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# Foreword

Most people would associate twitter with the current popularity of a social media tool. However this particular tool, Twitter, can also be successfully used as a business expansion tool too.



## ***Twitter Tricks***

Ways To Use Twitter Effectively

# Chapter 1:

## *Twitter Basics*

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### Synopsis

Using twitter to direct traffic to the individual's website, blog, or even retail outlets online is fast becoming popular.



## **The Basics**

Twitter can be used to promote and online business quite effectively and without much restrictions. This is made possible with the use of links.

Twitter can be used to communicate with others and through others. If the matter being communicated between interested parties then the platform for the beginnings of enhanced traffic flow to the site featured in the communication will be evident.

Building strong and reliable relationships and liaisons will be the focus of those interested in using twitter for furthering their business forays.

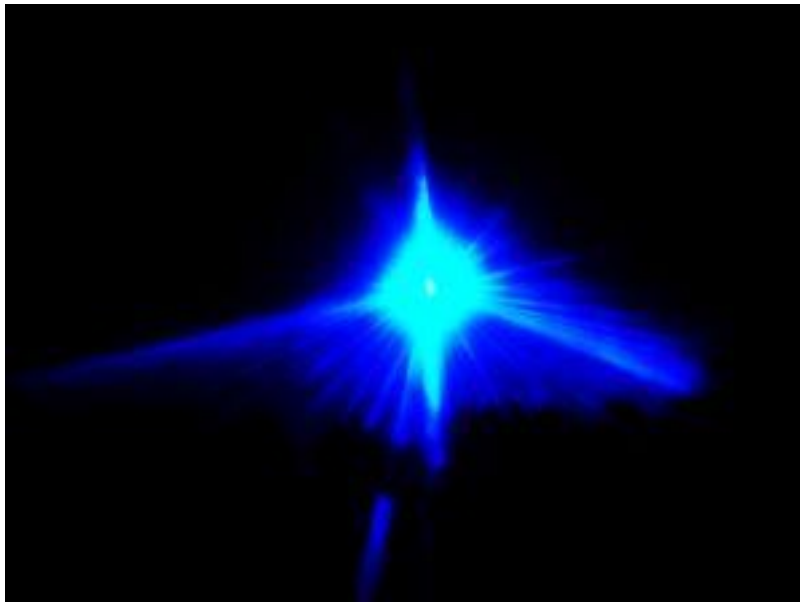
Getting these people to re-tweet or RT out to others will ensure that a wider target audience is reached. This exercise should also be returned to others who are also seeking to use the twitter style for similar purposes.

Perhaps the most laminating aspect created by the use of twitter is the ability for a company to detect any conversation mentioning them either in a positive light or in a negative one.

If the conversation is of the negative aspect then the said company can then takes steps to rectify the situation and try to address the situation to the customer's satisfaction.

Business owners may also consider using twitter for other reasons such as to establish a reputation of either themselves or their products or even both.

Twitter can also be used to talk about upcoming promotions or opportunities. Through these twitter communications the interest in a particular area can be used to draw people to any particular site. However it should be noted that even twitter does not condone spamming.



# Chapter 2:

## *The Benefits Of Twitter*

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### Synopsis

If there is a benefit most people would be interested in trying it out, thus the same applies to the twitter tool which has recently become a more popular and viable tool for creating awareness for any business foray.



## **Why It helps**

Among the benefits discovered is the ability of using twitter to create a profile that can be recognized as being as expert in a particular niche.

This is generally accomplished through interaction with other on twitter and exchanging ideas, offering advice and even guidance. When this is successfully done a following of sorts is formed and this will definitely be beneficial in ensuring traffic is drawn to the individual's site.

