

twitterTM

Marketing Made Easy

Training Guide

**Quickstart Guide to
Skyrocket Your Offline and
Online Business Success with
Twitter**

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Limited Special Offer for You:

Twitter Marketing Made Easy

(Video Training)



[Click Here to Download Your Video Training!](#)

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Introduction:



Welcome to the latest and most effective **Twitter Training Guide** designed to take you by the hand and walk you through the process of easily and effectively positioning your offline or online business over Twitter in no time. We are excited to have you here, and we know this will be very helpful for you.

This complete and high-quality training guide will surely help you to learn everything there is to know in order to easily and effectively **position your online or offline business on Twitter in the shortest time possible**, as well as how to leverage this amazing and extremely powerful source of high quality traffic to generate leads and great profits online.

You will be able to **quickly and safely grow a huge army of potential clients or customers 100% targeted to your business**. Something amazing about Twitter is that you are able to easily and quickly adapt everything inside of it to your brand. Twitter is 100% committed to help skyrocket your business success as much as possible.

You will be able to **productively interact with your new and existing clients or customers** in order to scale your business to a whole new level of success. Twitter is a fantastic platform with which you can reach all of your business plans.

7 Simple Steps are more than enough

7 very easy to follow steps are more than enough for you to get the most out of Twitter.

- You don't have to worry about wasting your time.
- You don't have to worry about ineffective strategies.
- You don't have to worry about wasting your money on other training.



The only thing you have to be worry about is reading every single word of this guide and applying it.

Millions of dollars have been invested in Twitter, since it started, in order to give outstanding benefits to you and your business. This excellent training guide will take you by the hand and show you step-by-step, topic by topic, and tool by tool what you really need to know in order to position your business on Twitter the easiest way possible, using the most effective tools and in the shortest time ever.

To Your Success,

Mike Johnson

Chapter I: What is Twitter?

Twitter is an online social networking and microblogging service that enables users to send and read "tweets", which are text messages limited to 140 characters. [Wikipedia](#)



Twitter is the best way to connect with people, express yourself and discover what's happening.

Businesses may use it to share information about their services, gather some great, real-time market intelligence, and build quality relationships with customers and partners.

With Twitter you are able to bring its power to TV, music, sports, entertainment and news. Twitter even want developers to have the best tools to create engaging Twitter interactions for users.

Chapter II: Why Twitter?

Let me show you some crazy Eye Opening Facts about Twitter that will help you understand why this amazing social platform is something that can add unlimited value to your business online:

Eye Opening Twitter facts:

230+ million active members; and more than 100 million login every single day.	
	With 500 million Tweets a day, Twitter has been described as "the SMS of the Internet"
50+ Million users are in the United States	
	180+ Million Users are located outside of the United States.
5700 tweets are sent every second	
	The estimated number of spam accounts is only 5%
75% of monthly active users are on mobile - this is about 173 Million.	
	70% of twitter's ad revenue is from mobile tablets and smartphones.
3 Million websites are integrated with twitter	
	There are 6 Million Registered twitter apps.

49% of monthly Twitter users follow brands or companies	
	92% of engagement with a brand's tweets are through link clicks
78% of engagement with a brand's Tweets are retweets.	
	24% of users check twitter several times a day
460K accounts are created daily	
	Of the Top 100 Fortune Global Companies, 77% have Twitter accounts and 88% use Twitter to post company news and updates.
67% of brand followers will purchase that specific brand	
	Twitter is the fastest growing social network in the world in terms of active users.

When you see data like this, you've gotta know that there is a lot of money to be made here. Many people might be talking about it, but very few can really teach how to productively position your business there and make money with it at the same time.

By the end of the 7 steps outlined in our training you will know everything you need to know to be able to scale your business online a lot more with Twitter.

Chapter III: What's a Twitter Page?

A Twitter page is the new online home for your business on Twitter. It provides your business with a public identity on Twitter, and it's where you connect with customers, develop your brand, and engage your following.

A Twitter Page is a webpage you create and connect to the Twitter platform. You can name the URL of your Twitter Page whatever you want and change it at any time as well. This gives your page an incredible buzz and makes it more detectable for search engines across the Internet. It looks like this:



<http://www.twitter.com/your-business-name>

A Twitter Page is the greatest way you can get the most out of Twitter and help your business become part of the conversation. Tweets, hashtags, retweets, photos, links, videos, and lists are just some of the brilliant ways to show people what your business is all about and what a great service it may provide to them.

Now let me break down a particularly successful example of a Twitter page. The official Twitter Profile of Burger King

<http://www.twitter.com/burgerking>

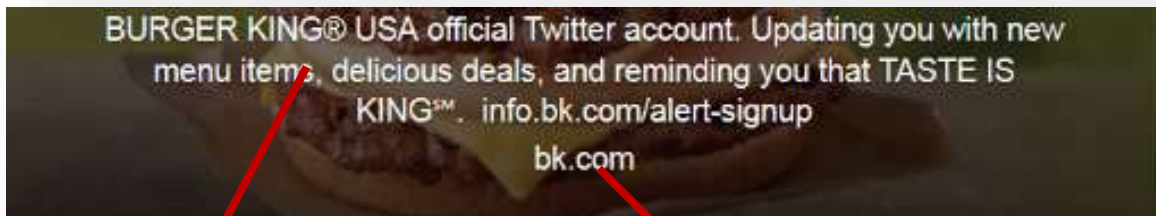
1. Background Image



2. Profile Header



3. Profile Image



4. Bio

5. URL to the Website



6. Total number of tweets Sent by Burger King

7. Total number of people Burger King follows

8. Total number of people that follow Burger King

9. Button where you may follow the Burger King on Twitter

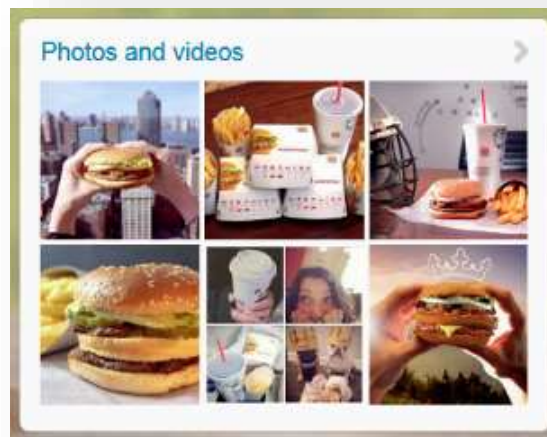
10. Burger King's Twitter Page's Pages



11. Box to send a tweet to Burger King



12. Burger King's Photos and Videos



13. Sample Tweet



**Tweet's
Content**

**Link to Reply to the
Post or Comment**

**Link to retweet the
tweet to your followers**

**Link to mark the
tweet as a Favorite**

The following chapters will provide what you really need in order to complete the step by step process to establish your Business over Twitter the easiest way possible, and in the shortest time ever. Here you will find the most necessary components of a highly successful Twitter Marketing Campaign.

Chapter IV: The 7 Steps to Twitter Marketing Success

Here are the 7 vital steps you will need to follow in order to get the most out of Twitter for your business over the web:

Step 1: Research your Market... Know who you want to target...

Step 2: Create your Page... approach your business...

Step 3: Perfect your Profile... be professional ...

Step 4: Tweeting... getting the word out...

Step 5: Twitter Marketing tools... use them properly...

Step 6: Getting Followers... the fastest and safest way...

Step 7: Mimic the masters... create your success story...

Step 1: Research your Market... Know who you want to target...

The first thing you need to do is clarify what your business is all about, what your brand is, and what your purpose is in the marketing world. The following questions will help you to clarify and understand just what your marketing vision is.

What kind of people are you trying to reach?

I'm sure you already know the type of people that your services are directed to. You see them constantly; they contact you, as well, if necessary. That will tell you what kind of person they are and how you can treat them.



What do they look like?

Are they fat or skinny? Male or female? Old, young, or middle-aged?

