

Twitter Tactics and Secrets

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Twitter Tactics That Will Work for You

For some Twitter seems like some mysterious creature that's not really understood. Non-Tweeters or those new to tweeting find themselves puzzled by the real purpose of Twitter. The savvy tweeter understands the power of Twitter in building clients, building brand name recognition, and positioning yourself and your business. These Twitter tactics can really benefit your business.

Twitter Tactic #1

Follow those who follow you!

If there is a tactic that is used more than others, this would be it. It's really quite simple – if someone follows you, then you follow them. If you follow all those who follow you on Twitter, you will soon become a power tweeter. Just look at people like Darren Rowse (@probblogger), Chris Brogan (@chrisbrogan), and Chris Guillebeau (@chrisguillebeau) – they certainly do this and it has worked for you. These guys become popular because they recognized the power of the tweet. Of course, you do need a little discretion

Twitter Tactic #2

Be a little picky!

Now after telling you to follow everyone following you comes the "But." There will be people who follow you that have nothing to really offer you. Translated this means follow only those who are information and entertaining. Follow those who can help you build a relationship with your followers.

Twitter Tactic #3

Set up Lists

The more people you follow the more information that's going to come past you on a daily basis. Just think about it – if you are following 10,000 people you can't possibly read everything posted. In fact, if you are following only a 1,000 people you still couldn't read everything they posted. By creating lists you can easily ignore as many posts as you want and your followers won't even know you have done it.

Twitter Tactic #4

Offer real value

There's nothing more annoying than people who post just for the sake of posting. Instead tell a story, share a news story, motivate, bring a smile to someone's face, and share a tip... whatever your post, what's important is that it brings value because when you provide value your followers will subscribe to your RSS, email, and blog.

That's just four simple Twitter tactics that will help you get the most out of using Twitter.

Twitter Tactics to Benefit Your Business

Many people come to Twitter in hopes of improving your business and bringing more traffic to your website. Let's look at some Twitter tactics that can benefit your business.

1. Display your Twitter profile on your website(s) and blog(s) with a Twitter button. Add it to your email and any other communications you have. The more you promote your Twitter profile the more relevant people will follow you and the stronger your client becomes. It's also a great way to quickly update all your clients.
2. Track your leads by creating a private leads profile. Then let your sales team have access to this information and make sure they are notified when a new lead comes in.
3. Take advantage of the centralized brainstorming. You can create a new project where employees can exchange thoughts and ideas. It's quick and easy!
4. You can easily do custom research on Twitter to get thoughts on new product or service offerings. Find out which products and/or services are popular. In not time you can have powerful useful data for your company.
5. A lot of time gets wasted trying to deal with email. It's no surprise to receive hundreds of emails in a day. You can use Twitter to send and receive short email messages. Twitter has a limit of 140 character emails but you can say a lot in that number of space.
6. You can use Twitter to promote seminars, webinars, and new product education. It's a tool that is not always leveraged to its full capability.
7. Use Twitter to centralize your business information. You can create a private Twitter profile where you can upload monthly goals, website traffic data, the latest sales figures, and information for managers and staff. It's as convenient as having a Blackberry at your side.

Twitter is a powerful marketing tool that is underutilized. Those who recognize the power of Twitter build solid and targeted traffic to their website. You too can incorporate Twitter into your marketing and enjoy the benefits.

10 Twitter Tools to Find Followers and Manage Them

Twitter – it's quite the buzz word these days. But there's more to Twitter than just signing up and posting. Twitter is considered a mini blog. That means your goal is to find people to follow you, and then to direct the to your website. Here are 10 twitter tools to find follows and manage them.

Tool #1 - Twitterless will tell you who stops following you. It will also graph the history of followers. This information can be viewed in a variety of formats.

Tool #2 – WhoShouldiFollow helps you find interesting people to follow on Twitter. WhoShouldiFollow will suggest people that are similar to those you are already following.

Tool #3 – Twubble will expand on your Twitter bubble by searching your friends graph to find others who you might want to follow.

Tool #4 – Twitblocker is a valuable tool when you become overwhelmed with twitter friends who just wont stop talking, but that you still want to remain friends with. You install the script and just

double click on the chattering tweeter and will temporarily remove their tweets from your view. Just restart your browser and their back. So if your tweeting friends are giving you a headache you want Twitblocker.

