

Tweet Like a PRO: How to Be A Twitter Power User

Setup:

Make sure you have appropriate Twitter Id, SEO Optimized Twitter Bio & Profile Picture. Register your Twitter ID on Twellow and other Twitter directory sites.

Follow People: Invitation to get followed back.

Manually. Use Twellow and follow people that are assigned to categories that are in your industry, but also in categories that would be your ideal client.

Automated. Use Tweetadder and follow people based on keywords, geographic location. You can even target the followers of Twitter IDs that have the following audience that would be your customer. \$55 for single user license.

Get over 2001 followers. After you are following 2001 you won't be able to follow any more until you get over 1800 following you. Use Tweepi.com to unfollow those that don't follow. Free version or paid as low as \$7.49 per month.

Pre-written Tweets: Write one hundred tweets that are 100 characters. These can be tips, articles (use bit.ly for shortener to track clicks), stories, etc. Make them evergreen.

Schedule tweets in advance. Upload them to Hootsuite via an excel file. Manually schedule them individually in TweetDeck or use an automated spinning tool, such as the professional version of SocialOomph.com \$17.97 bi-weekly. Tweetadder also has a tweet spinning function.

Daily Maintenance: 3 times per day x 5 minutes per time x 5 days per week.

Add more tweets. Minimum of 6 per day. Follow blogs via RSS (i.e. Google Reader) and add fresh content into stream besides the pre-written tweets. Spread out through out day. Peak times - 10 am to 12 pm, but varies depending on your targeted follower.

Retweet others. Identify others that have a larger following – over 2500 and RT them several times. If they RT you back, keep it going. RT them as part of your daily maintenance.

Respond. Reply to others that pose questions. Respond with feedback on articles that others tweets. Thank those in stream that RT you and mention you.

Identify Key Influencers:

Use Twitter.com/Search and use keywords to find influencers in your industry. Study what they tweet and if they get RTs and mentions. RT them.

Target 3 to 5 individuals to develop an online relationship with. After that relationship has developed add someone new. Continue to nurture prior developed relationships.

Repeat this cycle. It takes about 3 months for a Twitter campaign to start seeing results.



Contact Information:

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