What are they looking for?

What is the final goal they are after, based on the service you provide? What feeling are they trying to achieve with it? Do they need it to feel happy? Do they need it to survive? A lot of needs must be met just for our basic survival.

What do you actually do for them?

Maybe you are already offering a service for that audience. That will give you a great idea of what exactly you need to inform any new people who fit into that same audience.

What kind of information would they be interested to know about and pay for?

You already know the needs of your customers; you know exactly what kind of information will be highly helpful to them in order to help them to satisfy those needs. Why don't you just create a great info-product about it?

How much money are they actually paying you for it?

Knowing how much you usually charge them for your service is a very important indicator, because if you decide to create a product like a report, video training, software, or something directly related to your audience, you will be able to easily figure out the price tag you can stamp on it.



How would they like to reach that content?

Is it Video, Audio, Written, or Blogging? This is important to know. Just think about it a little. Think on their limitations to read, hear, watch or use the computer. If they have no limitations with those, you can just ask them what they would like to know about stuff. Do they like to read? Do they like to watch videos?

Do they like to listen to audio? Do they like social networks?

Where are they from?

Maybe you have an audience that comes from other cities or even countries. That will happen a lot on Twitter. You need to target every one and adapt your information to all of them at the same time.

What are your competitors offering to your audience?

In the marketing world, it is very important to study the competition that targets your exact audience. What do they generally offer? What things do they offer that you don't? Do they have more clients? Do they work additional hours? Do they cover a lot more needs than you?

Can you offer a better service/product than your Competitors?

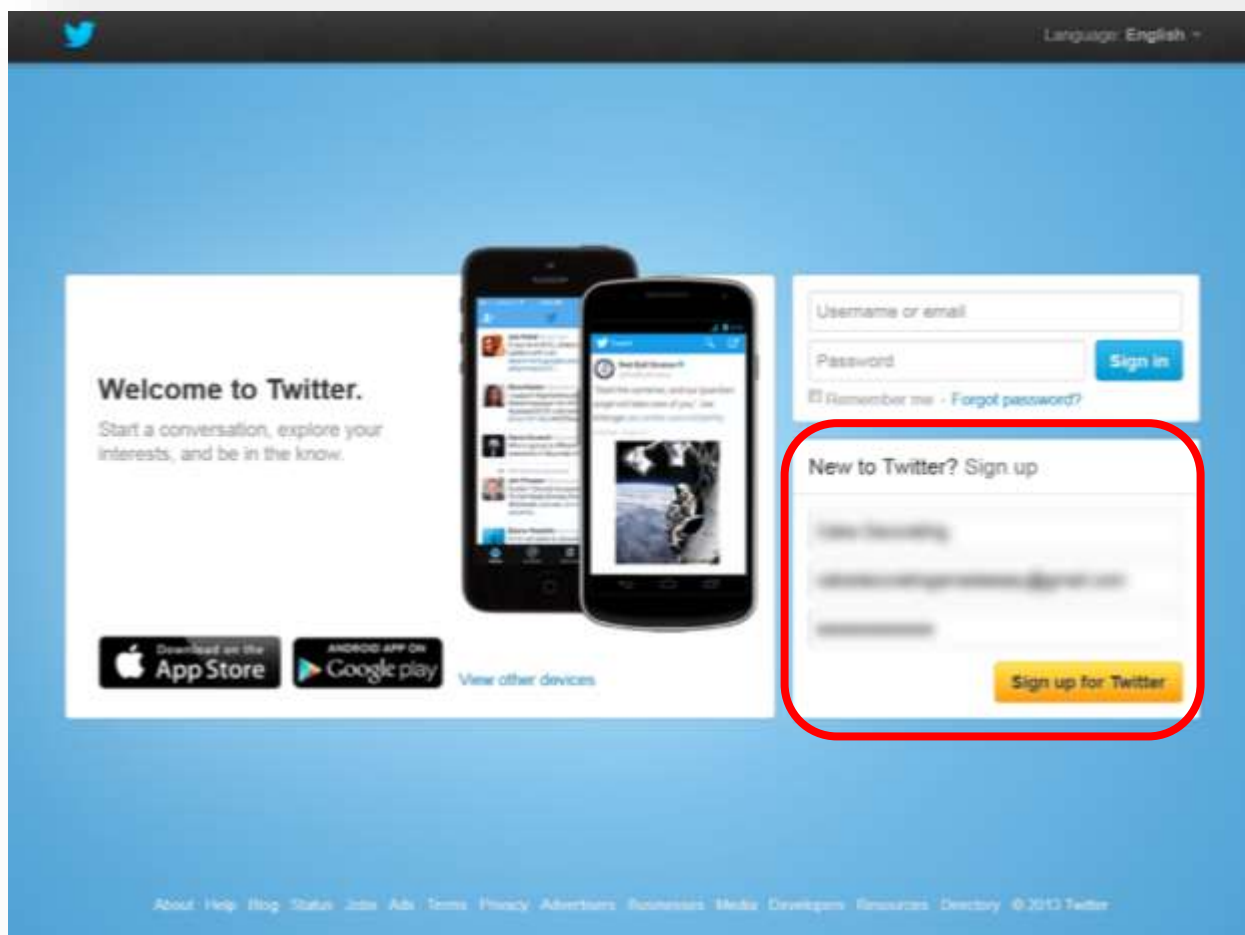
Once you know everything about your successful competitors you can just offer the same thing, but with your personal touch plus a lot more great things that they are not offering. You can have special offers, free samples, free call consultations, special discounts, etc.

These questions are very important in deciding how to establish your business over Twitter. You can position almost any kind of business over Twitter, because Twitter is more than just a website or a service; it is a social platform composed of a large audience of people with real human needs who are waiting for you and your service to satisfy them.

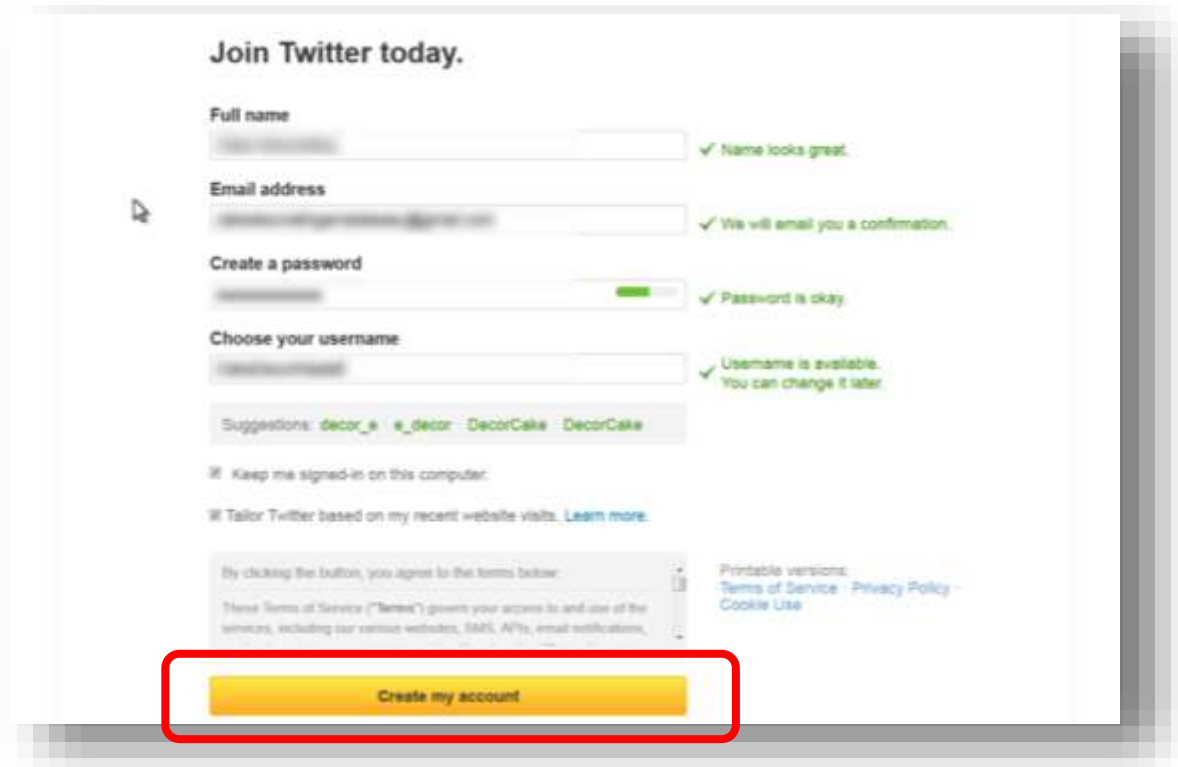
Step 2: Create your Page... approach your business...

