

**EXPLODE YOUR TWITTER
MARKETING
SMALL BUSINESS
IN 30 DAYS**

GROW YOUR BUSINESS THE EASY WAY



Explode Your Twitter Marketing Small Business In 30 Days

Grow your business the easy way

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DESMOND DRECKETT



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Thanks for purchasing this book!

You can share any of the tips in here, but please refer or link.

If you need help with anything, feel free to get in touch.

A short review on Amazon would be hugely appreciated.

Sincerely, Des Dreckett



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My Gift To You

As a thank you for buying this book, let me offer you something special:

Visit <http://www.xenmediamarketing.co.uk/twitterbookupdates>. This link will allow you to receive regular updates to this book for free. Every time I add or update something, I will send you a PDF copy via email.

You very kindly took the time to read my book (which I appreciate) - if you're really looking to grow your business with Twitter then you'll need updates about what is and isn't working. Each time I revise and update this book, I'll send you a digital copy of the update for free.

I'll be honest, it probably won't be every month, *but* regular enough for you to take advantage of any changes in Twitter marketing.

Note:

Some of the links within this book are affiliate links, i.e. if you sign up for a free trial or purchase something I get paid a small commission. I have tried to keep the price of this book as low as possible so the vast majority of people have the ability to purchase it and learn. Trying out some of these products helps me keep the price low 😊.

All of the products mentioned in this book are used by my clients and XenMedia on a daily basis. At the time of writing, I find these the easiest and most straight forward products to manage our Twitter account with.

There are several thousand others you could use as an alternative - try them out and see what you think. What works great for me might not be your bag.

Thanks,

Des

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Introduction

Thanks for purchasing my book. I'm deeply honoured that you have taken the time out from your schedule to sit down and read this.

Even though I'm British and live in the UK, I'll be writing this from both a UK and US perspective. I do this because, ironically the vast majority of my clients are American and very few are British.

This isn't by design btw - I suppose the Brits are a bit more conservative, when it comes to reaching out for help to grow their businesses. On a side note, I'd love to have more interaction with British businesses, if you dare get in contact 😊.

I want you to forget everything you ever read about Twitter for a second, and ask yourself a simple question.

“What do I want to get out of Twitter that can help my business?”

Really give this some thought... Write it down if that helps...

Ok, how do you think Twitter can help your business?

If you answered **“to sell more of my blank or blank blank”** then hit yourself over the head and go and stand in the corner of the room and be ashamed. Be very ashamed!

This book isn't the know-it-all of selling more of your stuff to potential buyers on Twitter. It's a book that will show you how to get more leads for your business. What you do with them, once they reach your website is a story for another day, but 'lead-getting' is the name of the game, when leveraging Twitter for your business.

Don't worry if you thought you were going to sell your bits and bobs on Twitter, that's what the vast majority of people think and that's



why so many try, get bored and then go and pay Google and Facebook several ad dollars instead.

I'm going to show you something a little bit different from the norm. We're going to drag you out from the herd and show you the best and most efficient way of leveraging Twitter for your business.

Let's face it: You're reading this because you're a bit different from the rest of the crowd and actually want to get something out of Twitter instead of just spinning your wheels. I get it!

Most people don't!!

This isn't for the faint-hearted and some of the techniques and strategies used are a little different to what you may have read before. I haven't gone out of my way to do things differently on Twitter. I simply like to find shortcuts, better ways of doing things and a few cheats to stay ahead of the competition.

I've done this my whole life. I don't consider myself an intellectual in the true sense of the word. However, I do like to study the hell out of what I'm interested in and find different hacks that most are unaware of.

I have the cuts and bruises to prove that the journey has been painful. I've done the leg-work and now it's up to you to pick up the baton and run with it!

Most of the blog posts about Twitter and several books on Amazon will roll out the same old advice from people that used Twitter back when it first started, and have absolutely no idea how it works today.

Twitter is a living, breathing news-machine. It doesn't sleep and it will never stop pumping out information. With any luck, you'll add to the avalanche of information available.



I'm writing this from the perspective of having my account suspended, followers deleted by Twitter and nearly getting banned. Thankfully, I saw the light and now run respectable Twitter accounts (well, respectable in Twitter's eyes).