Tool #5– Twellow is a tool that will help cut through Twitter clutter, helping you to quickly find others in your industry.

Tool #6 – TwitterHolic is a fluid list constantly updating so you quickly get statistics on your Twitter account. You can see who the most popular users on twitter are.

Tool #7 – Twimailer is the program to help you by providing more detail in your email inbox. Twimailer is like the middle man between Twitter and your email program.

Tool #8 – MyCleenr is a great way to sort your friends based on their last tweets. You can delete the inactive accounts you are following.

Tool #9 – Mr.Tweet is an excellent tool to help you find the people that are most relevant to you and your online business. Plus it give you great statistics!

Tool #10 – FriendOrFollow will tell you who you are following that are not following you in return. It will also tell you who is following you that you aren't following in return.

There you have it – ten great tools to help you maximize your Twitter experience.

Twitter Secrets Every Tweeter Should Know About

The internet is abuzz with tweets and twits, and secrets related to those tweets. There's some Twitter secrets that every tweeter should know about, to make their experience more enjoyable and to get the full benefit from using Twitter.

If you haven't heard of TweetBeep you must. It's a free program that offers a simple way to receive your twitter alerts via email. You can keep track of all your Twitter conversations by username or keyword. It offers hourly updates, which is a luxury most other similar programs don't offer.

Untweeps is another well kept secret. Many people stop using their Twitter account or just don't bother to post. Untweeps lets you build a list of people you follow that haven't updated their Twitter account in the past 30 days. It automatically creates the list and then you decide if you want to stop following inactive users. After all you want to grow your network and those that aren't contributing to that network are just dead weight.

Twitalyzer tracks Twitter trends. It's free and it covers 30 measures that are important indicators of the behavior of your Twitter followers.

Time is of the essence so one way to save time is by using Posterous. This blogging platform makes publishing via email a breeze with its social integration features. You can post easily to your blog from any email address, and it offers you the option to auto-post to Facebook, Twitter, and other social networks. There are even customizable themes.

Linkedin is a social network for professional. This is an excellent platform because it is so massive. Recently Twitter and Linkedin reached a deal so your Linkedin posts can be exported to Twitter, and Twitter tweets can be imported to Linkedin. It's simple, and free.

The secrets out of the bag – These Twitter secrets will help you optimize your Twitter usage and best of all they are all free. Now isn't that Tweet!

How to Build a Strong Brand on Twitter

Twitter is a powerful tool to build your company's reputation and create strong brand loyalty. Knowing how to build that loyalty is one of the best kept secrets, but not to worry because we're going to show you how to build a strong brand on Twitter.

When setting up your Twitter account you should try to Twitter username to your company name, company brand. It makes it much easier to build that brand loyalty or company loyalty.

Don't be the Twitter person who follows tens of thousands of people and then tweets every couple of minutes. That won't build branding but it will build annoyance. Do follow those that have an interest in your company as well as those who have an influence in your industry, because you can actually learn things from them.

Don't be afraid to share industry news. If you're "in the know," share this information with your Twitter followers. You might just give a blogger the lead they need. Sometimes they'll credit you, other times they won't, but you'll build a strong following when you have valuable industry news.

Keep an eye on your Twitter reputation. Monitor for personal, brand, and company mentions to save you can jump on any reputation troubles and you can quickly address anything that needs to be addressed. You can also learn all the positive things people are saying about you, your product, or your company.

One area where Twitter really stands out, is when it is used a conferences by those attending. You might arrive at the conference with no one knowing who you are, but by the time it's all over you can be really be a someone. The next time you attend a conference check for the official Twitter accounts. It will allow you to stay up to date with conference updates, find out about all the "hush hush" ongoing, learn where everyone is going for drinks that evening, and it's an excellent networking tool.

Building a strong brand and company loyalty is key to growing any business. Knowing how to use Twitter in that quest puts you miles ahead of the competition.

5 Twitter Tips That Work

Twitter is considered a micro-blog, because users are limited to a post of 140 characters to those that follow them. It's a new way of connecting and its popularity has grown in leaps and

bounds in a short period of time. Perhaps its ease of use is somewhat responsible for that popularity. Tweeters tweet for business and personal use, making new friends, and finding new clients. These 5 twitter tips are some of the best out there – try them – you’ll like the results.

