



Social Media Overdrive

Module 03: Twitter

Important Learning Advisory:

To experience better learning, it is recommended that you print and follow this transcript while listening to the MP3 audio. There is ample space at the bottom of every page for you to write your own notes and jolt down ideas. Happy learning!



Hi and welcome to the third Social Media Overdrive. In this module, I will be discussing the secret strategies and tactics on how to use yet another high popular social media vehicle to drive massive targeted traffic to your website. It is called "Twitter".

- Fast growing and leading micro-blogging service
- Estimated 6 million users as of March 2009
- A service that lets you publish 140 characters max on the question "what are you doing now?"
- You can engage in conversations with other Twitter users
- Has a followers / following system

Twitter.com – the Quick Facts

Twitter.com was not popular until only recently and here are some quick facts about Twitter.com. Currently it is the fastest growing and leading micro-blogging service within estimated 6 million users using Twitter around the clock as of March 2009.

So what is Twitter? In a nutshell, Twitter is a service that lets you publish in 140 characters or less on the main question "What are you doing now?". You can also use Twitter to engage conversations with other Twitter users using nothing more than 140 characters. So Twitter users would creatively make use of the 140 characters to message each other and publish what they are currently doing right now to their list of followers.

One thing unique about Twitter unlike other websites like Myspace and Facebook is that Twitter has a followers and following system. In other words when you follow a list of

other Twitter users, you get to see what they are currently doing right now and their latest Twitter status will be published on your homepage. Whereas when you published your latest tweets, followers will be getting track on what you're currently doing right now through feeds and their Twitter home page.

So as you can see, Twitter is a potentially powerful vehicle to drive in massive traffic and a lot of Internet marketers are using it already and taking advantage of this opportunity.

The slide is titled "Crafting Your Twitter Profile" in large orange letters at the bottom. It contains a list of three bullet points on a grey background:

- Username represents your name correctly
- Essentials: clear photo (100x100 pixels), bio in 160 characters, 1 main website URL
- Customize your Twitter background (FreeTwitterDesigner.com)

To the right of the text is a screenshot of a Twitter profile for a user named "edmundioh". The profile includes a profile picture, a bio stating "is doing back testing on Forex. Must devote 2-3 hours and above daily to Forex backtesting if I want to be successful at trading too.", and statistics showing 8,166 followers and 1,673 tweets. The background of the profile is green with white text.

Crafting Your Twitter Profile. So let's get started with crafting a Twitter profile. If you haven't got an account with Twitter just yet, sign up for a free account at Twitter.com. Remember that your username should represent your name correctly although you can open as many Twitter account as you want.

Some essentials to bear in mind: You must have a clear photo that represents yourself correctly. It should be 100 x 100 pixels and you should list your profile or bio in 160 characters or less and 1 main website URL.

Your bio or profile must describe you accurately in 160 characters or less. So make full use of the 160 characters and describe yourself in a quick, precise and accurate manner. Did you know that you can customize your Twitter background to become more unique every time somebody clicks on your Twitter username?

You can get a free Twitter background by going to: <http://www.FreeTwitterDesigner.com/>

- Start with your contacts from your Inbox (Gmail, Hotmail, Yahoo!, Outlook)
- Use search.twitter.com and type in targeted keywords for people who use it frequently in the last 30 days
- CHEAT TOOL! Get the Hummingbird software at twitaddict.com/hummingbird

Following Friends and Targeted People

So let's get started! Following Friends and Targeted People. By now you already have your essentials; You have your bio published, you have your website URL published and

your photo already uploaded. At this point, your account still has zero followers and zero following. So we're going to begin with your contacts from your inbox like Gmail, Hotmail, Yahoo or Outlook, whichever one you're using.

You are going to start following a list of friends and targeted people. You can follow your immediate friends by starting with your contacts in your inbox which Twitter has a trusted feature where you can use to extract a list of friends on your inbox who are already using Twitter so you can start following your friends.

- So you can get people to read your tweets and Direct Message (DM) each other
- Attempt to achieve a 30-50% follow-back conversion
- Post 5 to 10 useful tweets daily or engage in conversations
- Goal: reach your first 500 followers, then 1000 followers, then 2000 and beyond!
- Repeat the process over and over to grow your followers list!

Getting People to Follow You Back

Getting People to Follow You Back. But following your friends just isn't enough. The next thing you'd want to do is start following a list of targeted people in your niche. So use search.twitter.com and type in targeted keywords for people who use it frequently in the last 30 days.

This is because you want to start following a list of people who are potentially buyers or partners in business or people who can help you get more opportunities in the near future. So these are the kind of people you'd want to start following right now and hopefully they will follow you back.

If you want to leverage on adding more friends to follow, here's a cheat tool you can use right. You can get the Hummingbird software at <http://www.twitaddict.com/hummingbird>

Now here's the part that's interesting. You want to get people to follow you back and here's how:

The goal of getting people to follow you back is so that you can get people to read your tweets and finally you can direct message (DM) each other. Your goal is to achieve a 30 - 50% follow-back conversion. In other words if you're following 100 people, you'd want to be able to get 30 - 50 people to follow you back.

Now bear in mind that getting people to follow you back isn't enough to make yourself successful on Twitter. You must post on the average 5 - 20 useful tweets a day or engage in fruitful conversation with other Twitter users. The goal is to reach your first 500 followers, then 1,000 and then 2,000 and beyond. Repeat the process over and over again to grow your followers list. The bigger your followers list and the more response you can build, the more traffic you can get every time you publish a link on Twitter and the more money you can also make.