Yep, I was one of those guys. I didn't know how far I could stretch my luck when I first got going on Twitter and really wanted to push the limits. Unfortunately, sometimes you can push them too far. (I managed to do this a few times).

There are plenty of ways to run your Twitter account. Not all of them are recommended and some of them will get your account banned. This book will show you how to build your following in the right way, how to engage with them and how to get them signing up on your email list.

The key here is to build small and compact engaged communities. Some of them will be potential clients and others will be possible joint venture partners. The key here is *engagement*.

There are plenty of Twitter accounts that have a large following with little or no engagement. This isn't ideal and, in my opinion, a complete waste of your time and resources. If you have no engagement, you're basically just a news-aggregator. Sending out tweets for people to read and that's it!

I don't know about you, but I'd rather spend my time building my business than being a source of entertainment for everyone else.

Warning!

The techniques I'm going to show you do mirror what some software does. The main difference is, we're going to target a niche that relates to your business by building a small community. Instead of just following them, you're going to engage on a higher scale than you would do, ordinarily.



I've read in several forums about people not wanting to grow their following because they don't want a lot of bots following them and sending them useless and spammy messages. Though I agree with some of what is being said, you'll want to treat Twitter like a giant funnel. Follow lots of different accounts, trawl through the spam accounts and actual active accounts and find the treasure (potential leads).

Keeping your account intentionally small means you're not gathering as many potential leads as you could do by following several accounts. Small is great, if you just want to keep in touch with businesses and people you already have a relationship with. If you want to increase the full potential on Twitter it means following several accounts **on a daily basis**.

I hope that clears things up and puts what we're about to do into perspective?

This book is about providing value, whilst harnessing leverage. You provide value to your followers by means of your tweets. Occasionally, you'll tweet promotional content to get them to sign up to your mailing list.

If this isn't what you expected and were hoping for a magic bullet, I'm afraid, there isn't one. What I'm about to teach you is what all the large and successful accounts use Twitter for - it's certainly not to keep others entertained and it's not just for social reasons either...

A quick a few paragraphs about me and then we can get to it.

I'll warn you ahead of time, there'll be plenty of space between some of the pictures and paragraphs in this book since I naturally can't concentrate when I'm presented with a block of solid text on a screen or book.



I've always had trouble with reading large blocks of text and struggled to really get into books that have been structured in this way – I'm not quite sure why that is? Whatever the reason, I hope you don't mind but I have used a very simple layout and tried not to use over hyped complicated wording.

If I underline text or bold them, it's because these are important bits I want you to pay close attention to. These are just some of the techniques that work really well for businesses I work with and if you play your cards right, will work just as well for you too!

My name is Des Dreckett and I'm the co-founder of Xenmedia Marketing a digital marketing company based in Peterborough, UK. We help businesses improve and increase their turnover and profit. We do this using paid media, social media and business analysis.

A few years ago I used to have my own property management company where I managed over 200 properties for clients around the world. Most of my clients were based in the UK and I had others who resided in Dubai, the US and Australia.

I sold that business (which was a franchise) because I was working all hours and I'm a bit of a control-freak... Even though I had staff, I still found myself completing most of the tasks of answering the phone, arranging viewings, producing condition reports, meeting tenants for check outs, meeting new landlords, etc, mostly because I thought I could do it better.

“Actually I could do better, but sometimes you've got to let people get on with it”.

Unfortunately, it's a trait that I still have (but I'm not as bad as I used to be).



One of the main reasons I decided to sell the business was because my wife and I were in the business together and were at each other's necks each and every day and it started to put pressure on our relationship. We would also 'talk shop' at home, meaning there was really no escape. At the time, I'd start work at 5am and finish around 9pm each day. As you can imagine, it took its toll on both my wife and I, so I decided to sell it.

Sadly, the business is no longer around.

I'll be honest, I was gutted... In my eyes, it was still my baby that I had started from scratch all those years ago. To see it be mis-managed and operated in the wrong way was heart-breaking BUT life goes on, doesn't it?

After selling the management company my wife and I set up a small cleaning business which we still have today.

I have two Twitter accounts. One for myself and the other is for the business (I'll discuss why later).

