

# twitter

*Made Easy*

The Easy Tweet Guide



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## **Foreword**

Making a success of any business today would be better served if the internet was used. The internet being the far reaching tool that it is, helps to create the desired revenue for the successful business venture. The internet, specifically the social media tools have over time proven to be the most successful. Learn about Twitter here.

## **Twitter Basics**

Tools like twitter can effectively create the attention that is necessary in getting the information about the business to the wider audience. This is done with virtually no cost involved.

The planned site must be attractive enough to be the cause of the twitter exercise thus ensuring the desired amount of traffic to the site. Providing material that is worth discussion or viewing with the intention of dispersing information is very important as this is what will cause the interest to stay.

## **The Basics**

As the twitter platform is comparatively personal. Ensuring the exchanges have some form of follow ups is beneficial to the host. If the users are made to feel special, then it is almost guaranteed that the host site will garner the desired traffic which will eventually be converted to revenue.

Spending some time to personally address issues or comments will encourage the user to stay loyal as they perceive their participation to be well received and valued.

Being consistent, as in a daily basis also is another element to consider as it allows feedback and comments to be shared from a more current standpoint.

Building a rapport with the users is always a good idea as both parties will eventually attest to benefit from the exchanges. Building the list of customers, prospects, potential buyers all depends on whether the material being discussed is of high interest value.

Having a great product or service is of no value if it is not made known to the masses.

## **Know The Difference Between Posting And Spamming**

Spamming is perhaps the most annoying application that most internet users are weary of. Basically the spam element involved the sending of material in a continuous and abundant manner causing the recipient to be overwhelmed with unwanted material.

This will basically cause a lot of problems when the inbox becomes jammed with all the unwanted solicitations.

Therefore one needs to be careful to ensure the material posted is designed and posted in a way to does not cause it to fall into the spam category.

## The Differences

Most spasms target individual users who use the direct email messaging platform regularly. These email listing are more often than not “stolen” from other more legitimate sources with the intention of using the said list to post the material categorized as spam.

The two main types of spam but both are an equally unwelcomed solicitation.

Postings however are very different in its original design and intention aspect. Though having the same desired reach of the target audience, the posting element is used to create visibility on the internet but with the distinct difference of wanting to create an interaction.

The message is replied to in the form of email, internet forums and use net. The benefits of posting may include being able to harness direct visitors to the site, branding position, promotion of the site and its material of services or products, creating external links and many more positive contributions.

Posting also provides maximum visibility online. The classified ad site can be used without being feared as being categorized as spam and with this comes the advantage of being marketed effectively.

The hopeful result here is that through the posting even the uninterested viewer may be convinced enough to make the transition into making a more positive commitment.

## Be Clear On What You Are Promoting

Getting noticed on the online business arena is only possible if viewers are clear on what they are viewing. Put up ambiguous posting will not help to ensure the target audience nor will it ensure a successful presence on the internet.

## Some Tips

Here are some points to consider in ensuring the posting is clear and understood:

- Deciding and designing the material to be posted must follow one theme. When the material posted does not correspond with promotional tone then it can be rather confusing. Therefore the theme should be decided even before the actual designing of the posting is started.
- Understanding what the desired end goal is, contributes to the actual tools and formats that will eventually be utilized. When the goal is clearly identified, then the best suited tools available for internet marketing can be identified for its corresponding contributions.

- Besides the posting content it is also important to provide information on the actual supporting freebies, promotional gimmicks, possible back links, and any other content that would function as an advantage to the viewer visiting the site.
- The posting should also be very clear in the actual visual presentation style so that the viewer will immediately be able to identify with the content without having to resort to various clicks and long winded reading material.

Besides doing all the above using the right platform to get the posting to the target audience is also something that should be given serious consideration.

Newsletter promotion, blog digest, using the social media network, websites, and other forms of making things personal will all help to gain the attention of the target audience effectively. The promotional plan and promotional strategies should comfortably merge into the same theme. This should in turn have the overall focus of the main achievement being sought.

## **Communicate With Others To Convey Professionalism**

There are several different aspects that are usually addressed in the quest to stay professionally based with online dealings. The individual has the advantage if professionalism is extended and perceived to exist.

### **Communication**

Perhaps the first area that professionalism should ideally cover is the area of etiquette. The universally accepted common elements would include having the semblance of being polite, being able to address each situation with a level of sincerity, working towards creating satisfies customers and many more.

Taking the time and effort to consider the subscriber list or group as a whole and addressing them as if each one was an individual concern and special would allow the positive basis of the relationship to be built.

Making a positive impact is also another way of portraying professionalism. When the other party is assured that the concerns will be addressed and then ensuring the follow up procedures are followed will create the level of professionalism that few can refute.

Using email addresses that are appropriate and professional sounding is also necessary if one want to be taken seriously in the business arena. Simple but often overlooked is the need to ensure all content is accurately written and factual.

Using a suitable descriptive subject line is also a way to showing professionalism and avoids being identified or classified as spammers who also have casual addressing choices. Being specific, clear, reasonable and to the point is also showing professionalism as most people do not have the time or inclination to entertain unsolicited interruptions.