1. Choose a username that’s memorable – this is especially true for business where you are in effect branding through mini blog posts. For example, let’s say your company is a news company called EW News and the focus is on breaking news. Choosing EW as a username would be far less memorable than choosing BreakingNews as your username. Put some thought into this.

2. Design a custom background – spend a little time creating your own custom background. The ones provided by twitter are few and very generic. They certainly aren’t memorable. That’s said do not turn your background into an advertising bulletin board because that will turn people off and reduce your followers.

3. Be informative – Tell people about the goals of your business, let them know about your personal and/or professional interests, spread knowledge, and offer support to customers. Don’t just post to post. Time is money and those people following you don’t want their time wasted.

4. Upload your photo – You can upload your picture to your profile. Others love to see who they are talking to. It makes the entire experience of using Twitter more personal. People feel more connected when they can see who you are.

5. Promote your twitter name – Add your Twitter name to your business cards, websites, blogs, and email signature. The more people you tell, the more people that are likely to follow you.

Twitter can be a powerful business tool. For many it remains a bit of a mystery and isn’t really understood. Twitter is a tool that you shouldn’t be without. There’s plenty of great information on the web to help you understand the value of Twitter. Incorporate these 5 tips and you won’t be disappointed.

Secret Twitter Tools You Need to Know About

If you’re using Twitter you already know that everyday millions of people are tweeting all kinds of interesting stuff. Whatever you can imagine can be found on Twitter including news, music, points of interest, gadgets, links to websites you may want to see, and the list goes on. But do you know about the secret Twitter tools? They can make your tweets a lot more interesting. Let’s look at just a few.

1. iWise – If you are one of those people that loves to learn, this is just what you need. Many fondly refer to it as wisdom on demand. You can choose from all kinds of quotes from famous people, inspirational quotes, and famous quotes.

2. nom.ms – This little gem of a tool lets you tweet what you eat. Share with others interesting places to eat, great recipes, and fabulous menus.

3. Twesent – This is a virtual gifting tool. Find the perfect virtual gift and then send it to the appropriate person(s) through Twitter. It's a breeze to use.
4. Chir.ps – This is a handy little tool for sending out audio clips on Twitter. You can record your own voice or any other sounds for that matter and share it with your followers.
5. AudioBoo – Like Chir.ps this is another audio tool that allows you to provide audio clips to your followers.
6. Twibs – Allows you to find, follow, and then interact with apps, services, and businesses on Twitter.
7. Twuffer – This handy tool is perfect for the company that wants to provide a steady stream of tweets to their followers. You can compose a list of tweets and then schedule them for release at a later date.
8. TwitPic – Here is an application that allows you to easily share photos on Twitter. You can post pictures from your Twitter Account, your phone, or the TwitPic home page.
9. Mr. Tweet – Here's the personal assistant you always wanted. Use it to help identify relevant followers, recommend other users, and provide you with Twitter stats.
10. StawPoll – Use this application to follow the opinions of Twitter users. You can create your own poll in minutes.

The secrets out. You now know about ten great tools that can use to improve your tweeting experience. There's no shortage of Twitter tools you can use to make your tweeting experience more enjoyable.

Top 10 Question New Twitter Users Ask

Twitter is a great social media experience but it can be a bit overwhelming for the new user, which is why you will want to learn these top Twitter secrets.

1. How many people can I follow on Twitter?

You can follow up to 2000 people with no restrictions. Then after you are allowed to follow 10% above the number of people, you have following you. Twitter rules allow for a maximum of 1000 follows a day.

2. What are hashtags?

Hashtags assist you in finding things on Twitter. Use hashtags to organize things in your Twitter group.

3. What is a tiny URL?

A tiny URL is a handy tool for shortening the length of a URL to 25 characters. A shorter URL lets you make better use of your 140 characters. There are a number of sites that offer free URL shrinking.

4. How do I get more people to follow me on Twitter?

A good place to start is to follow the top 200 or so Tweepers who will follow you back. Add a Twitter button to your website, email, and/or blog. When you start following someone, send them a direct message and thank them. Fridays are known as "Follow Friday" days and a good day to tweet something like this hashtag: #iFollowBack and you'll be thrilled with the number of tweeps that will find you.