I use Twitter for lead-generation purposes, period. Of course, I want to add value and teach my followers something about marketing etc, but I'll be honest, my main motivation is leveraging the sheer amount of traffic and eyeballs on Twitter.

I've made a lot of new friends and built a lot of new business relationships on Twitter - something I never thought would happen in a million years. It's my hope that after reading this book, you'll have the same results I did.

There are a lot of my quotes placed within the chapters of this book. Not because I'm vain (well, maybe just a little). They just remind me to copy and paste them in my Twitter feed for later 😊. Again, I'll explain why this is really important.



So, what's the big idea? What's the game plan?

How are we going to leverage Twitter?

Here's the process:

1. Tweet content
2. Share content
3. Promote blog posts
4. Send traffic to lead-generation pages
5. Collect names and email addresses
6. Engage with my subscriber lists
7. Help them achieve their goals
8. They download and read free resources
9. They purchase additional products from me or Xenmedia or hire our service

There you go - there's no reason to continue reading my book. That's my entire strategy in a nutshell. Just joking...!

That last bit of the process is key. I use social media to promote my products and services.

If this isn't what you had in mind and you had a different motivation to use Twitter, then this book won't help you, I'm afraid. The goal here is building on-going relationships via email marketing.

Think of it this way:

You've got a massive funnel where you're pouring water into - the funnel has a filter at the bottom.

As the funnel starts narrow at the bottom, you start to get cleaner and clearer water as it passes through the funnel.

That's what Twitter is, a massive funnel. There's millions upon millions of people visiting this social network every day. It's our job



to filter out the noise and collect new potential clients, as well as potential joint ventures and business partners.

If this is what you're interested in doing, then this book will help you. I hope you get a lot of out of it.

There's no fluff or filler and I'm assuming that you already have an active Twitter account. If you don't and you're new to Twitter, please take a look at my other book first: "Twitter Marketing Basics For Your Business". This is a great book to get you started and an introduction to Twitter before tackling this one.

Don't worry, it's totally free and can be either downloaded from my website: DesDreckett.com/twitterbasics or from Amazon.

When I first started writing this book I had just under 4000 followers on my account and around 3000 on the business account.

That's not a lot, really but my idea was to try and test new things and report my progress in this book. By the time you're reading this, I'll have a lot more followers on both accounts and will have been able to learn a few more things to write about and share with you.

What was interesting, though - I managed to grow this following in just under 8 weeks. In fact, I wrote a blog post about it "Wanna Know How I Grew My Twitter Account To Over 2000 Engaged Users in 30 Days?"

Don't laugh... I was quite proud of that! Going from zero to 2000 in under 30 days was an achievement to someone who had previously snubbed social media. I just wanted to see if this could be replicated again and again and again. Read on and you'll see my journey unfold.

You could say that this book is more advanced (depending on your level of expertise). These are tactics and strategies that have worked for me and my business. I don't see a lot of other accounts using



them, so if you're lucky (depending on when you are reading this) they should still work really well for you.

Why Should You Trust Me?

Hey... you don't have to... Try some of the techniques I'm suggesting in this relatively inexpensive book and see if they work. If they do, great! If they don't, I apologise. I can only chronicle what's worked for me and my business and how we manage to generate a boatload of traffic from Twitter to out lead generation pages.

I subsequently tried these with a few business we are helping and they worked a treat. In fact, it's now the basis of our whole social media strategy. Twitter is at the forefront of this.

Why are you sharing this with me?

It's always been my intention to help others with their businesses. If you buy a few books, courses or use our services along the way, I'm happy.

If you like what you've read then, hopefully, you'll start following me and start learning other techniques we're using in both our business and other businesses that use our services.

I'm all for "you scratch my back and I'll scratch yours" - business is hard and we all need a little help along the way.

My Twitter handles are @XenmediaM and @DesmondDreckett. Feel free to connect and let me know what you thought of this book. Hopefully it has helped you in a positive way. I do actually mean that!

I know a lot of people say that in books like this but I'd genuinely like to hear from you. I can't guarantee to respond to each and every tweet or message, but if you're persistent, you might just get my attention or that of my team.



We are also able to train either you or your staff in social media online and also manage social media accounts for a select few companies. If you think we might be able to help, get in touch on Twitter.

