

"9 Steps to Strategically Post Marketing Content on Twitter"

Special Report

This report will step you through the process of posting content the right way on Twitter.

Now, a lot of marketers, especially those just starting out, think that this post is unnecessary. I mean after all, how hard could it be to post a tweet? As long as your content is 140 characters or less, you're in business, right?

Well, absolutely not. You have to be very strategic with each message you send on Twitter. Otherwise, you're simply not going to get the results that you hope for. At best, you would get a few bits and pieces of traffic here and there. People would talk about you pretty much on a random basis. At worst, your content might actually work against you. That's how bad things can get.

Sadly, a lot of marketers simply believe that as long as they're blasting out tweet after tweet, they are "publishing content" on Twitter. Absolutely wrong. While that makes a lot of sense when you are using Twitter for your personal account, that approach can mean financial suicide for your business if you are using Twitter for marketing purposes.

Follow this tutorial to help you become more strategic in your content postings on Twitter. Whether you're just starting out, or you've been posting lots of materials already, it doesn't matter. By following these steps, you increase the probability that you will

get a lot more positive results from your Twitter marketing campaigns.

Step #1: Decide on Short and Sweet Tweets

The first step that you need to do is to focus on a compact form. We're talking formalism here. We're not talking about content just yet. You have to decide from the beginning that the shorter your message, the sweeter it would be. This requires that you pay close attention to each word that you're going to use.

This is like going back to high school English. You probably remember your English teacher telling you that if you can say one word instead of five words, do so. Try to always minimize or economize your words.

Also, make sure that each tweet is focused on only one message. Don't try to cram as many different ideas into one tweet. You're only going to end up confusing people.

Remember, you are trying to use Twitter for marketing purposes. Your marketing message has to be clear. Bombarding people with a tweet that can be interpreted to mean one of several thousand things can lead to consumer confusion. If you have many ideas that you're grappling with, it's a better idea to break up your message into many different tweets.

Alternatively, you can just post a link to a blog post. In the tweet, discuss the biggest issue discussed by that link.

Step # 2: Always Include Visuals

I know that the words like “never” and “always” have no place in all kinds of tutorials, but in this case I’m going to make an exception. Twitter is a very competitive platform. Regardless of what niche you’re in, there are many people competing for the same eyeballs. You need every competitive advantage you can muster.

The good news is by simply adding pictures or video to your tweet, you maximize its power. You actually get two bites at the apple. You get people to look at the picture, and you also get to message people through your text. Isn’t that awesome? In fact, you can even make it a triple hit by including a link. Whatever you do, make sure you use visuals.

Now, it’s important to keep in mind that you cannot use just any old picture. You have to use the most visually engaging photo you can get your hands on. You can’t just slap on any random photo or video that you find, and expect your tweet to go viral. It doesn’t work that way.

There has to be a tight relevance between the content of your text and your visuals. There also has to be some sort of emotional trigger in the visual elements. Otherwise, you're not going to engage your potential readers at a high level.

Step #3: Pick Out the Most Relevant Hashtag

This advice is probably going to run contrary to what many self-proclaimed "Twitter marketing gurus" advise. Those people bang the hashtag drum and say that you should pack as many different hashtags into your tweet as possible.

In fact, many of them recommend that you pick the trending hashtags. These are the hashtags that you see at the left side of Twitter, and include them in your tweet. It doesn't matter whether your tweet is relevant to those hashtags, you just have to ride the free traffic those hashtags bring.

This is absolutely wrong. In fact, you're wasting your time. Why? Those hashtags have nothing to do with the substance of your tweet. You're not just looking for volume traffic. You're also looking for qualified traffic. What's the point of pulling hundreds of people with one tweet, but none of them end up buying whatever it is you're selling? You just ended up wasting your time.

Use the most relevant hashtags possible. As best as you can, try to stick to one hashtag. Sure, you might only be able to track maybe a handful of people with that hashtag, but you can bet that those people are more likely to be interested in what you have to say.

Step #4: Decide on Including a Poll

You might also want to mix things up by running a poll. Keep in mind that there are two ways to do polls.

You can do a fake poll, where you just post a picture and you tell people that if they agree with the picture, they should retweet. This is a fake poll because you're not really running a poll. What you're really trying to do is spread your message because that picture of course has a link to your website. This is a clever way of appealing to your target audience members' need to be heard.

The other approach, of course, is a straightforward poll. You tell people that they can vote based on the choices you've set out.

Polls can make a lot of sense if they are event-driven. By randomly holding polls, however, you're not going to gain much traction. The success of your polls really depend on your timing.

Step #5: Post, Monitor, and Interact

After you've gone through the steps above, post your content. Now, don't just post and leave. Post your content at several points in the day and pay attention to audience engagement.