5. Is everyone on Twitter real?

There are people that use robots to make the posts to their account, and there are also people who pretend they are someone else. A common misrepresentation

6. Why do people stop following me?

This isn't always personal. Some of the really big Tweepers follow thousands of people and they use bots to get new followers and drop followers. Other reasons why people might stop following you is that you are tweeting just too much or you are posting messages that offending others.

7. What should I say on my Twitter posts?

You can talk about whatever you want but make posts that have value. You can promote your business at the end of each post with a link to your website.

8. If someone is following you is it rude not to follow them?

Follow who you want. You don't have to follow someone just because they are following you. However, you will get more followers if you do return the favor.

9. Can I delete a tweet that I've posted?

Yes. On the right side of your message on your profile page, there's a garbage can. Just click it and off to the trash it goes.

10. Is Twitter addictive?

Yes, be warned, Twitter can be addictive. If you feel you are fighting a Twitter addiction you might want to drop by TweepersAnon.

How to Create Powerful Twitter Headlines

Nowadays Twitter is the place to share links. When you post good content and it catches the attention of your Twitter followers, it spreads like wildfire. Suddenly you have a great deal of traffic from people who have never even visited your site before. The key is to share quality traffic and create powerful Twitter headlines.

This will help you to build excellent traffic flow. You see there's more to it than just the value of your content, it's about whether your content is viewed. Because you can have the best value but if nobody is looking or reading it doesn't matter, and that's where the headlines come in.

Have you heard of the 80/20 headline rule? What this means is on average 8 out of 10 people will read the headline, but only 2 out of 10 people will follow through and read the content.

Headlines are typically seen in web pages, magazines, and newspapers. These numbers get even worse when it comes to email and RSS readers. There is such a battle for the attention of the reader.

Now think about the number of people on Twitter – all with a limited amount of time available to read content. People scan quickly looking for what seems to be the most interesting and that's what they'll opt to read. So you can see why the headline is so important.

Your headline is a promise to your follower. It promises that they will be rewarded with something interesting and valuable if they click the link. If you want to make sure your headline is compelling then use the 4-U rule taught by AWAI

1. Be "useful" to the reader,
2. Provide him with a sense of "urgency"
3. Convey the idea that the main benefit is somehow "unique"
4. Do all of the above in an "ultra specific" way.

The 140-character limit of Twitter has resulted in some professionals recommending you keep your header short. However, most professionals would agree that rather than focusing on keeping your titles short, focus on creating the best heading in the least number of words. Here's an interesting stat – 55% of the most effective headlines contain eight words or less.

You're ready to create your own powerful Twitter headlines and to enjoy the benefits of those headlines.

The Worst Twitter Tactics for Small Business

We hear a lot about Twitter tactics for small business, you should also know the worst Twitter tactics for small business. While experienced Twitter users may be able to recognize those tactics that would be best left unused, those new to Twitter may not be so lucky. So let's point out a few of the worst Twitter tactics.

1. Talking About Yourself

If you are sitting beside someone that can't stop talking about themselves you know how well that does not go over. It's no different when someone insists on continuously tweeting about themselves. Your followers know you have sales, they know you have a business to promote, but instead of the same old self rah rah, why not tell your followers what makes you and your business different from others.

2. Using Auto Direct Messages

We see it often – a recommendation to use auto direct messages. While there is a place for DMs they shouldn't be abused. Make sure the one you are using works well otherwise followers will be upset and you could lose them as followers.

3. Using Hard-Sell Techniques

While selling can be done on Twitter (many do it each day), don't expect to build your business on it. Soft sell techniques work much better than hard sell techniques. Before you can sell

something to someone your followers have to trust you. Take the time to build confidence and trust before you try to sell to your followers, and skip the hard-sell techniques.

4. Boring and With No Value Postings

It should be no surprise that if your posts are boring or they have no value people are going to get tired of following you. Don't just type to type. Really people don't need to hear from you that bad. For example, don't tweet "it's a great day," or "we had an excellent month of sales." Your followers are busy people and they haven't decided to follow you just to have annoying posts fill your day. So make your posts have value and your followers will stay.