Let's help each other!

Ok, here we go.....



1: What Can Twitter Do For My Business?

“You don’t know what you’ve got, until it’s gone”

Could you imagine operating your business in the sixties? There’s no internet, no mobiles or tablets, no computers, no email, no social media. Instead you have television, newspapers, libraries and magazines.

We’re living in a world with absolutely everything at our fingertips today. Never before in the history of the world can you reach as many people on such a scale. Oh, and I forgot to say, for free!

That’s right, you don’t need to hand over a credit card or write any cheques. You just need time and a bit of strategy. Today is the best time to be in or run a business than at any point in the history of time. We owe it to our forefathers to make good use of it.

If you’re reading this book, I’m gonna guess that you probably already know what Twitter can do for your business and just want to know some techniques that you can put into practice.

I’m not going to lie and suggest that Twitter will provide you with an avalanche of traffic to your website. You’ll have to have quite a large and engaged following to get a flood of traffic. In the good ole days, you would get a lot of traffic, if you tweeted your own posts. Unfortunately, like most things, times change and competition increases.

There are times when there are around 150-350 tweets being added to my Twitter feed every 5 or so seconds. That’s a lot of content to compete with and it’s no longer as simple as “who shouts the loudest”.



Don't worry about all of that, though – there are still good times ahead.

Lead generation/customer acquisition

Whether you run a coffee shop, have a retail store, are a contractor or have an e-commerce business, you need leads. If you're looking for more leads for your business, then Twitter can be a great tool to increase traffic to your sales funnel. Unfortunately, it's not as simple as tweeting a lot. **The key is actually writing plenty of blog posts/articles, sharing them and hoping others will share them with their followers too.**

This isn't as easy as it looks and takes a lot of work. But I think you'll find some of the techniques I use throughout this book will surely help you with this aspect of inbound marketing. Things like repurposing content and driving Twitter traffic to your blog post FROM your blog post are just some of the interesting techniques I use and teach others to use later on in the book.

Recruiting

Twitter can be a great tool to hire your next employee. Especially if your employee is able to work remotely. There are plenty of companies around the world using Twitter by simply carrying out a search with their favourite keywords and phrases and then taking a note of people tweeting on these topics.

You'll often find that there will be certain accounts constantly retweeting and liking your tweets. Some of these accounts are a fan of what you are tweeting and would love to work for you. A fan of your work is a great person to have on the team.



Market research

If you are designing a new product and require feedback, there's no better place than Twitter to ask questions and receive feedback on a design. This can be done by running a poll (no more than 3 questions) and actually *ask* your followers their opinion. The feedback will almost be instant and super quick.

Nine times out of ten, your competition will also be posting on Twitter. If they have a new product or service, they're likely to announce this on Twitter as soon as it's up and running. Keeping a track of up-and-coming developments is super simple on Twitter. You just need to start following your competition and add them to a list (we discuss optimising Twitter lists in chapter 10).

Event marketing

If you are running an event, conference, training course or show, Twitter is a great platform to showcase this. You need to encourage both your staff and existing clients to tweet about this, and it's also a good idea to introduce a specific hashtag for this event. Ensure this hashtag is on all of your printed material for this event and that you are constantly tweeting this out in the days prior and on the day.

Customer service

If someone has asked you a direct question about your product or service on Twitter, you can reply instantly by replying to their tweet. If they have a grievance, still reply but in that reply, ask them to send you an email so that you can further discuss this.

You only really want to carry on the conversation on Twitter, if the question is generic in nature and it's a question that a lot of people may be thinking or would find helpful if you answered in a public forum. If it's not, always guide the question to a private email. That way, you won't entice others to chime in with a similar grievance.



Media relations

Virtually every journalist working for a media organisation will be on Twitter. This can be a great tool to reach out to them and, to be honest, most of them would actually prefer it.

In my experience, you're far better off building a relationship first by liking and responding to some of their tweets, before you go straight for the jugular and ask for their help. I'm guessing these guys get several of these types of requests every single day and yours will just be another one to add to the list and ignore...

Where possible, actually read some of the pieces and respond on Twitter about something you liked or request further clarification on a point.

