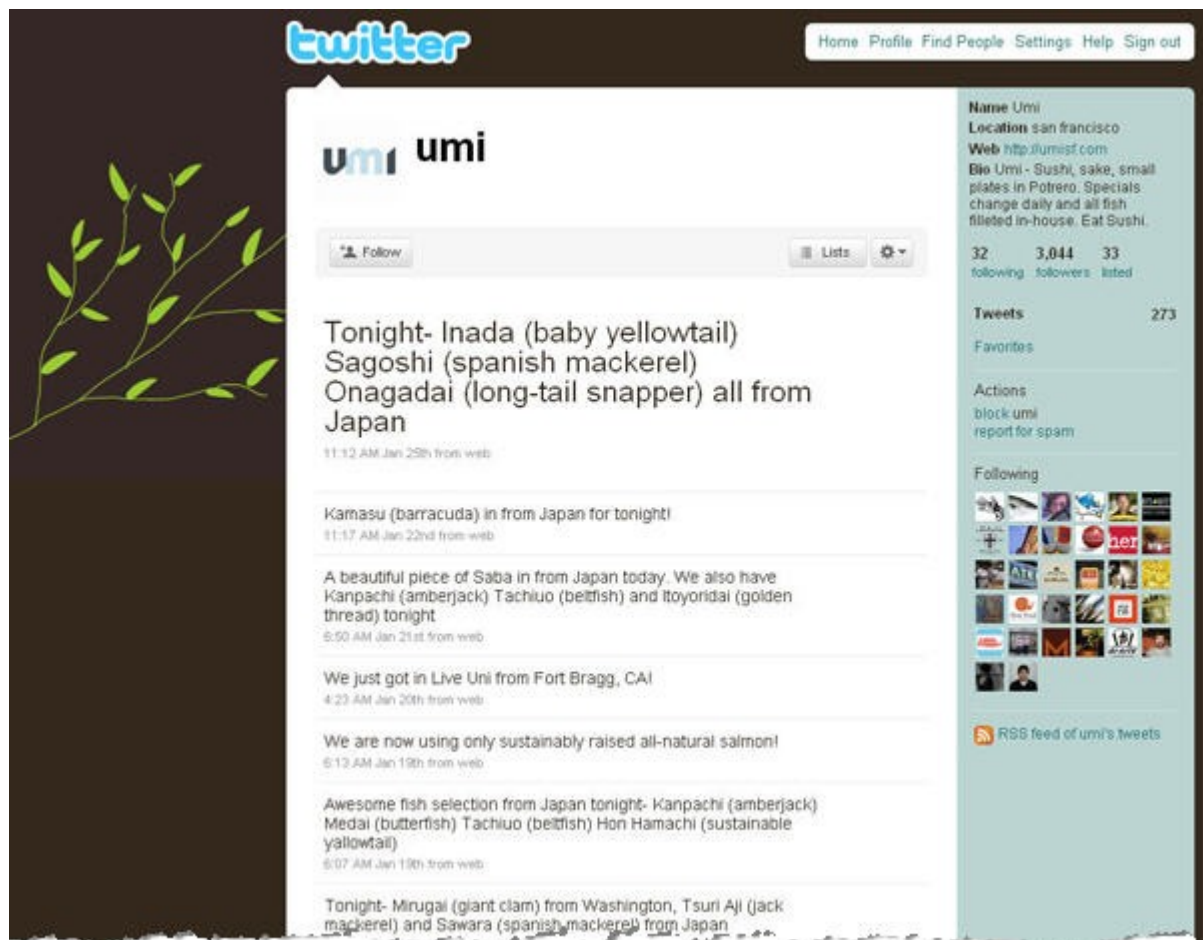
Ms. Sutton-Stolle, who doesn't even have an e-commerce site (just a Word Press blog where she showcases new products), said, "Twitter has been a real valuable tool because it's made us national instead of a little-bitty store in a little-bitty town."





The sushi restaurant Umi, in San Francisco, tweets about the delicacies it has on offer each night. Fresh fish flown in from Japan, such as Inada, Sagoshi, and Onagadai. A beautiful piece of Saba.

The results? One of the co-owners reports that they sometimes get five new customers a night who learned about their restaurant on Twitter.