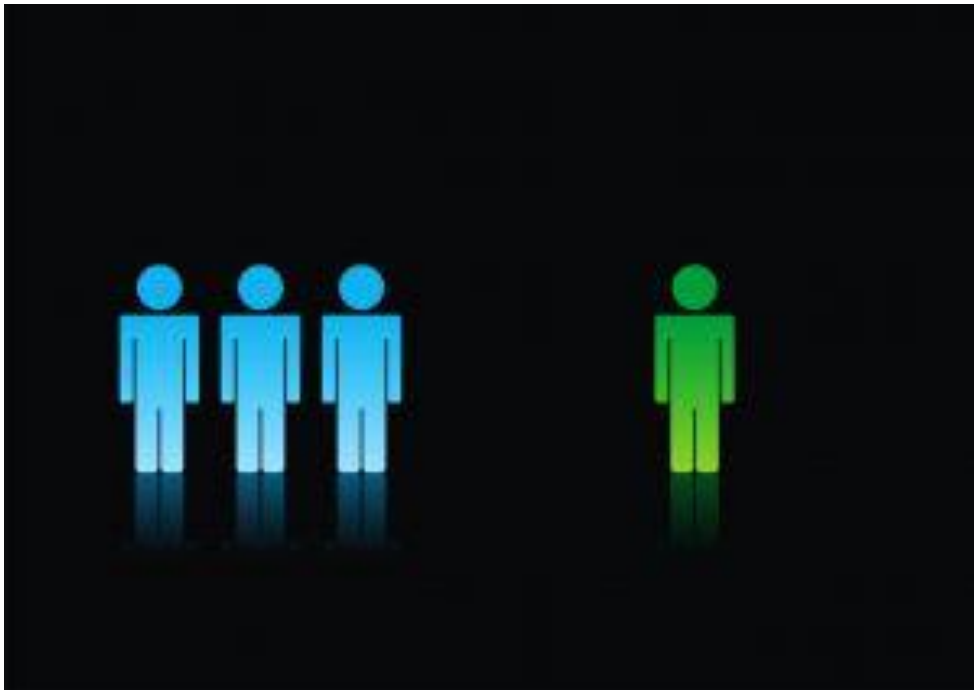
Another benefit that can be gained is by using twitter to create communications or discussions about a product or service that is the individual's business.

For those privy to such exchanges may want to enquire further about the service or product, thus they will make the attempt to visit the site which is how traffic is directed to the site.

This could then extend to another benefit of building a good base network within a chosen niche. This network can extend to those within the niche or even to those who may be from a complimenting niche who might have some interest in tapping into the site for their own expansion purposes.

Using twitter to make that all important first successful connection is the basis of its success as a possible marketing tool. With an established reputation in place the benefit derived from using twitter would be the easier and direct way of encouraging interest in the individual's website or blog.

As this is a fairly informal and friendlier way of encouraging further interest into a product or service the twitter tool is also beneficial in terms of being rather pressure free.



# Chapter 3:

## *How To Use Twitter Correctly*

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### Synopsis

Considered by some to be micro blogging, twitter has more recently gained popularity as a marketing tool to increase traffic to a site.



## **Get It Done**

Popularly used as a tool of engagement between parties, this same idea can be used in the business arena where the exchange of information and comments about a particular business or product can gain the attention of a wide audience and thus create the necessary publicity for the advancement of sales.

Thus having regular and informative exchanges or discussions would effectively be able to create the above results.

Getting the business or product to be recognized in the marketing world is also another effective use of twitter. With this recognition comes the advantage of possibly being connected to other similar and even bigger players in the market.

The exposure gained will help to the individual gain access to influential possible partnerships or even furthering the individual business prospects.

Because the way twitter has been designed, it is possible to create effective and interesting special promotions or offers to be announced to a wider audience instantaneously.

This would then effectively create the “buzz” needed for the success of the campaign. Updates can be done even as late as up to the actual event’s launch. This is useful for those who are always on the go.

Using twitter to be more informed of the market sentiment regarding the product or service would also effectively help the individual or company address any shortcomings that may require immediate attention.

Twitter could also be used as a tool to understand the needs and wants of those exchanging information and comments and then to take this information and work on introducing products that meets these requirements. Some new businesses and services have actually been started with the exchange of information on twitter.



# Chapter 4:

## *Making Money With Twitter*

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### Synopsis

Still predominantly used to create a certain amount of “buzz” twitter can now also be used as a money making tool with very successful results.



## **The Ins and Outs Of The Money**

One of the most innovative ways of making money using twitter is in getting the audience or follower to become actual participants in a particular project launch.

It is not only a rewarding experience for all those who decide to take up the challenge and get involved, it is also a wonderful way to getting fresh new ideas or thoughts on the said project.

In terms of cost lay out there is virtually none when compared to the possible gains which can be phenomenal.

Twitter can also be used as a selling platform for product and services. Any individual or company can introduce their products or services to those in the exchange and thus get a money making business going.