Creating a Twitter Account is extremely simple, you just need to follow the instructions you see on the screen but also be sure not to avoid any step.

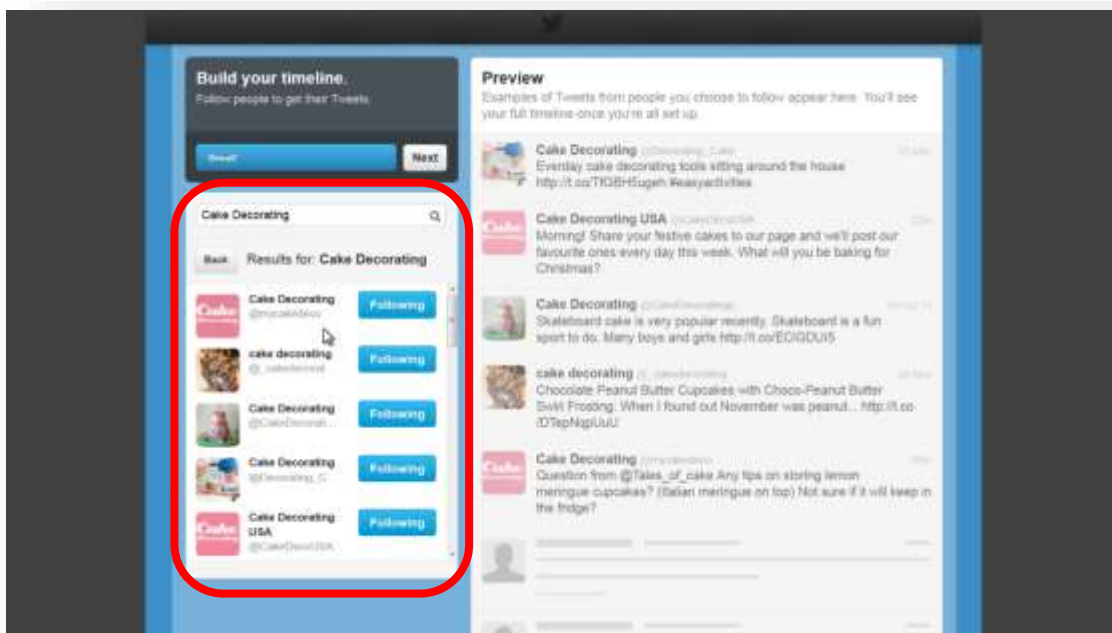
The first thing you should do is go to <http://www.twitter.com> and start filling in your personal details.



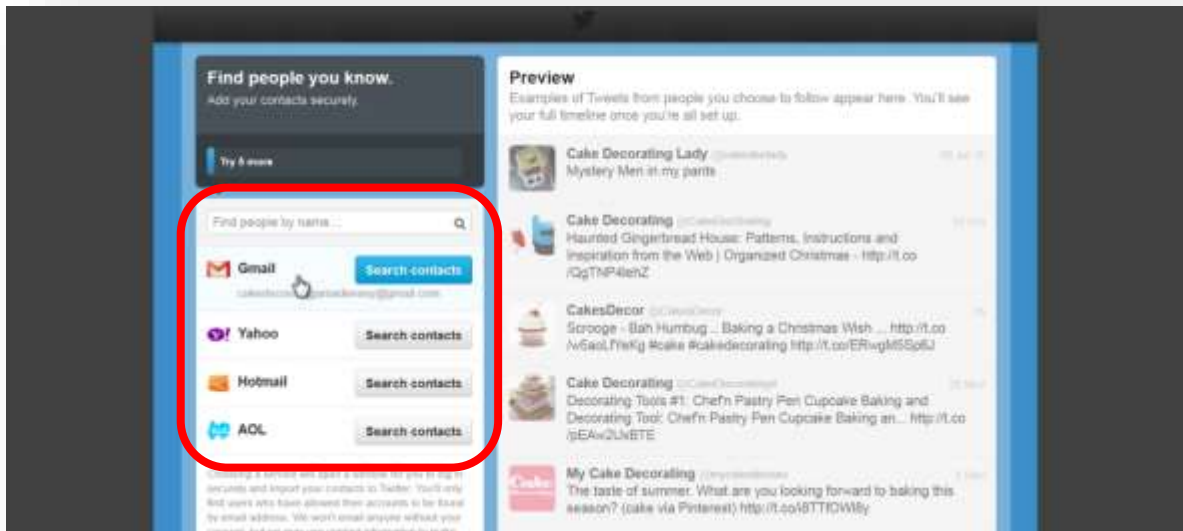
Then you will confirm your details and add a relevant username ...



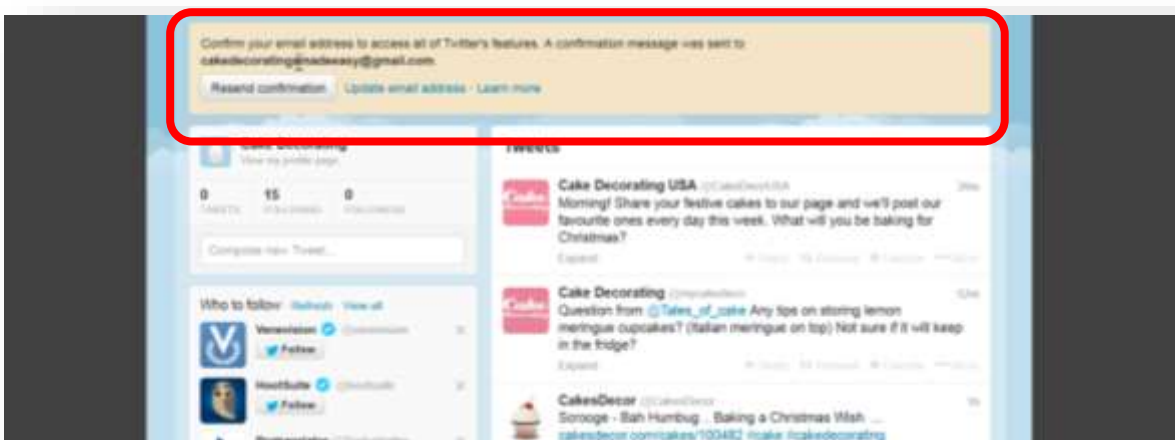
Then you will start adding people to your twitter account. You can even search for relevant followers in your niche.



You will even be able to add followers from your email accounts. And you can invite all of your contacts who still don't have a Twitter account to join and follow you on Twitter as well...



Finally you will need to confirm your email address. And you are done with the creation process, as simple as that:



Great! Now we are done with step 2. Let's perfect our brand new Profile in the next step.

Step 3: Perfect your Profile... be professional...

There are some extremely important details you will need update to present a professional and original Twitter Page to the public. Those details are your Bio, your Website URL, the profile image, profile header, and the background image.

