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# 11 STEPS TO SUCCESSFUL BUSINESS PROMOTIONS ON TWITTER

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# **“11 Steps To Successful Business Promotions On Twitter”**

**Exclusive Report**



Twitter is a very powerful marketing platform for small businesses. You probably have heard a lot of hype in the media regarding this short message platform's prowess.

Unfortunately, a lot of that is hype, precisely because you have to know what you're doing to tap into the full marketing potential of Twitter. If you simply go through the motions and just create a Twitter account without any kind of advanced planning, chances are you're not going to get very far.

Most businesses get all excited about using Twitter and they post a lot of updates in the beginning but eventually, they start losing steam. They then reach a point where they post very little updates. After some time, they simply abandon their Twitter account. In other words, they lose out.

If you want Twitter to become a powerful part of your small business's marketing strategy, follow the coming instructions. This should get you up to speed as to what you need to do on Twitter.

This is not a “pro” tutorial. It is for people who simply want a systematic, methodical, and well thought-out way to start on Twitter.

**You can start using these tips, and then scale up as you get more comfortable with Twitter.**

You would quickly realize, after you’re getting some results from this platform, that there are many different parts to Twitter. These steps just get you started.

## **Step #1: Select Your Brand Values**

The first thing that you need to do is to sit down and think about the values that you want your target customers to equate with your brand.

- What should they think about the moment they see your brand on Twitter or anywhere else on the internet?
- Do you want them to think about a trustworthy source of a particular type of product?
- Do you want them to think about a standard quality of service and attention to detail?

These things are not random and they don’t happen by accident.

There’s a big difference between Starbucks and your local average coffee shop. Starbucks has spent a lot of money polishing their brand to radiate certain values. This is why people prefer to go to Starbucks, whether they are stopping by for coffee in Tokyo or Paris.

They know that when they walk in the door, they will be greeted with a certain level of service, and when they sit down to drink their coffee, the coffee will meet a certain minimum level of quality.

## **That's how powerful brands are.**

You need to sit down and be clear as to what kind of brand values you want to communicate on Twitter regarding your business. That is your brand. It's not your logo; it's not your website.

It definitely has nothing to do with the name of your business. **Your brand is the values that you want people to equate with your business.**



After you're clear with those brand values, use them as the foundation or cornerstone for all your marketing campaigns. I am of course not just talking about Twitter, but everything you do. Everything that spreads the word about your business must speak to and promote these brand values.

## **Step #2: Complete Your Twitter Account around Your Brand**

In creating a Twitter account, it's too easy to quickly write a bio or a description. It's too easy to dismiss these as afterthoughts. After all, the action takes place when you send out content, right? Well, that's absolutely wrong.

**You have to complete your Twitter account with your brand values in mind.**

Everything that you do must center around your brand values. This is why you have to choose your words carefully when writing out your site description. If you have blogs or websites, make sure you link to them and get the Twitter user reading your Twitter profile excited about clicking through to your blog or website.

## **Step #3: Be Very Selective with Users or Competitors You Follow**

After you've created your account, your immediate next step should be following your competitors. You can't just jump in to blasting out content. You can tweet until you're blue in the face, and you probably won't get much results.

Why? You don't know what type of content works. Also, you probably don't have much of a following yet. You need to research who your competitors are, and follow them. Get a clear understanding of why people follow them before you start publishing content.

## **Step #4: Talk about Your Brand Values**

When you're sharing content, whether content you created on your own or third party content, you need to tell people constantly about your brand. Of course, you should not do this in a very self-serving way. People can spot you a mile away and avoid you if that's what you do.



Instead, talk about content, updates, and other things that have something to do with the brand values you're trying to communicate. Are you focused on getting people to believe that your brand is all about a predictable level of quality?

If that's the case, you should talk about quality issues in your industry. Demonstrate to people that you care about quality, and these are the common quality concerns people have.

Offer alternatives. Offer solutions.

This way, you establish a high degree of credibility with people. Not only do tell them that you care, but you also show them based on the content that you share.

## **Step #5: Engage Your Audience Members Based on Their Needs**

People want to feel that they matter. People are usually busy and they just don't have all the time in the world. When they sit down and send out a tweet, they put in some effort and they invest some time.

It would benefit your brand tremendously if you were to talk back to them.

We're not just talking about answering their questions. I'm talking primarily about creating solid value in their minds by communicating with them, with your brand values front and center. When somebody talks about a certain problem, then let them know that you understand the problem and what it leads to.