Networking

A lot of people mention LinkedIn as a place to do most of your B2B networking. You can actually do a lot of networking on Twitter, if done correctly.

During the course of using Twitter, you'll get to know of possible networking opportunities as they arise. You can also add certain accounts to a specific Twitter list to be managed in a different way to the other thousands of accounts you follow.

Always build a relationship with accounts first, before reaching out. Engage with their tweets and actually take the time to visit some of their posts and leave a comment. This is *by far* the best way to get any sort of response from these people.

If they are a large organisation, they're likely to get people reaching out all the time. Only the ones that do it the way I'm suggesting will get any traction, otherwise they'll just get ignored.



For example, someone would really get my attention if they left some really insightful comments on my posts and engaged with me on Twitter. It's a case of doing that little bit extra to get noticed and get a response.

So, now you know what Twitter can do for your business. Why should YOU use it?

2: Why You Should Be Using Twitter

I'm probably a good example of someone that has been converted on using social media. I had a play-around with it, when I was launching a few offline companies and never managed to get anywhere with it.

I hated social media with a passion... Didn't want to be involved, didn't have the time and thought it was stupid and time-zapping. If there was a term "social media haters" online, you would have seen my picture on the Wikipedia page. That's how much I hated it...!

Twitter, What a Waste of Time!

To be honest, I could never quite see the fascination with it. Why would I want to know what people are into every minute of the day? I've seen enough funny cat videos and menu plans to last a lifetime. Why did I need to subject myself to it any more?

Like so many other company bosses, I was concentrating on what the return of investment (ROI) was, instead of the long-term, positive impact social media could provide for business. I tweeted a little, interacted and achieved absolutely nothing. Wow, this is a complete waste of my time!



You see, I'm from an era where paid media advertising is king and statistics and metrics are the key to getting the best 'bang for your buck'. Social media is harder to quantify and, with no stats (or so I thought), it's virtually impossible to measure.

XenMedia spends roughly \$1 for every \$10 of revenue on Google's ad platform "AdWords". Nothing comes close to achieving that rate of return - I couldn't see why I needed to deviate and explore other marketing channels.

I then realised why it was so important to get involved and why Twitter would be the starting point. As you go through this book, you'll get a sense of why I had a change of heart and the reason why Twitter marketing is now a key tool in my marketing mix *and* of the companies my business manages.

Build your personal and business brand

"Building a brand is like investing in your future legacy. Build the foundation, then reap the rewards". #quote Des Dreckett

Whether you're looking to build a brand for your business or even your own personal brand, Twitter is ideal. I'd actually recommend having several profiles for the people in your business. This means there are more opportunities for potential clients to find you.

I suggest having full control of the account and password. In fact, use a tool like Buffer or Hootsuite for your employees to use. Never, **ever** give them access to the main Twitter accounts.

If you ever fire them or they move to another company, you won't need to change all of the passwords on your social media accounts.



They also won't be able to sabotage any of your accounts in the future by tweeting nonsense...!

Most social media tools like Hootsuite allow you to add contributors to the account. However, these contributors will never know passwords nor be able to change them.

Connect with like-minded people and brands

It's so easy to jump in and out of conversations. You don't even need to be a follower of an account to send someone a message. However, if you're looking to pitch a product or service, I'd recommend building a relationship first before getting in touch.

1. The first thing you should do is follow them
2. Like and retweet their content. If the content isn't necessarily relevant to your topic you can get away with just liking one of their tweets.
3. Do this for around 4 weeks, and then send them a message asking if they'd be interested in what you have to offer.

Share valuable information with the world

You might be making changes to an existing service or launching a new product - whatever the reason, you can publicise this instantly on Twitter. As long as it falls within 140 characters, you're good to go.

There are many that say Twitter isn't as effective as it used to be. That's down to the sheer amount of new and spam accounts that have sprung up recently.

Attract a new audience = attract new clients

Twitter is the easiest social media platform to attract a new audience (from day 1). As long as you share and publish relevant interesting



content, you'll get targeted followers every single day. What you do with them will be covered later on.

Silent Remarketing (reintroduce clients to your business)

You may have previous clients who have used your services before or have interacted with you before. Whatever the reason, you have a chance to reengage, simply by posting really good content.