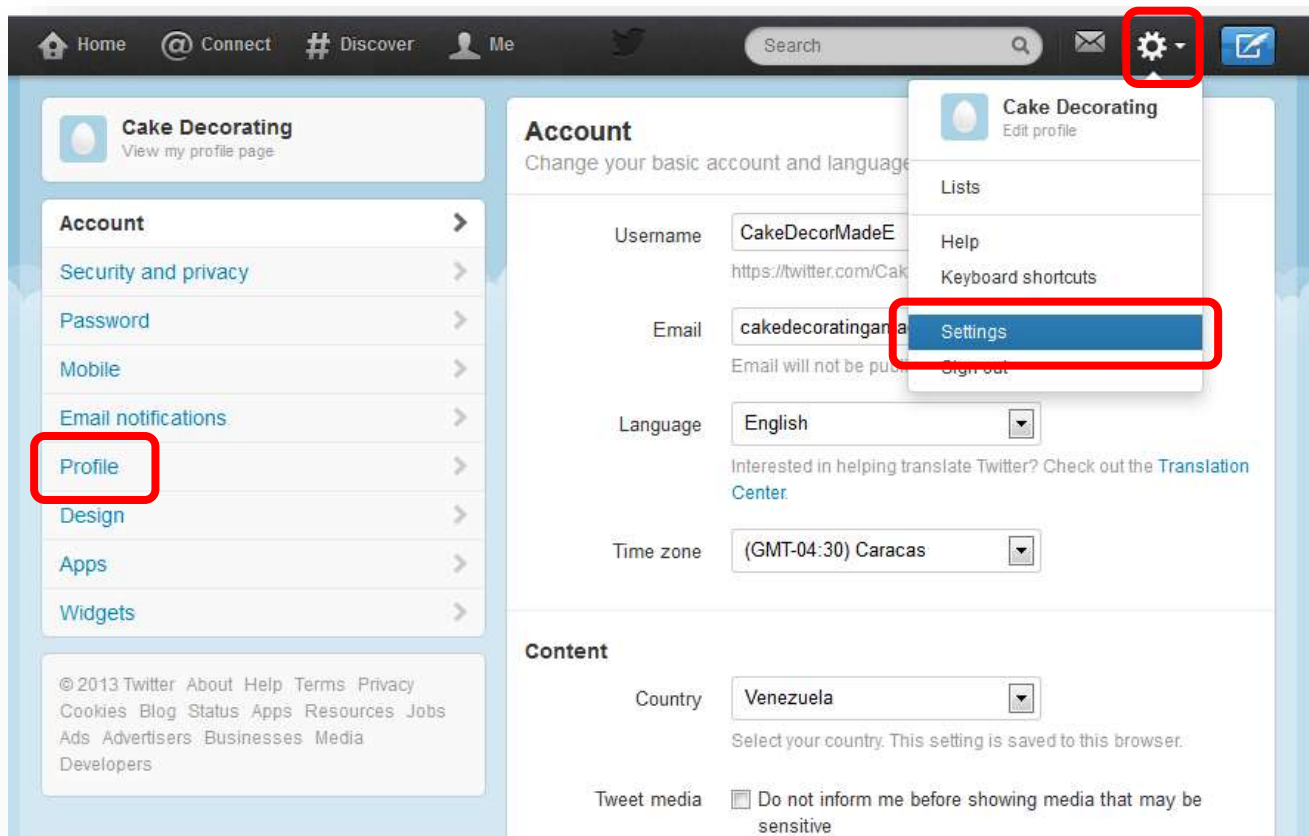
These components will be the first thing your visitors will see once they get to your Twitter Page, so for that reason you need to be really good at it, so people will get an appropriate first impression.

There are some extremely important tips you really need to be aware of when organizing these components:

- People will need to see what your Twitter Page is all about in just a few seconds.
- Nicely describe your Business Purpose, your special services and the real vision of your business.
- Use your original business domain name and confirm it.
- Avoid the use of call to action or any kind of advertising material; use only images to get people to know what your Twitter Page is all about.
- Use images that show what your clients or customers really want. Show the end result of your services right there in front of them. Just sell the benefits using images and not words.
- Use colors related to your company logo, product, or any other kind of object you would be working with in order to satisfy those needs. Everything will need to be related to what you are offering or selling.
- The **Profile image** will be a great place to locate your logo, product or a photo of yourself.

- If your **Profile image** doesn't show your logo, the **Profile Header** should be the place to put it.
- The images should be clear and not confusing.
- Avoid the use of long phrases or text that is hard to read.
- Image sizes are: 500 pixels x 500 pixels for the profile image; 520 x 260 for the profile header, and 1726 x 1151 for the background image.


To start adding these components, you just need to go to **Settings**, then go to **Profile** and start adding everything:




Profile

This information appears on your public profile, search results, and beyond.

Now edit your photos and bio right from [your profile](#). ✕

Photo  [Change photo](#)
This photo is your identity on Twitter and appears with your Tweets.


Header  [Change header](#)
Recommended dimensions of 1252x626
Maximum file size of 5MB
Need help? [Learn more](#).

Name
Enter your real name, so people you know can recognize you.

Location
Where in the world are you?

Website
Have a homepage or a blog? Put the address here.

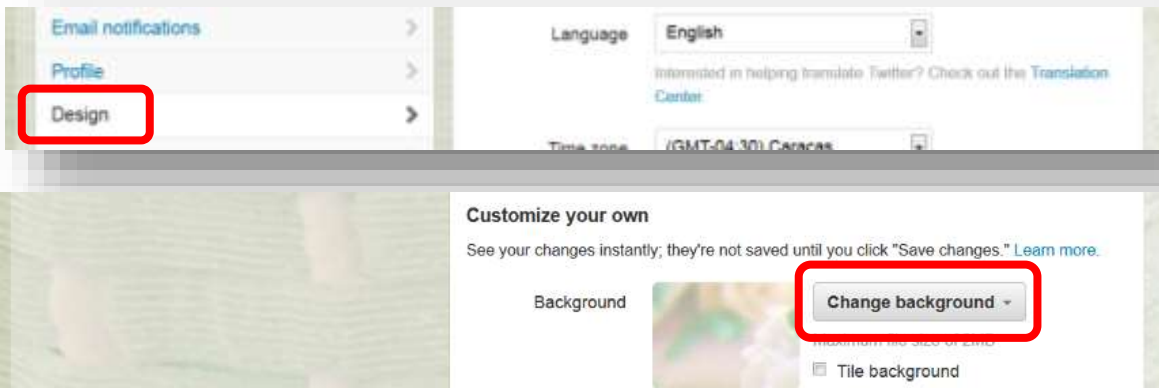
Bio
About yourself in 160 characters or less. 160

Facebook  [Connect to Facebook](#)
Post Tweets to your Facebook profile or page.
Having trouble? [Learn more](#).