From the exposure point the implications are unmeasured and from the possible revenue stand point this is definitely a viable way to start a business.

With the use of twitter the original target audience that the individual has can be widened to an undeniably huge reach. This new found audience can then ensure the further possibilities of reaping revenue through their interest and perhaps even purchases made.

Even when a purchase has been successfully made the purchase may then act as an advertiser for the said item if the satisfaction gained is apparent. This kind of personal recommendations posted on twitter can go a long way in gaining even more interested customers thus heightening the levels of revenue earned.

There is also the possibility of using affiliates products to further the platform of introducing complimenting products that will enhance the revenue possibilities for the individual. The affiliates will help to indirectly promote revenue possibilities.



# Chapter 5:

## *How To Use Twitter For Your Blog*

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### Synopsis

Twitter is numerous things to a lot of individuals. For a few, it's a virtual water cooler. For other people, it's an awesome way to acquire answers to questions. Since I started utilizing Twitter, I've more than doubled my blog traffic over the last many months, and I can say how.



## **The Inside Info**

Some individuals just dump their blog posts into Twitter mechanically, with a simple new blog post. I've detected a way of utilizing Twitter to boost participation on my site, and it's better than simple; it's in good taste.

Rather than telling your Twitter audience that you have released a fresh post, ask them their feeling on the core subject you've covered. "Do you believe banner ads are absolute?"

Abided by a link to your web site is much more appealing than placing on Twitter, "Banner Ads Are Not Absolute." Asking a question enlists your Twitter followers and asks for their experience.

I authentically trust that the comments part of my blog is better than anything I compose on my own. To that end, when a subject seems to take off, I send off a note to Twitter alerting individuals to the caliber of the conversation in the comments.

It is not pitchy in nature. I'm merely sharing that the most beneficial stuff followed the initial post.

My number 2 referrer to my web site on most slow-medium traffic days is StumbleUpon. As I seem to get "greater" response from individuals who visit from that web site than from additional traffic

sources, I occasionally will send a 3rd post to Twitter, asking if somebody thinks X post is worth a Stumble. As I do much sharing and promoting and helping other people, I commonly get a lot of willing individuals to Stumble something for me from time to time.

I don't exaggerate it, and I know that not every day is a "slayer blog post" day. With this in mind, when I do ask, it makes a vast difference.

So in the long run, I ask my following in Twitter for love 3 times: once when I post the blog, once again if it takes off well in the comments section, and occasionally a 3rd time if I wish to truly amp the traffic thru StumbleUpon. I mix these requests in liberally with all the assorted ways I help other people utilizing Twitter, and so it doesn't come off like I'm constantly pitching my own junk.

My present monthly rate of pitching others vs. Marketing my own site is 75 / 25 in other individuals' favor. That sounds fair, correct?

# Chapter 6:

## *What To Watch Out For*

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### Synopsis

There are certain things that should be avoided when using twitter. The main things that one should avoid is the words used such as stating that the individual is a social media expert, guru or money making expert.



## **What To Choose And Not**

Having a little humility when addressing those on twitter is something to be observed diligently. Avoid coming on like a know it all character as this would eventually cause those on twitter to form a negative opinion which in turn could hurt the possible business opportunities launched.

Even if the main aim of engaging others on twitter is to garner business revenue, creating exchanges that only focus on this can be boring and pushy.

The contents of a twitting exchange should be varies in order to keep the flow going and the interest present rather than just trying to sell a product. Besides this avoid twitting on the same topic too frequently.

This will cause people to avoid being involved in the exchange as it would be deemed a waste of their time and effort. Avoid underestimating the effort and time that should be given to having a fruitful tweet.

Avoid tweeting on sensitive matters as this could create undesirable effects and definitely not keep the focus on making money for the site. Although some individual use twitter for this purpose, the individual should definitely avoid engaging others is this form of twitting as it

may also end up hurting the business opportunities that may have formed it not for this style of twitting.



# Wrapping Up

There has been a lot of good info in this book... but one final reminder.... Avoid randomly following the tweet cycle of others that have no added value to one's own interest.

Blindly following twitter exchanges without considering possible adverse consequences to one's own business opportunities is foolish indeed. This will only negatively impact the individual's possibilities of earning revenue.

So now you have all the info to get going today!