Now you know the four worst Twitter tactics for small business, so when tweeting avoid these tactics and you'll enjoy what Twitter can do for your business.

Twitter Secrets for the Social Network Challenged

With all the buzz around Twitter you'd think this infant site had been around for decades. Twitter isn't just for business, internet market, and the savvy social networkers. There are many individuals who are new to social networking and want to use Twitter but are feeling very intimidated. Great news – here are some Twitter secrets for the social network challenged.

Tactic #1 – Find Followers

Start by finding some followers. It begins by building Twitter relationships. There are millions of users on Twitter and so it shouldn't be too difficult to find other users who share interests with you. Follow them, and they'll likely follow you.

Tactic #2 – Communicate Openly

Communicating is another important tactic. The whole concept of Twitter is the ability to communicate over long distances. Once you find someone you want to follow or that's following you, make sure you take the time to keep the lines of communication open. That's how lasting relationships on Twitter are built.

Retweet, retweet, and retweet some more. If you see something you'd like to share with others don't be afraid to retweet. It's a great way to expand your network of followers and share information that has value.

Tactic #3 – Use Hashtags

Hashtags help you to find interesting tweets. The # symbol is the hashtag and it is used to mark specific keywords in a tweet. It allows you to build followers and find people you want to follow.

Tactic #4 – Be Authentic

When you are posting you should be authentic. Be yourself – don't put on false airs. Your posts should also be engaging. People hate boring posts, so give them something interesting – maybe a useful tip, something inspirational, a news alert, etc. It doesn't matter as long as the post is genuine and offers real value.

Twitter users grow each day. Many of the new users have no experience in social networking, especially in understanding Twitter. These Twitter tactics are a great place to start. You'll be a pro in no time at all.

10 Top Twitter Secrets for the New User

All you have to do to get started using Twitter is to join. It takes only a few minute and then you're ready to start using. If you suddenly find yourself breaking out in a sweat wondering what to do next, I have great news. Here are 10 top Twitter secrets for the new user.

1. The @username (i.e. @breakingnews) creates a link to that user's profile. It's an easy way to locate someone.
2. If you are a Mac fan, you might want to use Twiterrific. This great little application is lots of fun allowing you to read posts and publish tweets. It's a nice clean interface that's a breeze to use.
3. If you have a smart mobile phone you can direct your browser to <http://m.twitter.com>, which is optimized for mobile devices. It's especially helpful for webmasters, internet marketers, and online business owners that want the ability to tweet on the fly.
4. Regularly update your Twitter profile. The most important field is the link to your website URL. Keep it current. You can find your profile here <http://twitter.com/account/settings>.
5. If you are using Windows you'll love Twittero, which lets you send and receive your Twitter updates to your desktop. It's one of the best kept secrets on the web.
6. Watch the "Inside Look at Twitter" video, produced by Robert Scoble. It's only 37 minutes and it's very educational. It has shots from inside the offices at Twitter. You'll learn a lot. If you are an Internet Marketer you've already recognized that this is "gold."
7. You can use instant messenger to sent tweets to Twitter. That means you can tweet from your mobile phone, website, instant messenger, or browser.
8. If you want more followers then follow ore people yourself. Some even use a Bot that automatically reciprocates those you follow. Twitter is a bit like a marriage – there's a little bit of give and take.
9. If someone is harassing you on Twitter or you need to contact twitter you can file a help ticket at <http://help.twitter.com/portal>
10. Download "My Twitter Toolbar. It's free and it comes with more than 100 Twitter Tips and more than 50 Twitter tools. You can use it on your PC or your MAC

These ten top Twitter secrets will have you going from a new Twitter use to a Twitter pro in no time at all.

The Secret to Twitter Success

Twitter, tweeting, social media, Facebook – there's enough buzz words out there to give you a headache, not to mention trying to find the secret to Twitter success, which is said to be a great way to grow your business.

The secret to Twitter success is learning how to leverage your brand using Twitter and get an unbelievable amount of free traffic to your website by using Twitter. You need to target prospects then take those prospects and convert them into fans that just can't get enough of your tweets. Of course you need to take that following and move them over to your website to be completely successful.

You can use Twitter to help brand your business and your products. Building brand loyalty or company loyalty will increase your traffic flow, will lead to increased visitors to your site, and increased sales. You can build an incredible amount of social leverage by implementing the right strategies.