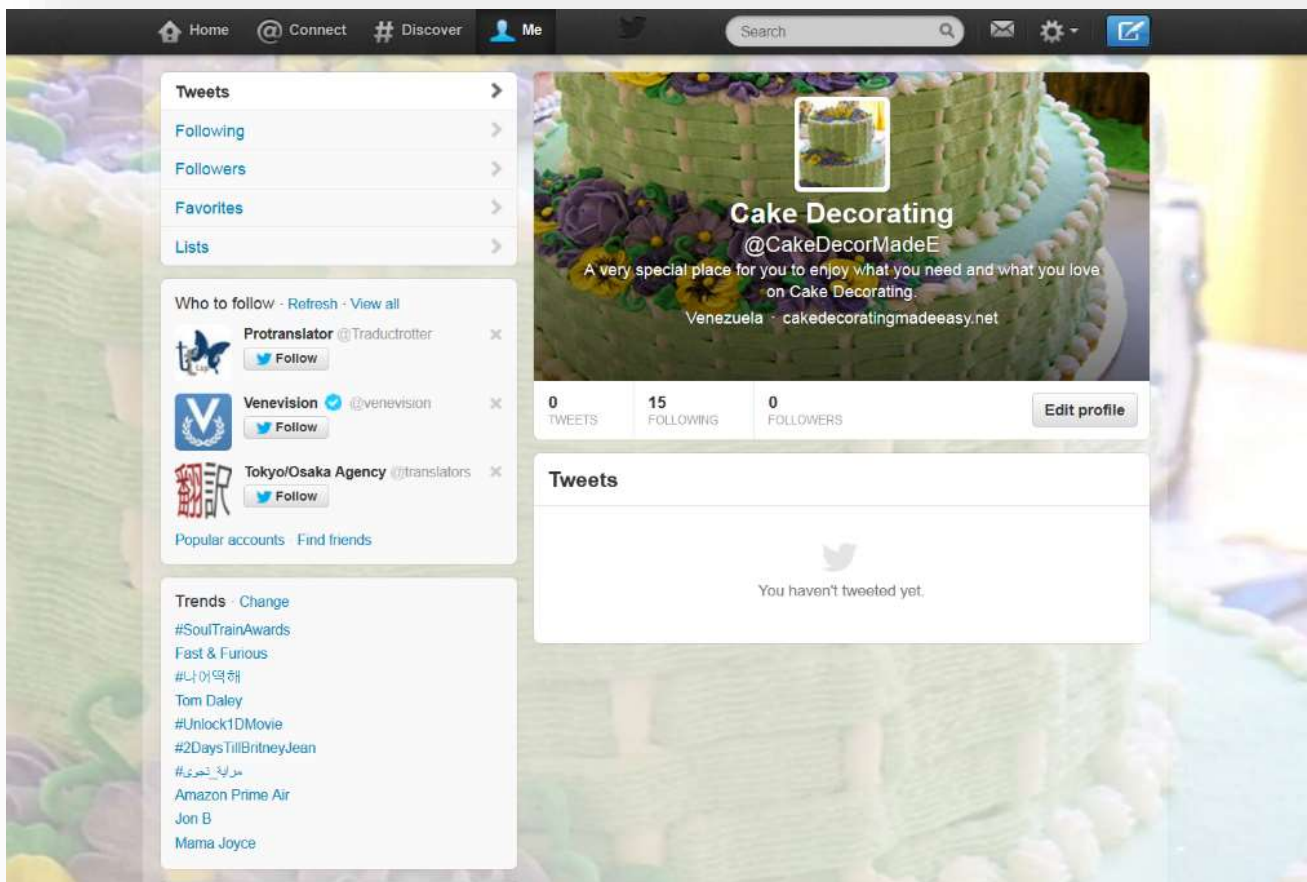
[Save changes](#)

You will even have the chance to connect your Facebook Account to send automated tweets to your Facebook timeline, so your friends on Facebook can also know about your activities on Twitter at the same time.

This is how you add the Background Image...



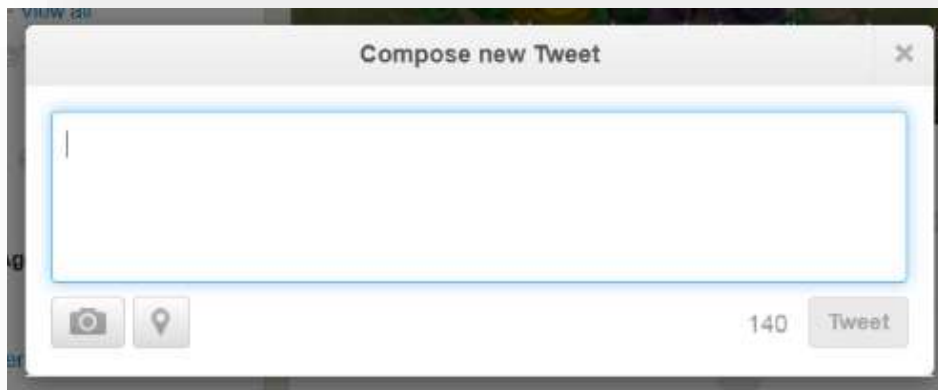
And this is how all looks like...



Awesome! We are done with step 3. Now let's get the most out of tweeting.

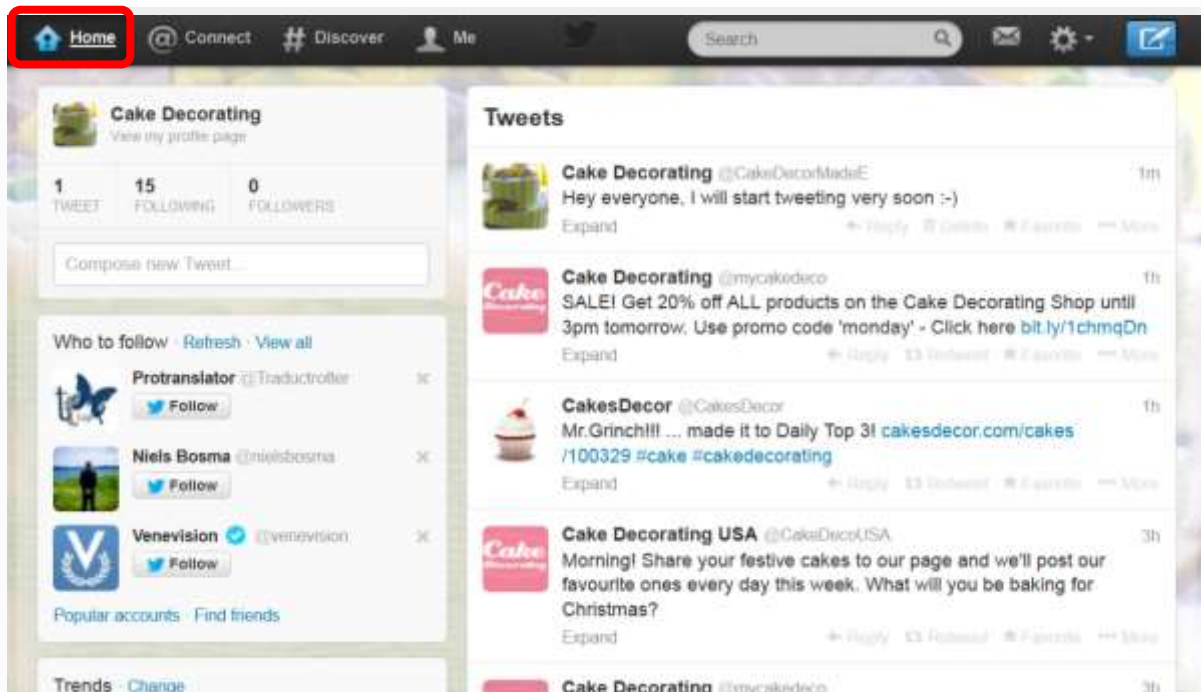
Step 4: Tweeting... getting the word out...

I'm so excited to explain to you what tweeting is all about, and I will give you some really cool advice on this as well.



This posting interface is where we will do part of the magic here on Twitter. And I will show you all of the amazing things this really cool box is capable of doing.

Home:



Once you tweet something every single person who has followed you will receive that same tweet on their own Personal Profile “Home”

The Twitter Home is:

1. The first thing that a Twitter user looks at every time they enter their personal Twitter account.
2. It is the place where a Twitter user receives every single tweet that their Twitter friends have tweeted through their own profiles.
3. It is the most visited place of the entire twitter experience.

Viral Effect:

The great thing about a tweet is that, once your followers see it, they can retweet it, making it amazingly viral.



If your friends retweet to their friends, they will receive a notification about it, and if the friends of your friends do the same, the viral effect is then taking place, with just a simple and single click.

Now, let me give you some really important tips:

Tips and Guidelines:

- This may be kind of obvious, but it is important to remind you that you really need to tweet something of value. If you go to your own Twitter Home, you can see everything your friends are sharing with you, so pay close attention to which tweets entice you to retweet or even reply. Take those attractive tweets as an example for your tweeting. The purpose of your tweet is not to get just views, you want people to retweet it and even reply to it.
- Questions are good to make people respond (as in comment) to your tweet.
- Do not tweet like crazy, it is really annoying, and people will start un-following you.
- I strongly advise you to create a tweet experiment for retweets. That way, you will know your audience really well and avoid un-follows, gaining more interactions.
- Do some research online, and if you find any report, video, training, or software freely available to get and completely related to your business, that will be great to share. Your audience will start finding your Twitter Page and tweets useful enough to take notice when you send them a new one.