Tasti D-lite, a dessert franchise in the greater New York area, uses Twitter to mingle with customers on their terms and have immediate communication. Now, they are building relationships with future customers as far away as LA, and the franchise is expanding.



An experiment with coupons on Twitter showed that Twitter coupons could outperform similar targeted ads on other platforms. Giving your Twitter followers special coupons (whether to be used in an offline store or for an online purchase) can provide you with a very effective marketing campaign (see the next example from Naked Pizza).

Tasti D-lite has recently taken their Twitter use further – even using it to recruit new franchise owners.

Interested in opening a Tasti D-Lite? New franchise map shows available territories. <http://su.pr/1qAHXa>  
3:01 AM Feb 7th from Su.pr

Naked Pizza started from one small store in New Orleans in late 2006. They make healthy pizza – all natural.

In the pizza industry, there's a heavy use of direct mail and this can be very costly. With opt-in newsletters costing \$2000-3000 per year, and open rates dropping, this can be a prohibitive cost for small pizza joint owners.

Naked Pizza started using Twitter to maximize and extend their marketing reach and, as one co-owner states, "Twitter helps us do this in leaps and bounds." Jeff Leach claims that Twitter is now critical for their business, and they've even created a kiosk in their store, where customers can sign up for a Twitter account and start following Naked Pizza.

think before you bite

twitter

the only delivery pizza in the world that contains good for you probiotics and prebiotics.

Home Profile Find People Settings Help Sign out

**NakedPizza**

Follow Lists

Prepping 4 Chef's Charity event in New Orleans 2day. Making pork cheeks & creole dirty rice. Hope 2C fellow Chefs & friends. /via @Emeril

about 2 hours ago from CoTweet

Props to NOLA's TG & Hutch on Mr. Okra's acceptance at Sundance <http://bit.ly/ckar5g> (not just saying cuz okra hi in fiber)

about 7 hours ago from CoTweet

Rewatched Food Inc. <http://bit.ly/2OnWm> HIGHLY RECOMMENDED. Give u an idea y we get up early/stay late/will not surrender

about 8 hours ago from CoTweet

Props 4 our newest expansion city (& very cool town not just cuz they luv NOLA's Galactic & Henry Butler), Boulder <http://bit.ly/7aBjHq>

about 9 hours ago from CoTweet

@CelebChefWriter Stay tuned 4 what we've planned 4 Super Bowl at Emeril's Miami Beach /via @EmerilsEats WE'LL B IN MIA SOON 2 CHEF.

about 10 hours ago from CoTweet in reply to EmerilsEats

@NakedPizza Hey there! I finally got to try the Omnivore... and it was delicious! /via @PaulKintzy SWEET MUSIC PAUL

about 10 hours ago from CoTweet in reply to PaulKintzy

Name NakedPizza  
Location New Orleans  
Web <http://www.nakedp...>  
Bio an all natural and good for you pizza joint in new orleans doing it one day at a time. we care. we really do.

5,692 following 6,970 followers 227 listed

Tweets 4,022

Favorites

Lists  
@NakedPizza/naked  
View all

Actions  
block NakedPizza  
report for spam

Following

View all...

RSS feed of NakedPizza's tweets

"our dough, sauce and cheese are 100% natural. no additives, preservatives, colorants or freaky chemicals of any kind. promise."

Randy & Jeff  
Co-founders  
info@nakedpizza.biz

Last year, Naked Pizza set an in-store sales record, and over 68% of all those dollar sales came from customers who said they were calling from Twitter.

## How Can You Best Make Use Of Twitter?

There are a few important factors you must consider before starting your Twitter marketing campaign. You need to ask yourself two questions:

1. What do you want to accomplish? Set yourself a goal before you start a Twitter account. Know your niche and know what you want to provide them with. Will you alert them to great new products? Will you help them solve problems? Will you invite them to your newsletter? Will you answer their questions?
2. Are your customers on Twitter? If a large segment of your prospects and customers are on Twitter (and there are members of a large variety of niches using Twitter) then Twitter will give you a no-cost avenue for getting your message in front of your target prospects and existing customers.

