

“15 Ways to Turbocharge Your Twitter Marketing Campaigns”

Special Report

Let's face it. The vast majority of businesses, whether large or small, simply fail to tap into Twitter's *full marketing potential*.

Sure, these enterprises have created a Twitter account. Maybe they've even gotten around to populating that account to encourage people to follow them on Twitter. Maybe they can even consistently post updates about their business or industry on Twitter.

With that said, many of these businesses believe that they are not getting the results that they expected from Twitter.

Now, this shouldn't be a surprise...

A Troubling Number Of Businesses Have Unrealistic Expectations Of Twitter.

They believe that the moment they put up a Twitter account, all this traffic will magically appear. They look at Twitter primarily as a source of direct traffic.

Talk about missing the point.

While traffic is part of the long laundry list of benefits you'll get from Twitter, it's not the only benefit.

You cannot measure the overall success of your Twitter marketing campaign solely on the traffic you generate. Twitter is worth way more than that.

In fact, if you have a cohesive and holistic Twitter marketing campaign, the traffic will come, but that is just the icing on the cake. Your company ends up achieving other milestones before you even get the traffic.

At the end of the day, the traffic is just one of the many rewards your brand can enjoy from a well-executed Twitter marketing campaign.

Here Are 15 Ways To Breathe Some Life Into Your Existing Twitter Marketing Campaign.

Maybe you're just going through the motions; maybe you're just doing the exact same things as other small businesses on Twitter. If you're doing that, you are failing to tap into this amazing platform's full marketing potential.

#1: Choose Your Username Wisely

While small businesses will automatically use their business's name, this might not always be the way to go. You have to remember that you have two bites at the apple, so to speak, with

Twitter. You get the formal name which you can spell out, and then you get your “@” name.

They don’t have to be one and the same. You can use your business formal name in the full name description, but you can use something shorter, more to the point, as well as something more niche-specific, for your @ name.

Keep this difference in mind. Your @ name is shorter, and it has to pack a punch. You might want to focus on your target keywords, or you might want to focus on hot, long-lasting trends in your industry when picking your @ name.

Also keep in mind that when people engage you on Twitter, they will engage your @ name. This is crucial because if you brand your @ name using very niche-specific keywords, your brand can reach far and wide.

#2: Center Your Profile on Your Brand

It’s important to focus your profile on the brand that you are trying to create. Now, a lot of people are under the mistaken assumption that brand is just simply the logo or the graphic you use to identify your business. This is absolutely wrong. That is one manifestation of your brand, but it isn’t your brand.

So what is your brand? Your brand is the set of carefully chosen values that you want people to equate with the products, services, or overall experience your company provides. It goes beyond the logo. It goes beyond your name.

It really is all about the experience people should expect on a predictable basis when they interact with your company.

This should be your guiding principle when you are writing your Twitter bio, picking out your profile photo, and designing your company's Twitter cover photo. There has to be some sort of overarching narrative. This narrative must put your brand front and center.

#3: Listen to Your Audience First, then Decide to Tweet

It's really important to pay attention to what your audience members want or are interested in. You can't just talk into the void with your Twitter account. You might be thinking that, it's just 140 characters, what harm can it do?

Well, the short answer is: a lot, seriously. You need to understand the needs of the people following you or the people who want to follow you, so you can share or produce content that would speak to those needs.

The best way to do this, of course, is to follow your competitors. By reverse engineering what they're doing, you tap into a tried and proven pool of audience demand. Put simply, you're going to talk about things that people actually care about.

#4: Respond and Interact with Your Followers

Don't just use your Twitter account as a dumping ground for your content. As the old saying goes, people don't care about what you know unless they know you care. When people respond or interact with your content, make sure you acknowledge them by replying to them and addressing your needs.

If you're just going to let them talk without receiving and answer, your brand is going to suffer. Your brand is going to look unresponsive, and eventually this is going to catch up to you.

#5: Keep Your Tweets Short

The shorter the tweets, the more powerful they are. Choose your words carefully. Make sure you pack as much meaning into your tweets so they can easily be retweeted. Also, if you don't talk as much, there's a lower chance that you will screw up.

#6: Mention Your Followers and Retweet

When people talk about your brand and you like what they're saying, "reward" the people talking about your brand by retweeting them. The truth is, people talk about your brands all the time. Sadly, most of these instances are wasted opportunities. The brands that are being mentioned fail to retweet.

By just retweeting, people get that you are appreciating them and you are paying attention to them. What do you think they will do? That's right; they will be encouraged to engage in that behavior again. Also, people who are watching or following them can see what's going on, and may mention your brand as well.