Twitter offers a few standard backgrounds you can use but it really pays to create a custom Twitter landing page that reflects your business, but don't turn it into an advertising billboard. If this is beyond your skills you can have it created for you for a very reasonable rate.

Tweeting informative information is the best way to create a solid following that's relevant to your business. Take advantage of the ability to retweet, and don't be afraid to include a link to your website every now and then. It's a good idea to create a short URL since you are limited to 140 spaces.

Twitter can help you to get instant feedback from customers and clients, drive targeted traffic to your website, alert your customers of company updates, sales promotions, and the latest newsletter, deliver information in real time, and allow you to effectively network with others in your industry. We've covered a few secrets here but there are plenty of others. One thing is for sure – don't be afraid of Twitter – you can learn as you go.

Twitter Tactics for B2B Marketing That Work

Twitter is growing by leaps and bounds. As it grows, B2B professionals look for the most effective way to use the power of Twitter in the inbound marketing program. A recent survey done by MarketingProfs surveyed 722 B2B marketers who professionally used Twitter, found that the B2B companies have the greatest success when they monitor their brand, invite prospect to relevant events, and use Twitter to drive traffic to their website. You can learn from those B2B marketing with these useful Twitter tactics that the survey discovered.

1. Monitor Your Brand

Thanks to the many apps it's easy to create search queries for Twitter pertaining to monitoring your brand and even the brands of your competition. It's easy to monitor and use that information in your business.

2. Invite Prospects to Relevant Events.

In person relevant events can be very successful when it comes to B2B marketing. You can forge new relationships and strengthen those relationships. You can show these followers your expertise and use that authority to position you in the industry. Sharing valuable and relevant content will also lead to an increase in your following.

3. Drive Traffic to Your Site

You can pair Twitter with content marketing, whether that's a website, a blog, a newsletter, a podcast, a webinar, or a video. Twitter can help you easily distribute your content and drive traffic directly to your site(s). When you link to your site, use headlines that grab attention, it improves your click through rate. We should mention that direct sales are the least successful tactic. The best tactic is to build relationships, which will then increase the traffic to your site.

The B2B marketing community comes together to share news, product information, and insights. B2B marketing is important to the networking and growth of the business. These Twitter tactics can play an important role in the growth of your B2B marketing network.

5 Key Twitter Tactics That Can Help You

Whether you are using your Twitter account for business or personal, it can be hard to make Twitter work for you. When you first start to use Twitter, it's exciting but at the same time it can be really overwhelming. After a couple of weeks you want to be seeing the benefit otherwise you'll begin to feel like you are wasting your time. Wouldn't that be a shame? These 5 key Twitter tactics will help you get the most out of Twitter.

1. Listening

If you haven't heard, social media is about conversation and that includes listening. Twitter is yet another social media tool. On Twitter listening translates to reading the posts from your followers and replying to them.

2. Monitoring Your Products

Sure you could do individual search for your products and/or brands but it would be a lot faster and more effective if you used an application like Twitter Search, which will let you set up a column in Tweet Deck where you can monitor any mention of your products and/or brands. Set up as many searches as you like.

3. Finding Quality Followers

There are millions of people on Twitter. You want to find followers that are relevant to you or your business. These are people who are really interested in your tweets, which can lead to some excellent connections with potential clients, new or existing suppliers, and professionals in your industry. Again you can use Twitter Search to make the process of finding quality followers much more effective and faster, but there's even a better application called Tweet Spinner, which is best described as a Twitter CRM.

4. Checking Your Twitter Influence

While you can use Tweet Spinner to identify the best people to follow and those to stop following, you will need to review each account to determine whether they are worthwhile to follow. Applications like Klout work great to automate this process.

5. Shorten Your Tweet Links

You have only 140 characters to tweet and that's not many, and really you should only use 120 characters so that there are some characters left for retweets. There are many tools available that will shorten a link and many are free. [Http://bit.ly](http://bit.ly) is free – all you have to do is register and start to enjoy shorter URLs.

These 5 key Twitter tactics will help you make the most out of Twitter whether personal or business related.

Powerful Twitter Tactics

Twitter is considered the fastest growing social media site on the planet. In 2008 it had upwards of 3 million users and by 2009 that number had grown to 8 million, and then by March of 2010 it had grown to 14 million. Today Twitter has 190 million users.