### Naming Your Twitter Account

When you are ready to open your business Twitter account (as opposed to your personal, chatting with friends account) take some time to consider your account username. Unless you have an established business name, try getting a username that matches your niche, as this will help others find your Twitter.

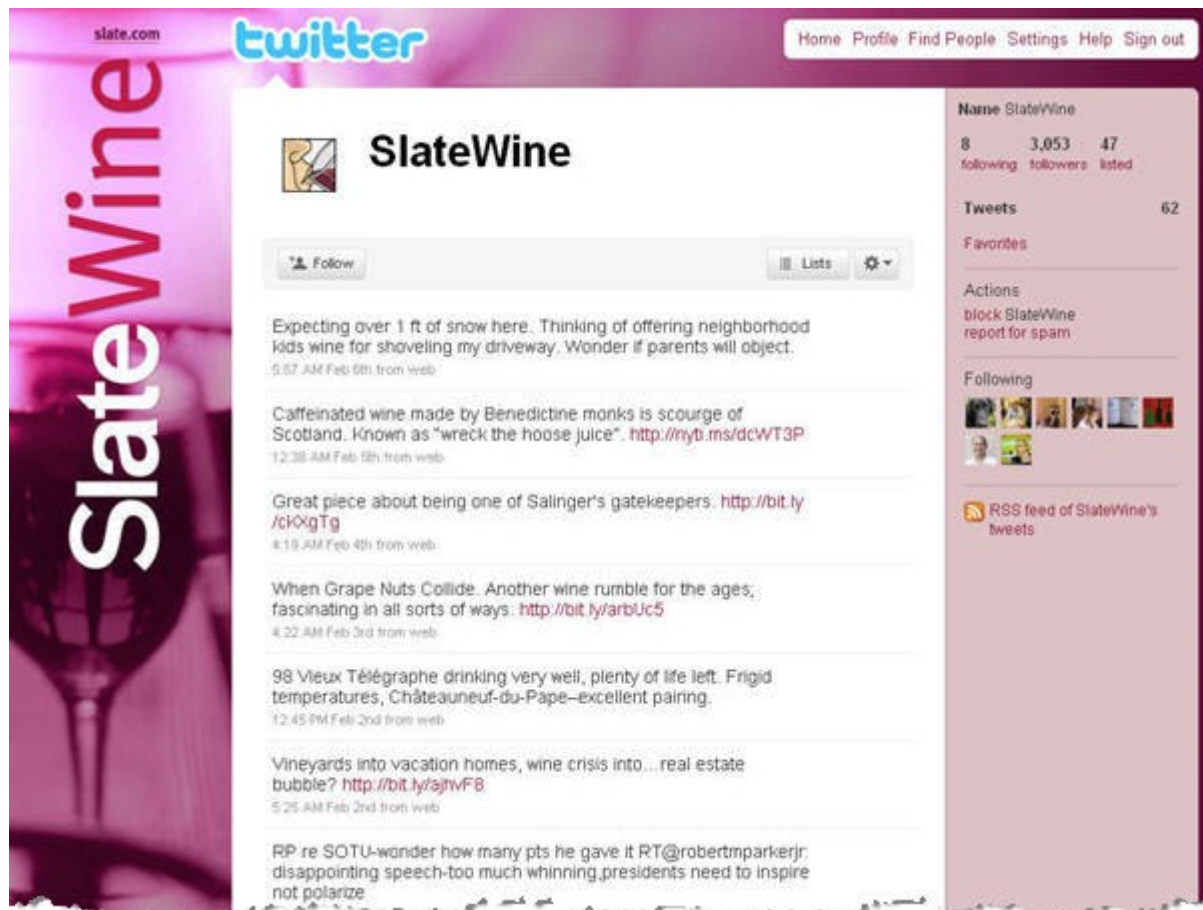




## Tweeting For Presence

You'll need to supply your followers with good, informative tweets. You need to establish yourself as someone who is worth following and – more importantly – someone worth listening to. By getting your followers listening to you, you'll increase their response when you market to them.