Even though Twitter is worldwide, it's amazing how small the world becomes, when you are involved in a niche that you share with others around the world. I guarantee that you can touch many thousands of people interested in the same things you are (not just in your own country).

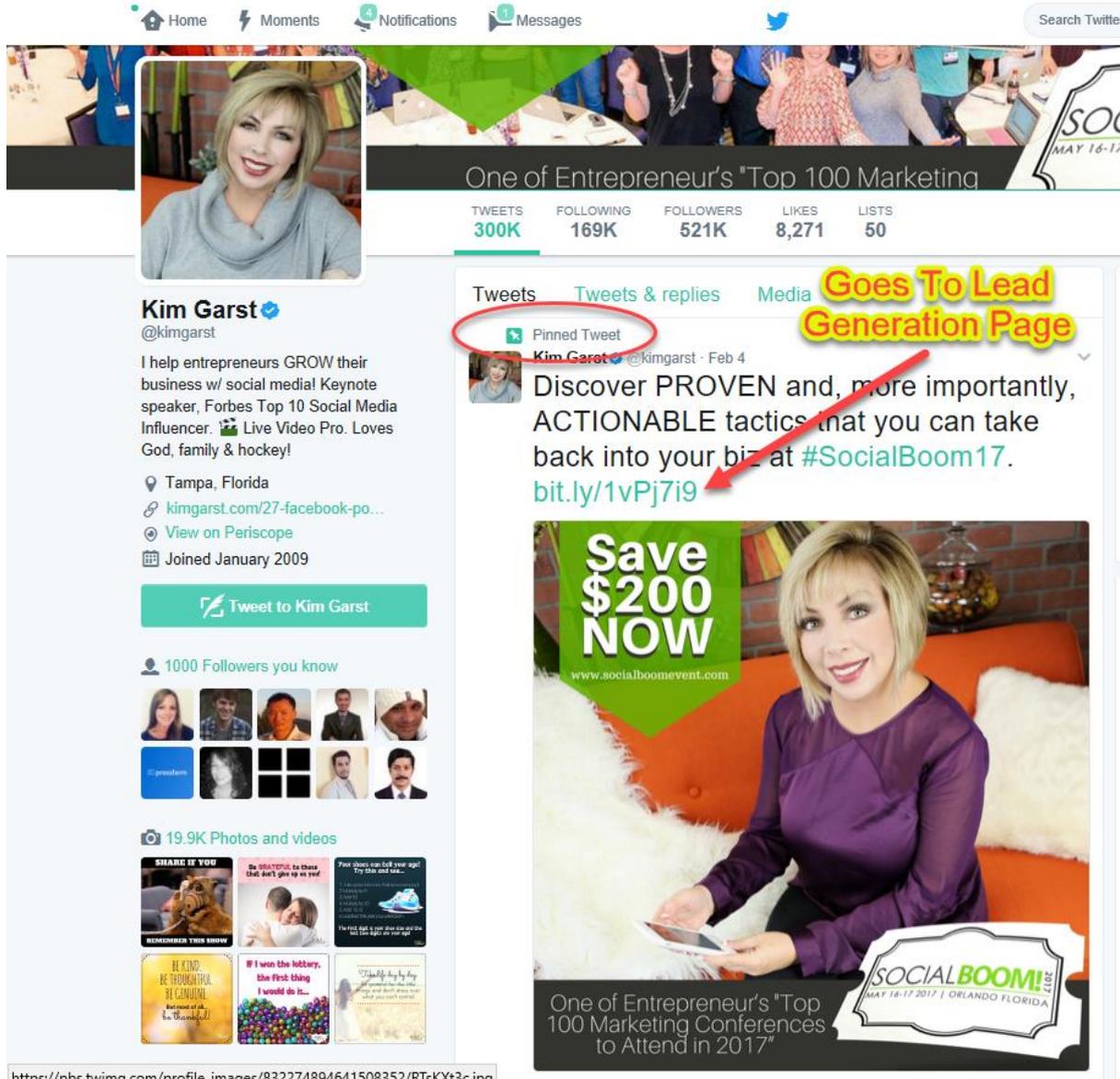
Lead generation

Yep, I mentioned this earlier. I wouldn't recommend selling your services on Twitter. But, I would recommend using it as a lead generation tool.