The key to building a business network is the quality of your followers. Twitter users can follow one another just like friends follow one another on Facebook. If you choose not to have strangers following you Twitter simply set your privacy box to manually approve. But if you close your Twitter account to people you don't know you can't take advantage of the true networking capabilities of Twitter.

Grow your following by adding people to your network. CNN has the largest following with more than 800,000 followers. It's time you learned some of the most powerful Twitter tactics to maximize your Twitter power.

1. You should follow those who follow you. This will give you maximum exposure and help your Twitter network to grow.
2. Let your tweets show your real personality and let them get to know you. For example, perhaps you are a writer; why not share some writing tips.
3. Make your tweets that are valuable to your network. Keep them on topic and interesting. Let your follows know you are an expert in your field and on the topic.
4. Be sure to retweet the posts of others tweeters. Using an app like TweetDeck can make this seamless, especially if you have large following.
5. Become familiar with "follow Friday," which is the time to tweet to your favorite followers. That way others can learn about these followers and they can be added to the network.
6. Finally, perhaps the most important tactic is to learn the tactics that the experts like Rich Bryda use, because if they have built empires using Twitter, you too can by learning the tactics they use.

Tweeter Secrets for Your Business

Twitter is taking the business world by storm. No longer is it a cool way for college students to stay in touch or friends to yak back and forth. Twitter's role on the internet has grown by leaps and bounds as online entrepreneurs quickly recognized just how useful tweeting on Twitter could be. In fact Fortune 500 companies have been quick to embrace the social networking phenomenon.

It's time you learned the Tweeter secrets for your business. There are all kinds of third party applications that can help you spread the word and grow your business. Let's have a look at some of those well kept secrets.

The Tweet Tank

This little app is as close to automation that you'll find, generating Twitter traffic. It's very affordable so even those new to online business can afford it. There are also eight video tutorials that are actually fun while engaging and definitely a learning experience. They will defiantly help you better understand how Twitter can be used to make money.

Twitter Traffic Exposed

This comprehensive video and e-book course will teach you everything you need to know about Twitter and how it can help your business grow and prosper. The Twitter Traffic course is very comprehensive and it has something to offer the newcomer as well as the advanced internet marketer. You'll learn about tools you may not have heard about and you'll find lots of great tips too.

Turbo Cash Generator

The Turbo Cash Generator is automated and will help you grow your Twitter following – you'll be pleasantly surprised. While this is a software program, it comes with many different guides that can help you learn how to make money online using Twitter. There's really good value here.

Here's a secret that doesn't involve a piece of software. When you are invited to a Twitter training seminar take advantage of that invite. There are so many different methods that can be used to grow your business using Twitter. These tweeter secrets will help you to make the most out of Twitter and grow your business.

How not to be a Twit on Twitter

As of January 2011, there were more than 200 million registered Twitter users, so it is no surprise that there are a few twits in the bunch. For those of you not familiar with what a "Tweeter Twit" it is:

A foolish or annoying person on Twitter or A person not worth following on Twitter

So what are the signs that you are a Twit on Twitter? Glad you asked.

1. You follow less than the 10% of the people who are following you.
2. A blood relative decides to un-follow you – now isn't that embarrassing?
3. You only tweet to people who have more followers than you have.
4. You have a follower count that is a negative number.
5. You tweet only to the celebrities (you know they'll never tweet back to you)
6. You never bother to reply to your @replies.
7. You seem to find yourself tweeting your follower count many times.
8. You send an auto direct message that says, "Check out my blog (or website) with a link."

Great now let's look at how not to be a Twit on Twitter:

1. Be yourself – always be real. Let your personality show, even on company posts. After all, you don't want your posts to be boring. When your followers can feel your personality, you'll feel more approachable and that's good for business.
2. Don't be argumentative - Not everyone is going to take a shining to you and not everyone is going to like your company. Twitter is a platform that is sometimes used to voice annoyances or how they are dissatisfied with a product or service. How you handle these situations says a lot about you and your business.
3. Don't just talk listen too – a good tweeter listens to what others are saying, asks questions, and shares information when they can be helpful. With Twitter, you can build a strong customer base if you are there for your customers.
4. Go for quality not quantity when it comes to followers – Some people get too focused on the number of people they follow and even use software that automatically follows anyone who follows them. What you should do is choose those you follow based on interests. You can search by keyword to find individuals or businesses you'd be interested in following.
5. Post meaningful posts – don't just post to hear the keys clicking. When you post make it something meaningful, something your followers will be interested in. Otherwise, you could find yourself labeled a twit and they will quickly un-follow you.

