

## How to use Twitter to boost your business

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## **Abstract**

A guide to proven Twitter techniques for businesses and anyone who wants to build their profile

# Chapter 1

## What is Twitter and why should I tweet?

### 1.1 What is Twitter?

Twitter.com is a website that provides you the opportunity to say what you're doing in 140 characters or less. That forces you to stay succinct, which is part of Twitter's attraction.

If you follow someone, you see their tweets (that's what a Twitter update is called).

Since you're trying to publicise your business, what you really want is for people to follow you.

### 1.2 Why should I tweet?

Firstly, you should be where the people are. By the end of 2009 it was projected that Twitter would have 100 million users after growing at 33% per month earlier in the year, and 1,382% over the year. Others set the figure much lower, and Twitter doesn't release them so no-one really knows.

10% of Twitter users are in the UK.

11% of online adults use Twitter or a service like Twitter to update their online status.

The median age (middle age when all the ages are sorted in order) of a Twitter user is 31 compared to mySpace (27), Facebook (26), and LinkedIn (40).

More females (53%) than males use Twitter.

74% of Twitter users have no kids.

But whether your sort of client matches that profile of a Twitter user isn't the key point. If they don't match, it doesn't mean it won't work for you, it just means you'll need to work a little harder to find the people you need.

Here's the key reason to tweet: because it gets you closer to people who buy what you sell and to people who can help you.

Plus, Twitter can be your most effective marketing medium: visitors to a B&B website of mine were four times more likely to enquire about room availability than average if they found the site through Twitter.

## Chapter 2

# Getting started

### 2.1 How do I set up an account?

1. Go to <http://www.twitter.com>, click [sign up now]
2. Choose a person's name, ideally, even if it's a pseudonym  
Choose your username, you can change this later, if it's available  
If you want two Twitter accounts (business and personal, for instance) and so your email address is taken, open a Gmail email address .. choose Mail from the main Google menu.
3. If you use any of the email services listed on the next page and want Twitter to take a look and find those who are on Twitter, go ahead and click the relevant icon, otherwise there's a "skip this step" link at the bottom of the page, click that.
4. Unclick 'select all' on the next page, you don't really want to be following those people do you? Be selective if so. Click [finish].
5. OK, the next page might look a little different to you, it probably won't have that retweet box at the top, that's a new thing, just close that.  
Right, we need to set up your account so it looks right, so at the top click 'settings' and
6. fill out the Account details and save!
7. Click the 'notices' tab and unclick everything there unless you want your email to fill up .. you should be checking your Twitter account at least daily anyway, and save!
8. OK, here's a biggy, you need a profile picture. It would be very lame to leave the tweety bird icon there. If you are a person, as opposed to a political party or company, then it should be of you so people can see who you are and recognise you when they see you around. Otherwise it could be a logo. Twitter provides some guidance in that right hand column. Showing you how to crop and prepare an image isn't really what this is about so if you don't know how to do that, ask a friend.  
So basically, pick an image to be your id picture on Twitter, and save it.

9. Go to the 'design' tab. You can select a theme they've given you but I think it's better to use your own graphic tile. Make it your own, or whatever. Again, that's a graphic thing but you can use a suitably sized photography. Best to make it tile, which again, is a graphic thing maybe a friend can help with if you don't know how. Click the [change background image] button bottom left and choose a picture (if you want to use one) and whether it tiles or not.

Then change your design colours. I tend to pick colours from my image so it complements it.

10. OK, good job, click the 'profile' menu option at the top of the screen to see your handywork.
11. Ready to tweet? Go to your Twitter homepage by clicking the 'home' menu option, and where it says What's happening? .. type an answer. People's first tweet is often something like "just trying to work out how to use Twitter" .. you can do better than that :-)

You have 140 characters, no more.

When you're done, click [update].

What happened? Not a lot, if no-one's following you. That's dealt with shortly, but first:

## **2.2 What shall I tweet?**

The complete content of this Twitter success training package is available to purchase from <http://www.tweetcloser.com> (navigate to a place and it's near the bottom).

## **Chapter 3**

# **Is anyone listening?**

- 3.1 How do I get followers?**
- 3.2 Communicating with people**
- 3.3 How do I build my fanbase?**
- 3.4 Managing your followers**

## **Chapter 4**

# **Using Twitter in the real world**

- 4.1 How do I Tweet from my mobile phone?**
- 4.2 How do I Tweet photographs?**
- 4.3 Some Twitter conventions**
- 4.4 Using your Twitter feed**
- 4.5 Your daily Twitter routine**
- 4.6 Making some money from Twitter**
- 4.7 Having fun and enjoying Twitter**

## **Chapter 5**

# **All done, time to roost**

### **5.1 Any questions?**

I'm on Twitter: @JohnAllsoppIM

Ah, just let me know how it goes, it would be great to hear from you :-)

And of course, if you find something that works really well for you that isn't in here, I'd love to hear from you, see if I can duplicate your success, and share it.

### **5.2 About me**

I have a first class degree in Internet computing and a lifetime's experience of (mostly business) marketing. I've been almost exclusively an Internet marketer since 2007. Everything I suggest I've proven with other businesses. I test new techniques all the time, all exclusively white-hat.

### **5.3 Permissions**

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