We will discuss some amazing tweeting tricks in the following chapter.

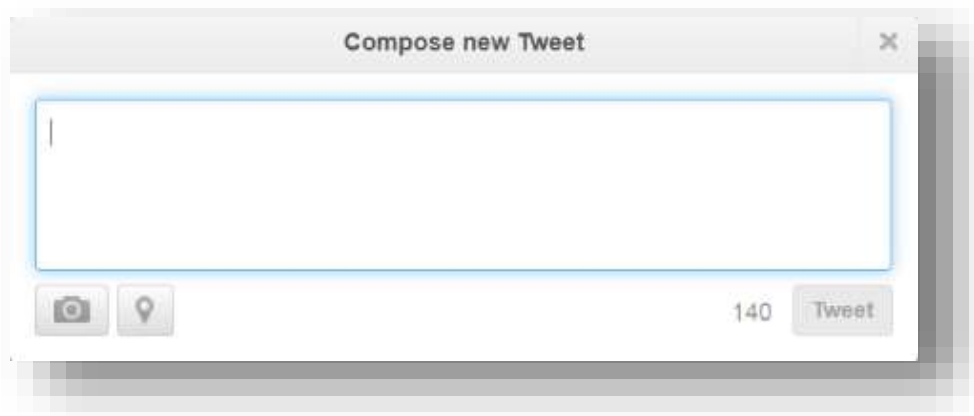
Cool! We are done with step 4, now let's dominate some amazing Twitter Marketing Tools in the next step.

Step 5: Twitter Marketing tools... use them properly...

Now it's time for you to get to know the powerful marketing weapons Twitter has to offer to your business. There are 5 weapons I want you to pay attention to the most. Those 5 are Tweets, Lists, Messages, Ads, and the Tweet Button

✓ Tweet

Being able to properly compose a tweet is vital to the success of a company, as well as knowing what the best kinds of tweets are and those that followers hate.



Some very important and additional points of advice on tweeting for marketing purposes are:

Business Focus

When composing your business account tweets, some of the types of tweets that should be avoided are personal conversations, personal mood updates, and personal activity updates.

Business tweets need to be related to business activities and information, though tweets do need to seem personal so as to attract followers and make them want to engage with your business.

Retweetable

If your tweet is a good one, it may be retweeted by one of your followers. This means they are reposting it and it could have a chance to go viral. Retweets are great marketing tools, since they have the potential to get you customers, because they spread news about your business and therefore grow your brand.

Links

Links are a perfect example of this. Studies show that more than half of all retweets had a link in them, and that tweets with links are **86%** more probable to be retweeted.

If you put a useful and relevant link into your tweets, it's likely your followers will want to retweet or repost that link if it helped them in some fashion. Links can also help you to get leads since you are giving the potential customers valuable information on your business.

Call to action

Having a specific call to action in your tweets is also a valuable tactic. Studies have found that if your tweet does things like ask for your potential customers to download something and follow that with a link, that you increase your leads generating ability by more than **13%**.

Plus, you need to actually ask for the information to be retweeted by your followers. Tell them why that piece of information is worth being retweeted as well. Then, be sure to ask for them to reply back if you have asked a question. Doing this has caused an increase in responses by more than **300%**, according to recent studies!

Hashtag

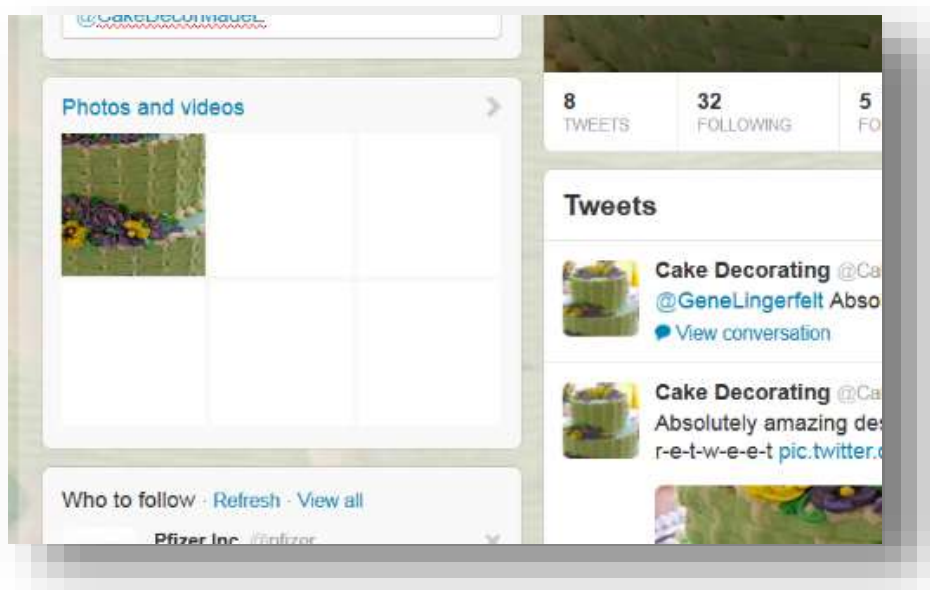
Another tool to add to your tweets is a hashtag, which is when a word or phrase is preceded by the # sign after a tweet. Studies show that almost **20%** of retweets have at least one hashtag.

The hashtag makes it easier to sort out tweets that are all talking about a particular topic. A follower can quickly scan for those words and find all they want to know about a tweeted topic.

Photos and Videos

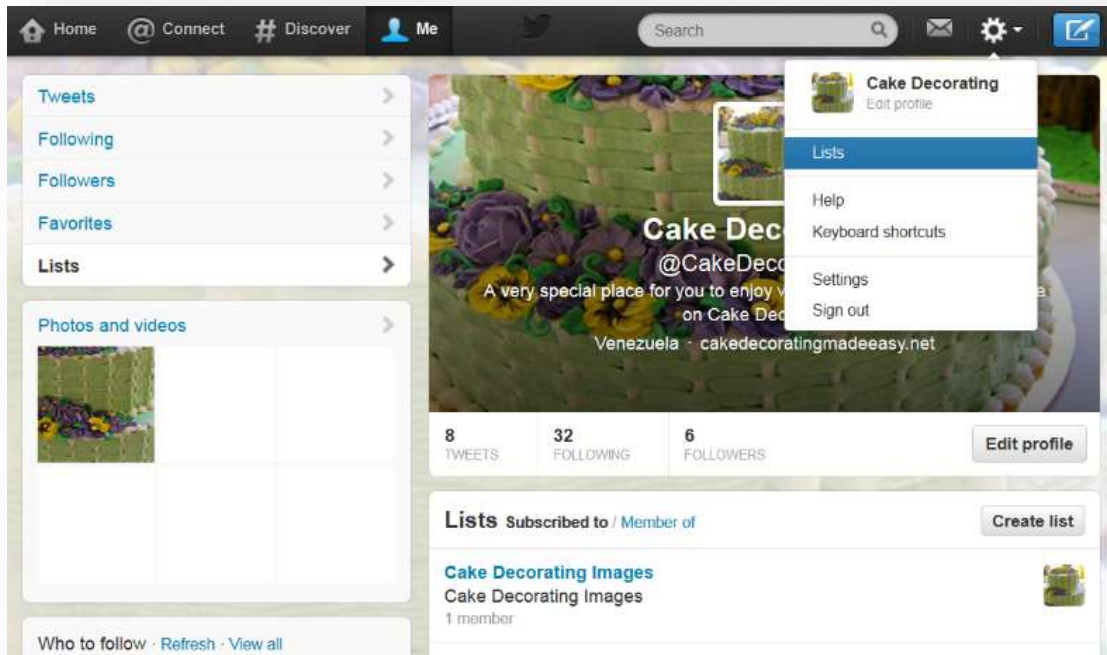
Twitter also has a brand new feature allowing videos and photos to be added to a tweet. Some believe that it makes twitter more like Facebook, but others welcomed its arrival. Research has shown that a tweet with an image or video gets twice as much response, and this could be good news for your business.