There you have it – there's no reason for you to find yourself assigned the nasty label of a twit on Twitter. You have all the help you need to become a well liked tweeter with plenty of followers.

4 Twitter Tips to Increase Traffic to Your Website

Savvy businesses have learned how important good traffic is to the success of their online business. Many website owners have become proficient and using Twitter to increase targeted traffic to their website. Here's your chance to learn from the pros.

Tip #1 Always Include a Link When You Tweet

When you tweet, you should always include a link to your website, because this will increase traffic to your website. Don't include more than one link in your tweet or there is a high likelihood that it will be treated as spam.

For example, if you are posting a tweet to send followers to an interesting link, don't also add a link to your website. However, if you've posted an informative comment be sure to post a link to your website.

Tip #2 Take it Viral – As for Retweets

One of the most powerful aspects of Twitter is the "Retweet" capability. Retweet allows you quickly take your message viral. Don't assume your followers will retweet something – ask them! One thing to consider – there are 140 characters in your tweet.

You should leave 20-25 characters so those retweeting can add their own comment. Retweeting is a great way to break the limitations of your followers and reach out to a much larger audience.

Tip #3 Content is Key

Just as the content on your website is key to success, content in your tweets is also key. Keep your tweet short, to the point, and easy to understand. With followers receiving an endless number of tweets a day, they don't have time for long tweets. Only post things that will benefit your reader. Avoid tweets that are personal.

Tip #4 Understand the Preferences of Your Followers

Take a little time to try to understand what the preferences of your followers are such as any specific interests, and if there are topics they like to read. If you aren't sure – why not just ask. However, usually all it takes is to closely monitor what your readers are talking, reading, and retweeting.

This can be really beneficial when it comes to better understanding your followers and your website visitors. When your readers are understood you are able to create content that is far more appropriate, thereby increasing your click through rate.

Twitter is an amazing tool for increasing traffic to your website. These 4 tips are a great start. Learn to maximize Twitter for your business.

Tweet Your Way to Facebook Success – Twitter Secrets Revealed

If you're an online entrepreneur you've probably already are aware of the importance of social media. But what many aren't aware of is how Twitter and your tweeting habits can lead to Facebook success.

Make your tweets contain value and make sure they are relevant. This will get you noticed and it will help you to build followers that are relevant to your business. You can tweet and then have your tweet post on your Facebook profile just as you can post on your Facebook profile and tweet it to your Twitter account. There are a few ways you can accomplish this.

To have your tweets update to Facebook download get the Twitter App for Facebook at <http://apps.facebook.com/twitter/> You'll see a link that asks, "Do you want Twitter to update your Facebook Status Click Her." It's that simple. It checks your Twitter account roughly every 30 minutes and then posts to Facebook.

You can use a Twitter client like TweetDeck, PeopleBrowsr, or Tweet3 to link your Twitter tweets to your Facebook account. If you have a Blackberry you can use SocialScope to update Twitter and Facebook at the same time, and if you have an iPhone there's Tweetion.

Facebook Connect is another tool that offers developers and website owners an instant way for new users to log in using their Facebook account. Tweetpo.st is one of those developers' tools. It's a great application for anyone who is an obsessive tweeter. Connect to Tweetpo.st via Facebook then you will be able to have your tweets appear as status updates. You can also do selective updates including rich media links on your Facebook.

Just Speak It is another useful Twitter Facebook tool. There are times when you might want to phone in your Facebook and/or Twitter updates in a manner that doesn't take a lot of effort. Vlingo's mobile app for Blackberry (and the iPhone) is great for status updates. Just configure your accounts, press the speak button, say your status update, Vlingo will transcribe your audio to text and then post to both sites. Now that's as easy as 1, 2, 3.

Now that the secrets are out and you know how to tweet your way to Facebook success what are you waiting for?