#7: Plan Out Your Content Posts

A lot of businesses think that as long as they are dumping content onto their Twitter account, they are doing well. Absolutely wrong. What you're doing is you're engaging in Twitter textual diarrhea. You're just dumping on Twitter. It's not doing you any good in most cases. In some situations, it might even put your brand under a bad light.

You have to plan out what you're going to post. You have to remember that there are different types of content you can post

on Twitter. There are news tweets, there are third party tweets, there are commentaries, there are photos, there are videos.

I could go on and on and on. You have to come up with a master plan for the week and try to mix things up regarding types of content, as well as the specifics of each post. Otherwise, you're going to be all over the place and you may fail to take advantage of the opportunities as they present themselves.

#8: Follow Users that Are Niche-Relevant

Look for Twitter users who talk about your niche all the time. Also, pay attention to their followers. If you notice that their followers are also interested in your niche, chances are very high that the user that they're following exerts a lot of influence.

Follow those users and engage them. If you engage them at a high enough level, they will follow you back and you can get access to their followers if they retweet your materials.

#9: Share Your Mentions from the Media

Twitter is social media, but is it also dependent on validation from traditional media. If you get some traditional media mentions, make a big deal out of it on Twitter.

You'd be surprised at the attention you'd get. If anything, it will give you more credibility.

#10: Use Niche-Related Hashtags=

A lot of marketers think that hashtags are a one-way ticket to traffic. They're absolutely wrong. Hashtags are not new. Twitter users already know how to use hashtags, and they already know that spammers abuse it. If you think that you're going to get all this amazing traffic from hashtags, forget about it.

You should use hashtags for targeting purposes. If you're going to talk about a particular category of information, use niche-relevant hashtags. At most, use only two. Don't go crazy and post a very short tweet with tons of hashtags. That's going to make your brand look spammy.

#11: Promote Special Events

Use a local event that you're sponsoring as a lightning rod for your Twitter activities. Also, mix in a little bit of anticipation marketing. Several weeks before the event, make a big deal out of the upcoming even on Twitter, your website, and other social media platforms. You should even consider sending out a press release.

Whatever the case is, make a big deal out of the coming event. This way, get people talking about the event. The more they talk about the event, the more they talk about your brand.

#12: Use Different Kinds of Media

Don't just use plain tweets. Incorporate, videos, gif images, memes, and photos with your content. Make your brand more visually appealing.

Now, this doesn't mean that you should go soft on your content. You shouldn't just take it easy and get lazy with the quality of your content. Your content should still be on point. However, when you pair it with diagrams or eye-catching videos, you explode the value of your content.

#13: Selectively Advertise Products on Twitter

Stop treating Twitter as some online catalog. It's not going to work. It only makes your brand look cheap.

The main point of Twitter is content. This is why I suggest that you use the "Spam Musubi" approach to Twitter advertising. Spam Musubi is very popular in Hawaii. It is a piece of Spam on a bed of rice with a square piece of egg, wrapped in seaweed. Sounds appetizing, right? It definitely is.

You should use the same strategy with your product advertisements on Twitter. You can't just litter your Twitter feed with product after product after product.

Instead, for every three pieces of content you share, you share a product review or a product picture, along with a nice link to an extensive discussion about that product. After that product post, you then post more content. After that content, post product-based content.

You see how this works? You sandwich the spam with content. Don't just dump raw spam onto your followers.

#14: Be Realistic about Your Metrics

Now, it's easy to get all caught up about the idea of sucking as much traffic out of Twitter as possible. Well, it's a nice idea, but the problem is you are putting the cart before the horse. Twitter has its own progression when it comes to success.

- First, you need to get comfortable on Twitter.
- Next, you need to establish the right alliances and partnerships.
- Third, you need to establish a loyal community around your brand.

- Fourth, you need to get an evangelist army for your brand on Twitter.

Once all this is set, you can then send out content and there will be enough organic flow of your content that you can expect a steady stream of traffic.

If you want an example of how this is done over the long haul, follow Jeff Bullas on Twitter. He's got Twitter down cold. That's how he did it. He did not start on Twitter trying to milk every piece of traffic out of it. Instead, he built a content-based empire on Twitter, and now it is paying off handsomely. If he can do it, so can you.

#15: Tap into the Power of Twitter Lists

Make your lists or follow lists created by users. This enables you to quickly see whatever people are talking about, and gives you some clear guidance on how to keep in touch with your audience members.

If you want to take your Twitter results to the next level, implement these 15 tips.

It's really important for you to take proactive action with your Twitter account.

Don't fall into the magical thinking that just because you have a Twitter account, all this yummy free traffic will appear out of nowhere.

It doesn't work that way. Even if you were to dump tons of content on to your Twitter account, it's not going to work. You have to do it systematically and methodically.

Pay attention to the points I shared and follow them closely. Just by doing this you are bound to see some significant positive changes.