Once you tweet a photo or a video, it will automatically be added to your Photos and Videos Section.



✓ Lists

A Twitter list is a different way to follow other Twitter users. If you follow a large amount of Twitter accounts, then a list will work like a filtering process to help to keep them sorted out.



✓ Messages

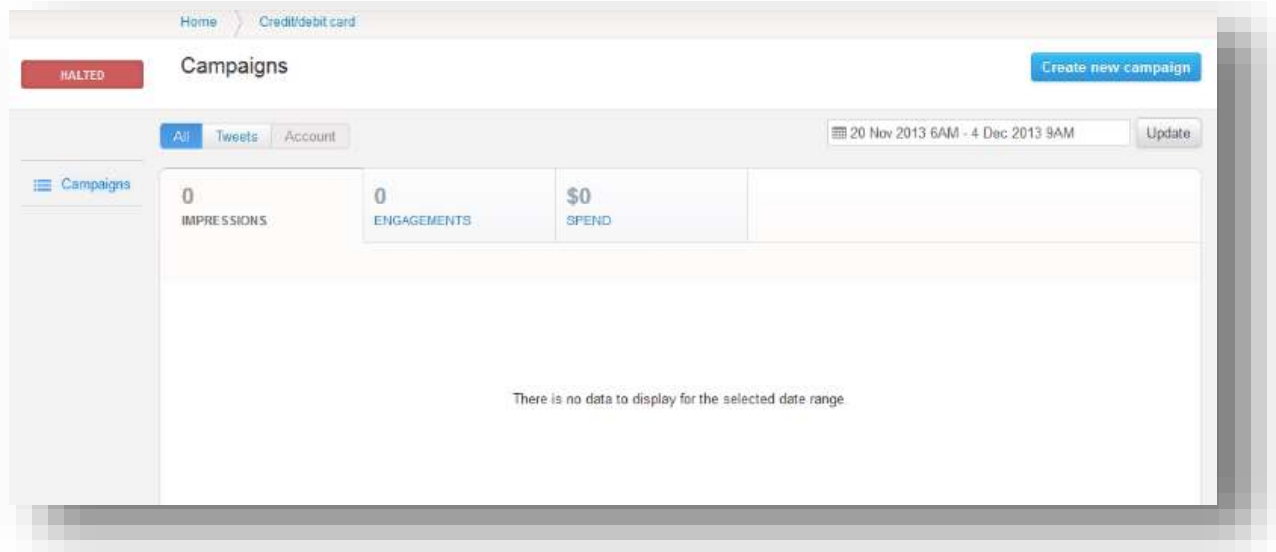
A Twitter direct message or DM is when someone sends a direct tweet that can only be seen by the person sending it and the one who receives it.

Like a tweet, it has to be 140 characters or less. If the sender and the proposed recipient both follow each other, then you can send a DM, but otherwise you can't send one to someone if they don't follow you and vice versa.

✓ Ads

Another great tool for Twitter businesses is [Ads](#). There are two principal things you can use to advertise on twitter: a tweet, or your account. These ads are a great way for a business to boost their presence online, attract more followers, get more sales leads, and drive traffic to a business website.


Twitter ads can be used to do such things as promote specials, coupons, sales, or other trending items regarding a business. The idea is to get users to react to these ads and ultimately get them to become your customers.



✓ Tweet Button

The Tweet or [Twitter Button](#) is a widget that can be put on your websites, blogs, or other sites so that people can click onto it and can send a Twitter communication. These buttons can be placed strategically onto your business sites to help Twitter followers easily comment on something.

This button can aid you in getting the opinion of others concerning your own business and its products and services.



We are done with the Step 5. Now, we will guide you to get as many followers as possible for your brand new Twitter Page, so you may get the most out of this amazing technology and its super viral social advertising power. Let's follow the next step.

Step 6: Getting Followers... the fastest and safest way...

You may have the greatest Twitter Page in the world, but without followers you are lost. First of all, let me explain the power that is within a Twitter Follower.



The “Follow” button has exactly the same purpose that an opt-in form has:



An opt-in form has the purpose of collecting the contact information of as many people as possible, thus creating what is called a “List,” so the administrator of the opt-in form may contact everyone in the “List” by email using an email auto-responder service. This is what is called Email Marketing.

On the other hand, the “Follow” button will give the ability to your friends and visitors to be part of a list as well - a list of people who follow your Page. So you can contact them directly in their “Home,” which the user checks very often – in my opinion more often than their email account.

The purpose is the same. Contact or send a message to a list of people who have decided to accept information from the administrator of the opt-in form or the Twitter Page in our case.

Now I will show you 5 effective techniques to get a great amount of real followers quickly and safely: Follow People, Ask Retweet, Repeat your popular tweets, reply and advertise.

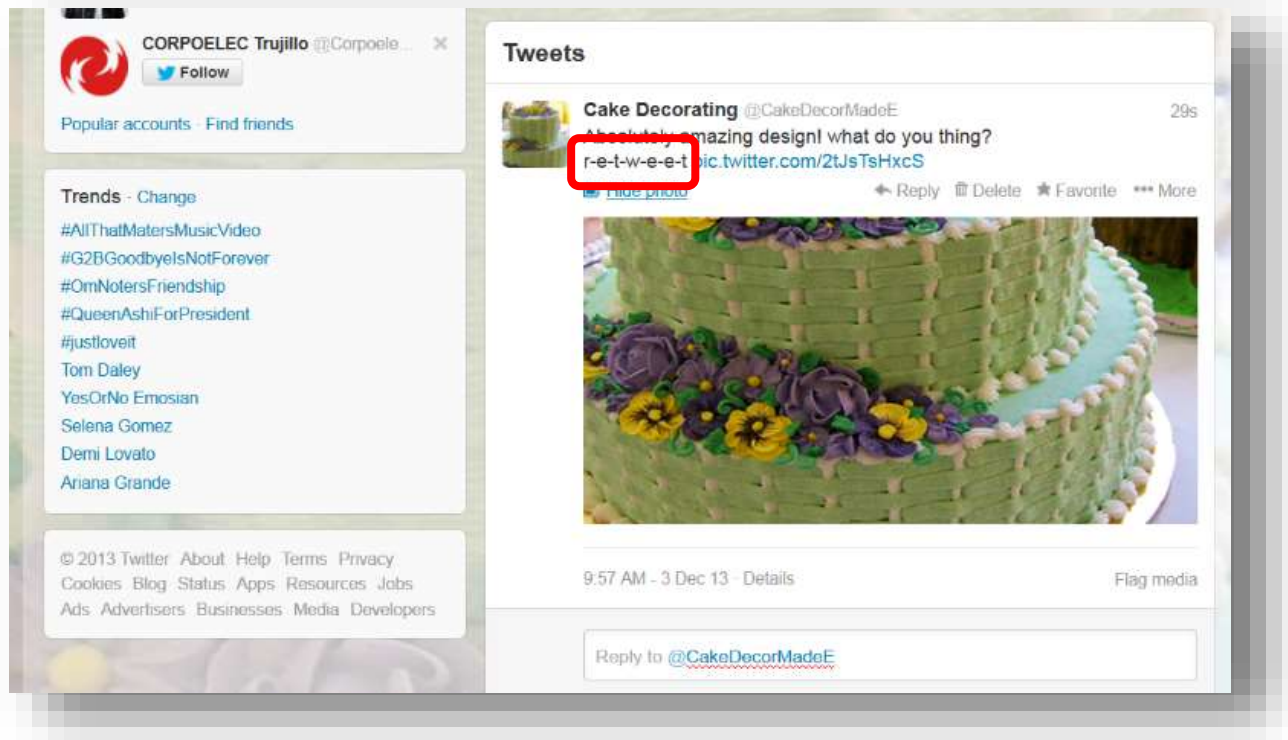
1. Follow People:

What you need to do here is to start looking for people relevant to your business and start following them.