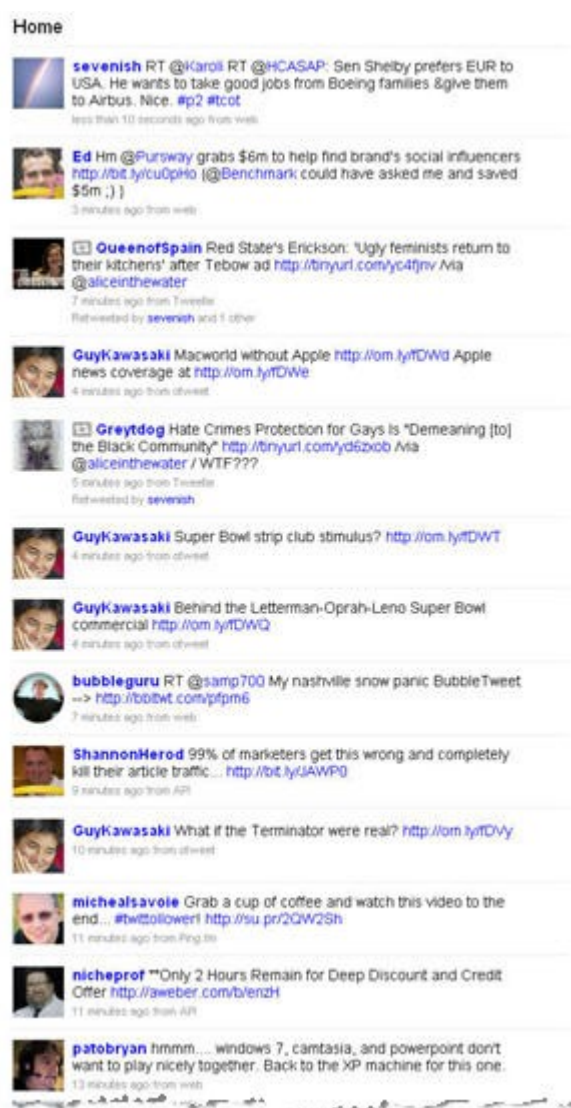
Never overdo your promotional tweets. Instead, supply your followers with interesting or helpful niche-related tweets. Provide some fun, but related, tweets. Provide some news. Provide some helpful information. Then, slip in the occasional promotion (something helpful or expected because of what you've already been tweeting).



## Managing Your Twitter For Effective Marketing

To build your presence and ensure you are getting your message in front of your target market, you need to send out a good number of tweets at regular intervals during the day. Remember, those who follow you see only glimpses of an everchanging stream of tweets – tweets from all the other Twitter users they are following.

Notice below, the most remarkable are the ones that tweet a few tweets in succession – keeping their face (or avatar) in front of Twitter followers.



Obviously, to keep constantly tweeting is not time efficient. You could easily lose a lot of productive time if you spent too much time on Twitter. The best strategy is to set up a system to automatically drip-feed a series of pre-written tweets.

[Click here to watch a video about setting up a virtual Twitter Vending Machine.](#) This system won't take you long to set up, and it will automatically invite targeted followers to your Twitter account and drip-feed a series of tweets throughout each day.

Once you have created a system to bring in new followers (targeted prospects) and deliver tweets automatically, you'll only need to create short (maximum 140 characters) tweets and pre-load your system. Depending upon your level of promotion, you only need to invest anywhere from 10-20 minutes per week to 10-20 minutes per day on your Twitter marketing activities. Then, allow your system to go to work for the rest of the day or week, building your presence, bringing in targeted traffic, and making you sales.

Now, [click here to watch the video on setting up such a system to streamline your marketing on Twitter.](#)



[Click here to watch this important video and discover the Twitter Vending Machine concept of profiting from Twitter](#)

## More Twitter Information

Twitter is becoming more and more of a great marketing tool. Now is the time to start building your presence on Twitter and positioning yourself for all the opportunities yet to come. To help you get started on Twitter, here is another great resource you can benefit from.

My blog “How To Use Twitter As A Marketing Tool” has a number of free FAQ videos to help you effectively use Twitter for marketing, branding, and other business-building activities in a number of niches. You can ask your own questions, simply by making a comment on the blog, and they will be answered ASAP in a detailed video.



[Click here to access the site](#)

Then, scroll to the bottom and click on the BLOG link.