This is done by setting up a lead generation page and posting it on Twitter. Once it is posted, you need to pin that post (will discuss this later). This will then sit at the top of ALL tweets on your account. When someone comes to view your account, this post will always be sitting at the top. There's more chance of this post being liked or retweeted than any other post of yours.



A good example of an experienced marketer using this very technique is Kim Garst:



(She has pinned this lead generation post to the top of her feed for maximum impact) (I'll talk about pinning tweets in a sec)



How do you pin a post?

1. Open up Twitter Profile Page.
2. Choose Tweet you would like to Pin.
3. Click on the three dots.
4. Select “Pin to your profile page”.
5. The Tweet will now automatically appear at the top of Page.



This tweet will now be seen by every single person who has a look at your Twitter account. It will sit at the top of your Twitter page until you unpin it or change it.

This tweet is likely to receive a considerable amount of likes and retweets too, since most people understand why you have pinned it.

Here's an example of one of my own:





Keep switching your pinned post

There's a rule I use when it comes to pinned posts: If one of my own posts starts to take off (gets lots of likes and retweets), I use this new tweet as a new pinned post, essentially switching one out for the other.

I do this for a few reasons:

1. It keeps my twitter feed fresh
2. There's a better chance of a previous person, who has already liked or retweeted my old pinned post to like or retweet this one.
3. I can't be sure but I believe a new tweet will show further up on someone's feed than an older tweet.

When I say "my own posts", I mean ones that have been written on my blog or guest posted on someone else's.

Carry out some serious networking

I touched on networking previously, however, there are a few more things you can do on Twitter. I actually think Twitter is, by far, the easiest social network to engage with possible joint venture partners.

The best way to contact anyone and network on Twitter is to start liking and retweeting their tweets (or, at least it's a good start). Do this for maybe a month and you should start to get their attention. Especially if they have followed you and are engaging with your tweets.

Once you have their attention, simply send them a private message and ask them something about one of their tweets. If you don't get a response, don't worry, just keep trying until you do. As soon as you



get a response, keep the dialogue going and then pitch them your idea.

This is where a lot of people go wrong - they try pitching ideas and ask questions before they have built any sort of relationship first.

Promote a new product

Promoting new products and services is easy on Twitter. Just ensure the ratio of promotional tweets is around 10:1. That's 10 content tweets to every 1 promotional one.

A nice trick that I have seen other accounts use is to create a Twitter poll asking specific questions on their product. In my opinion, there should be no more than 3 questions for your followers to answer. Any more and I think you'll find that most people just don't have the time or can't be bothered.

Great PR (you are more respected by future clients) Keep putting your name out there

If you and your account keep pumping out great content, it won't take long before you are respected and seen as the go-to person for whatever niche you choose. That's why it's so important to be consistent - try not to stray too far from your niche.



A few light-hearted tweets, such as motivational and inspirational tweets are just fine.

Don't get political or comment on controversial topics - leave that for the activists or alternatively, set up a separate account under a different name. Just make sure the connection between this account and your brand can't be linked.



(One of my inspirational tweets)



How did I get this picture?

1. I did a search for “inspirational quotes” in Google:

Google inspirational quotes

All **Images** Shopping Videos News More Settings Tools

About 28,300,000 results (0.62 seconds)