2. Ask Retweet:

Now that you know how to tweet, ask for retweets. As we discovered in step 4, your tweets are 12x more likely to be retweeted if you ask for it, and 23x more likely if you actually spell out the word “retweet.”



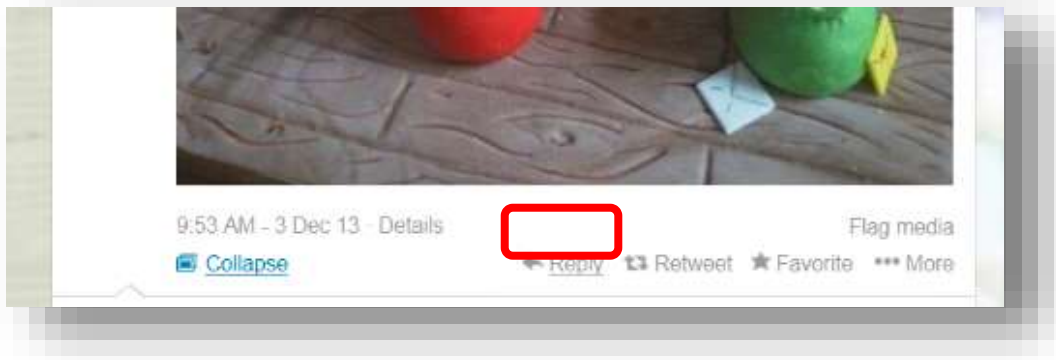
3. Repeat your popular Tweets:

Something really amazing about online marketing is that you have that ability to clone any successful strategy that has worked before. It is just amazing.

You can do the exact same thing with your successful tweets. Remember the most important thing is to get as much interaction as possible: (that is: Replies and Tweets). If you have already seen some great results with some of your tweets, you can just use them as an example or even repeat them.

4. Reply:

Another great thing to do is to reply on other popular tweets. A lot of people are looking at those tweets and, if you reply to them, they will see you and they will be interested to stop by your Twitter Page and take a look at it.



Comment something really helpful; something that might motivate people to comment back to you or thank you for your great participation. Try to focus on your company's topic or niche if you can.

And finally, let me show you something absolutely amazing about Twitter to help you find a lot of followers.

5. Advertise:

As we discussed in the previous step, Twitter comes with an absolutely amazing Advertising Platform. You will be able to advertise anything you want from here. This is just an amazing way to find as many followers as you want as well. You just need to go to:

<https://www.ads.twitter.com>

Great! We are done with step 6, now let's follow the final step and mimic what the masters do on Twitter.

Step 7: Mimic the masters... create your success story...

Something absolutely amazing about twitter is that they care so much about businesses that they decided to create an exclusive area where businesses can see what Twitter is able to do for them.

<https://business.twitter.com/>

As we discussed in the previous step, cloning successful examples has the greatest potential of you getting the same results. Twitter has a great collection of Success Stories here in the business area:

Learn more about ...

Whether you're new to Twitter or use it all the time, we'll help you put your best Tweets forward.

The art of the Tweet

- Master the basics
- Build your community
- Marketing with Twitter

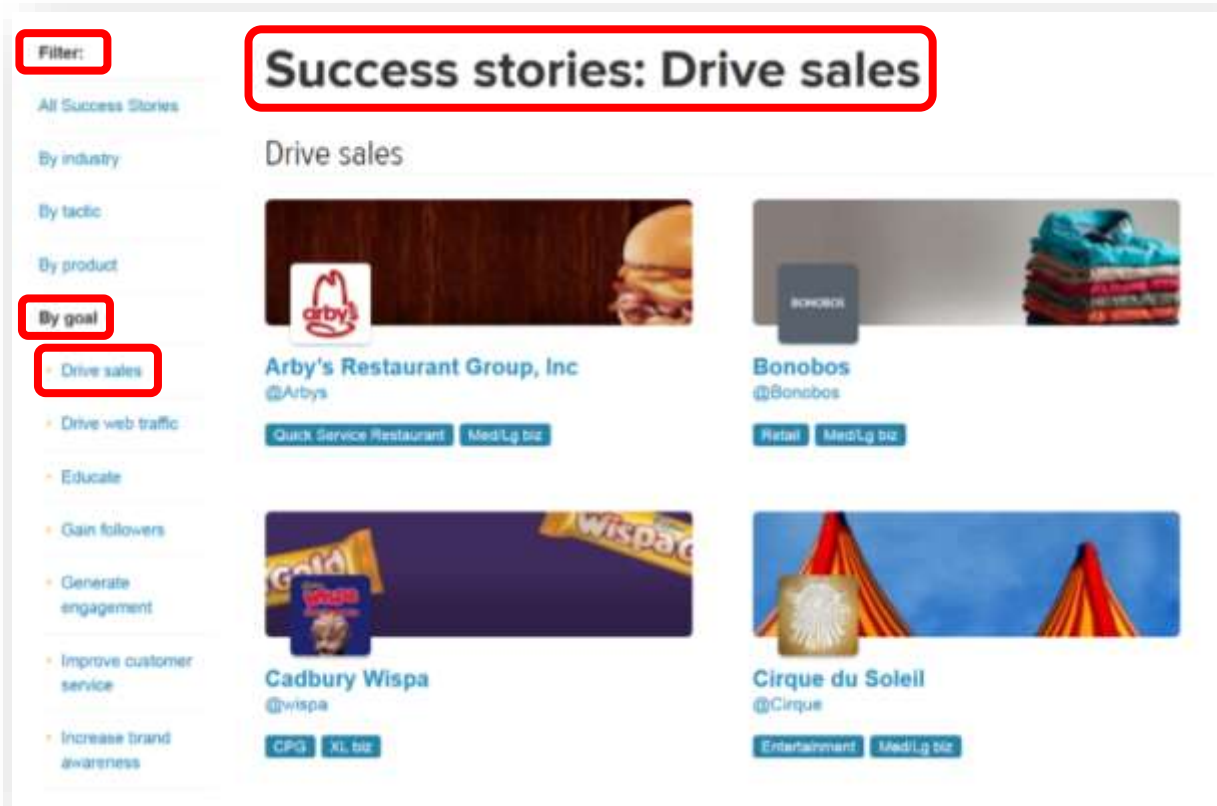
Terrific examples

- All success stories
- Success stories by industry
- Success stories by biz size

Tools you'll need

- Twitter Ads
- Web marketing tools

Just to give you a small piece of the great pie, look at the following example you can view in this area.



This right here is absolutely golden information. I think this is enough proof to make my point, so take a look at this area right away.

<https://business.twitter.com/success-stories>

And that's it for the 7 steps. Extremely easy, don't you think?

Conclusion:

Twitter is extremely easy to manage. It happens the same way as with every single thing in life: things are not difficult. You just need to know where everything is and how you can properly use it – and there you have it.

It is the same with Twitter. Now that you know everything that you really need to position your business over Twitter in the shortest time possible, you just need to apply it and do it for yourself.

Thanks so much for the time you have dedicated to learning how to get the most advantage out of Twitter for you and your business. Twitter has come to stay in the market.

A lot of money is invested in Twitter, and all of it is for us. Let's use it and reach our most precious business goals.

To Your Success,

Mike Johnson

Resources

- [Twitter Special Training](#)
- [Twitter Help Center](#)
- [Twitter YouTube Channel](#)
- [Twitter Ads](#)
- [Twitter Special Tools](#)
- [More Twitter Special Tools](#)
- [Twitter for Businesses](#)
- [Twitter Mobile](#)
- [Twitter Button](#)



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