What are people saying? Are you getting any kind of engagement? Track all the engagement of your tweets into a spreadsheet. If you are running a specialized Twitter app, pay attention to its tracking system.

The data point you're trying to get is the niche of the content that gets the most attention. I know it's hard to believe, but the vast majority of the content you post on Twitter are going to get very low levels of engagement. However, within that pile of coal, there are bound to be a few diamonds here and there.

By tracking the performance of your tweets, you can see that some tweets do really well. Pay attention to their features. For example, what topics get the most traction? What pictures get the most engagement? Once you get your answers to these, you then produce more of that kind of content.

Constantly engage with your audience so they can guide you into producing more content that they have a higher likelihood of engaging with.

Step #6: Use Calls to Action

It's important to remember that the old saying of "Ask and you shall receive" works. You'd be surprised as to how responsive people are to your requests. You just have to ask.

After you've done monitoring, you should look into using calls to action to see if this has a significant effect in boosting engagements or retweets. If you're looking to get clicks to your website link, be specific with your request. Do yourself a big favor though and spell out very quickly why people should click your link. What exactly would they be getting?

Step #7: Get Your Best Content in front of the Right People

Twitter is populated by many influential people in your niche. Your job is to know who these people are. Pay attention to the content they consume. Pay attention to the types of content they engage with the most.

Now that you have all these important information, you should send out your best and most relevant content to these people by using the @ mention tag. See if they respond. Mention their names. If they follow you, follow them back.

It's important to engage them in such a way that they mention your tweets. The more they mention your tweets, the higher the likelihood they're going to be sending traffic your way. How? If they retweet your posts, people can see your link.

Even if they don't retweet and simply respond to you, if they're influential enough, they might have such a big following that people would click through to your profile to see what the big deal is about. Whichever case it may be, you end up with more traffic.

The key here is to get influence leaders in your niche to lend you some of their credibility by talking about you. The only way to do this, of course, is to get the right content in front of the right eyeballs. This is not going to happen overnight because you need to learn who the right people are. You also have to pay attention to their content consumption patterns and preferences.

Step #8: Establish Credibility by Retweeting Other People's Content

You need to avoid the temptation of simply filling out your Twitter feed with your own content. A lot of marketers who just started out do things this way. They just fill out their Twitter feed with their own stuff, because they just want the traffic.

Well, the sad truth is they are simply settling for a tiny fraction of the traffic they could have otherwise gotten if they were a little bit more patient. By sharing other people's content, you accomplish three things.

First, you give appreciation to the influential people in your niche. These people produce niche-relevant, high quality content. You get on their radar because you obviously retweeted their content. You obviously are interested in what they're interested in. This makes them notice you and this may open the way to potential content and traffic partnerships in the future.

The second benefit that you get is you establish in the mind of your own followers that you are credible. Why? You're not just publishing your own content, but you're also picking and choosing the very best and most relevant content in your niche.

Your followers get the impression that if they are interested in one particular type of information, they can go to your feed. They can be assured that all you talk about falls within a narrow range of topics. This makes you a specialist in their eyes, and you gain a tremendous amount of credibility.

The third benefit retweeting other people's content brings to the table is the fact that you get to "bookmark" the very best content in your niche. This is a tremendous research opportunity, because

you are essentially collecting the very best topics in your niche. You're not doing this for your health. You're doing this because you are going to reverse engineer these materials to come up with your own version. Let's put it this way. If you're just going to recycle other people's stuff, then people really have no business going to your Twitter feed. They can go straight to the source. Instead, you retweet other people's stuff with an eye towards coming up with something better.

Step #9: Let Your Personality Shine Out

Every business has its own brand personality. If you're not clear as to what your business's brand personality is at this point in time, you have to figure it out quickly.

I'm telling you, if you want people on Twitter to evangelize your brand, you have to give them a compelling reason. Giving them discount coupons and promo codes is simply not going to cut it. Why? They can find that anywhere.

You have to get them emotionally invested in what you're doing. The best way to do this is to simply let your brand's personality shine out. What kind of concerns do you focus on? What drives this concern? What kind of narrative about your online brand can you share with your audience members?

The more you share of your brand's personal narrative or online personality, the higher the likelihood people will feel emotionally invested in what you're doing.

Follow the tutorial above if you want to turbocharge your small business's content marketing efforts on Twitter. Twitter can be a traffic goldmine. Twitter can be a tremendous platform for online brand formation.

However, for all those benefits to materialize, you have to use Twitter in a strategic way. This tutorial steps you through the process. This is by no means a comprehensive guide, but is definitely gives you enough information to position yourself well on Twitter.