### **Show them the solution and why it's a better one.**

The good news to this is when you talk to people about their specific issues, you get a tremendous opportunity to impress other people who may be listening in to your tweets. When people look at your Twitter feed, they can see your replies. When they see that you treat your customers with the utmost respect, they can't help but be impressed.

## **Step #6: Be Selective When Publishing Links**

A lot of small businesses trying their hand at Twitter marketing get all excited about Twitter as a source of free traffic. It is definitely a source of traffic, but you can't get too excited. You have to remember that you have to build credibility first.

You always have to answer the primary question people have in their minds: "What's in it for me?" When it comes to your business, you should reframe that question in the form of "What can you do for me?" You always have to answer that question. What makes this tricky is you can't answer that question in an obviously self-serving way. When you flat out advertise your spam, you are serving yourself and people are going to avoid you.

**You have to speak to their needs while at the same time radiating your brand values.**

This means consciously and very publicly helping people. This helps you establish a track record. This helps you establish credibility in terms of what you know and what you can possibly lead people to.

## **Step #7: Closely Integrate Twitter to Your Website and Other Social Media Platforms**

A lot of marketers think that social media platforms are just deep verticals of traffic. For example, if I wanted Facebook traffic, I would go to Facebook, post some stuff on groups, then post some stuff on my wall and call it a day. If I wanted to get traffic from Twitter, I would post on my Twitter feed and leave it at that.

Talk about missing an opportunity, because by sharing your public Facebook posts on Twitter and vice versa, you can “cross-pollinate” your sources of traffic.

If anything, this helps turbocharge brand formation.



You have to remember that the more you expose people to your brand, the more they subconsciously absorb your brand.

**Expose as many people to your brand on as many different social media platforms as possible.**

Also, when people are on your website, expose them to your brand on social media.

Don't just look at all your traffic initiatives as consisting of distinct and separate sources of traffic. Talk about a waste. Use the power of “cross-

pollination” to cement a solid brand identity in the minds of your potential or actual customers.

Why is this a big deal? Considering how competitive most market places are, you need every little advantage you can get. By getting people to automatically assume your brand with a certain set of values, and seeing your brand pretty much all over the place, you stand out from the crowd.

Your customers are more likely to remember your brand instead of your less prepared and less agile competitors.

## **Step #8: Get Mobile Alerts**

Sign up for as many different competitors on Twitter, and set up your account to mobile alerts. This way, you’re always on top of the game regarding what content they are sharing.

You might become quickly aware that there is a certain trend breaking out. You need to get on top of that.

You should publish content that speaks about that trend so you can benefit from it. You don’t want your brand to be left behind. Again, being up to date impacts your brand’s overall credibility on Twitter and elsewhere.

## **Step #9: Use the Power of Photographs and Videos to Turbocharge Your Content**

Since your content forms a big part of your brand's credibility on Twitter, you need to increase the value of the graphics and videos you use. You have to be very selective.

You can't just slap together some picture or video and call it a day. You can't be lazy about it.

**Every picture must push your brand forward.  
Otherwise, you're wasting time.**

Worst of all, you might end up picking the wrong picture, and this can undermine whatever brand you managed to build so far.



## **Step #10: Create Conversation Lists**

This strategy allows you to organize your conversations. You can create individual lists for your potential customers, followers, industry organizations, and community businesses. Organize your lists in a way that helps you read their messages more and respond to their messages effectively.

This also enables you to set up priority. As a small business owner, you are very busy. When you sort conversations in the form of lists, you know which lists to respond to immediately, and which accounts can wait.

## **Step #11: Go Local If You Have a Local Small Business**

One of the biggest dangers with Twitter is that it's coverage area is too wide. You may end up putting all this time, effort, and energy talking to people on Twitter, and end up marketing to people who are not even in your local marketplace. You may be a hit in Japan, but unless you run an online store or people from Japan can buy your stuff, you're simply wasting your time.

**It's important to tap the local marketing power of Twitter.**

Thankfully, this is very easy to do. Use Twitter's advanced search to identify people based on their biographies. If they specify your local area or a nearby area, market to those people.

Getting started on Twitter is very challenging because it's very tempting to just do things by the seat of your pants. It's just too easy to jump in with both feet and try to produce a lot of content as soon as possible.

By paying attention to the steps covered, you increase your chances of breaking into Twitter in a measured and success-driven way. Take baby steps. Cautiously proceed with one step after another. Take another step after you have mastered the previous step.

By using the steps mentioned, you increase the chances that you will get the results that you want from Twitter. Otherwise, you're just simply rolling the dice.