

Twitter Is Your Business

by Stasey Tackett 2009

You already have Facebook, MySpace, Friendster and many others. I can hear you now: *How many places do I need to update my status? Now, we have twitter. I have to draw the line somewhere.*

That's what many people who aren't yet tweeting are saying about twitter. Well, that's understandable if you are using social networking sites for personal microblogging, but if you are not using twitter to up sell your business, you are missing out on a virtual goldmine of online opportunities.

Twitter gives you, among other golden benefits:

- a sure-fire way to tap into your niche markets
- purchasing intelligence
- competition analytics
- an easy way to build opt-ins for your email campaigns
- overnight exposure to new markets
- endless ways to network with buyers and prospective business partners
- an avenue to meet and introduce like-minded individuals as you build a real, valid network of legitimate members who are responsive and conversational with you, and each other

If you are interested in marketing, you have to know that these days it's all about conversation, sharing links, posts, instant messages, and emails—all in rapid-fire.

Direct Mail is a thing of the past! It's that stuff you throw away upon checking your mail. Today's marketing is about targeted communications; in other words, your product finds its way to its own niche market through online intelligence with very little muscle on your part.

Today's marketing is also about informality, like chatting casually at a pool party, picnic, or even at your neighbor's cookout. It's about your fellow citizens who have something in common, and want to talk ("tweet") about it. Today's marketing is like going to your favorite bar or restaurant, where everyone knows you; and where you might just pick up a new client during casual conversation.

Starting to get the picture? That's right; it's all about new ways of connecting with your target niche, pinning a lead before your opponents, meeting future business partners and even aggregating your virtual locker full of communication tools and networks. (It's okay; we all have them. That's one reason why twitter is here to the rescue!)

And twitter works while you sleep! You don't have to spend endless hours online marketing your site or signing up with disparate SEO services. Listing your site with search engines, posting on bulletin boards, and blasting superfluous emails take time and don't yield a big return. You may have a little success with these methods, but are you happy with a little success? Or, are you ready to take your business smarts to twitter?

With twitter, keywords in your profile are snapped up by search engine crawlers almost overnight and rank way up there in search listings almost immediately! Therefore, you can use your smart business sense and cull those keywords down to the kind of traffic you want, right from the start!

With twitter, you can channel traffic to any website you wish—and boy—talk about Traffic! Check this out: twitter grew from 475,000 in February, 2007, to a current whopping 8,000,000 (and growing) number of users! Twitter is here to stay!

Okay, it sounds great, but, where do you start, and where will you rank among billions of users? *Won't that make it harder to stand out?* Not at all; it only increases your potential target audience!

Too much information from so many sources can cause people to put down an idea until they have a comprehensive package of information they use for the good of their business. That is what you have just encountered!

This information package will help you:

- develop and online reputation that will spike your customer base and expose your business to your target audience
- achieve high ranking search results
- easily reach out to your target audience and their followers
- be a part of a huge, successful, and rapidly growing network
- learn to avoid twitter spamming
- build a solid, loyal following and watch it grow at an amazing rate
- generate referrals and find possible business partners
- find immediate access to twitter-relevant fast track tools, including communities that can generate immediate exposure to thousands of twitter users at once
- easily locate potential contacts using twitter
- learn to take an “indirect” approach to marketing (as opposed to the “aggressive” ways of the past)

- grow a list of responsive subscribers
- build massive lists of targeted prospects with ease (In fact you will find they build themselves!)
- generate pertinent public relations using twitter and twitter tools (example: create a response message to anyone when they opt to follow you on twitter)
- learn about “link bait” and how to use it effectively on twitter
- learn about “squeeze pages” and how to use them effectively on twitter
- gain access to online directories and widgets relevant to twitter
- publish your tweets on relevant sites, directories and widgets relevant to twitter

From organizing instant meet ups (tweetups) to rolling out an opinion poll , twitter not only brings like-minded users together; but also suppliers and buyers!

Everyone is hopping on the twitter bandwagon. There are many, many hot sites out there, TweetDeck being just one of them, where you can tweet, manage multiple tweets, search, create groups, etc. In keeping in step with the era of apps, you can of course download TweetDeck to your iPhone as well.

If you are nodding your head impressed, that’s just the tip of the iceberg. With many new and evolving online tools and widgets, you can also manage numerous twitter accounts, see new tweets, craft your very own personalized dashboard, share photographs with your followers, choose to follow or un-follow.

Never has self promotion been easier or more automated than it is today, as we see every day when we log on to the Internet. But twitter is tipping the scale with its focus on ease of use, conversational marketing and sheer volume of users.

This amazing packet of information has harnessed the tricks of the trade, as well as all the tools you can use, in one place, so why not get started now? Millions of smart marketers have already done it. Are you ready to take your business to the next level with twitter?