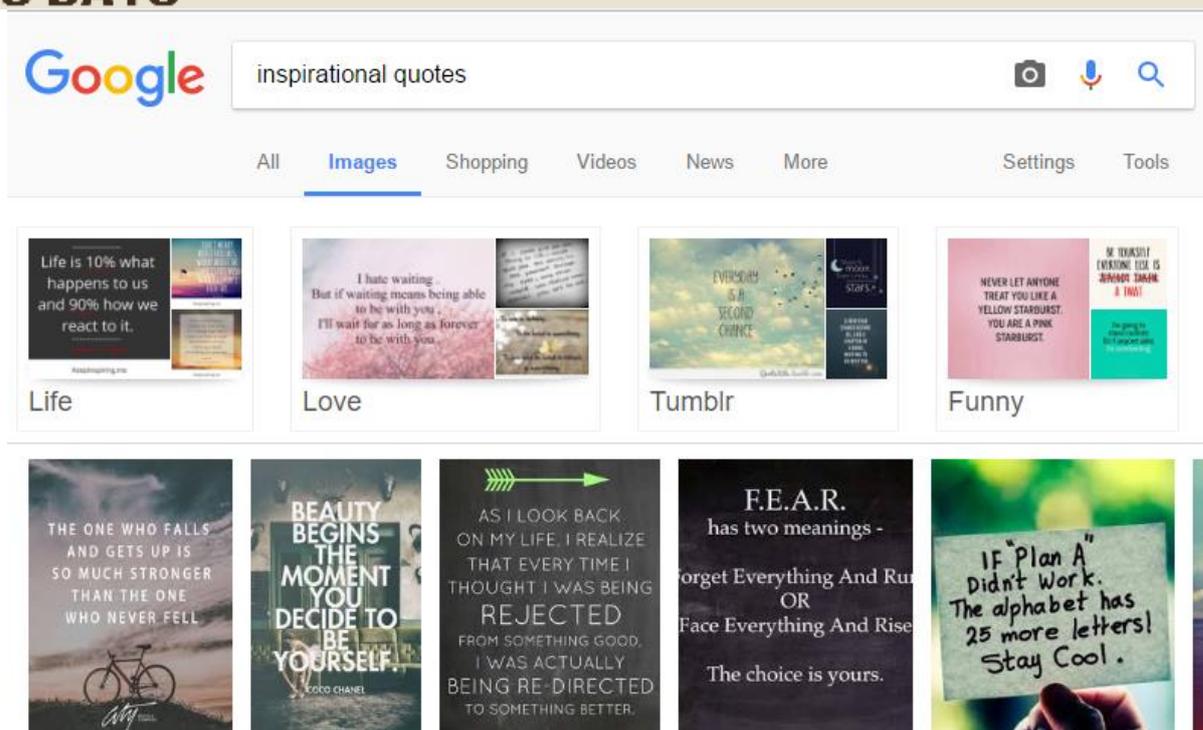
Click on the images tab

Images for inspirational quotes

→ More images for inspirational quotes Report images

Inspirational Quotes - BrainyQuote
https://www.brainyquote.com/quotes/topics/topic_inspirational.html ▼
Share the best inspirational quotes collection by famous authors, inspiring leaders and more. Positive thoughts, great advice and ideas from experts.
Change your thoughts and you · Kevyn Aucoin · Let us remember: One book ...
You've visited this page 2 times. Last visit: 03/02/17

(Click on the images tab to find image quotes to use)



(Copy and paste an image that you would like to use)

Note: It's advisable to check the copyright on images you use online. As a rule of thumb, if you're unsure whether you have permission, don't use that particular picture.

Alternatively, you can do additional search for images you can use on Twitter.

Find images, text, and videos you can reuse

1. Go to Advanced Image Search for images or Advanced Search for anything else.
2. In the "all these words" box, type what you want to search.
3. In the "Usage rights" section, use the drop-down to choose what kind of license you want the content to have.
4. Select Advanced Search.



Then narrow your results by...

image size: Find image

aspect ratio: Specify t

colours in the image: any colour full colour black & white transparent this colour: Find image

type of image: Limit the l

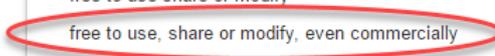
region: Find image

site or domain: Search o .edu, .or

SafeSearch: Tell Safe

file type: Find image

usage rights: Find image



Choose an option for usage rights



Advanced Search





Fastest way to get your message out there

Email is one of the fastest ways to get your message out to existing clients. Twitter is the fastest way to get your message in front of both potential *and* existing clients.

When you post a tweet, it is as instant as instant gets. The only downside is it will quickly get swamped by other tweets in the feed. That's why it's important to schedule tweets multiple times throughout the day. My advice would be to change the wording on each tweet slightly, so it doesn't raise any spam flags with Twitter.

Great way to respond to existing and potential clients

If you sell lots of products or have plenty of clients, from time to time, you're going to get a few questions about your products and services or simple questions like delivery or refunds.

This is a great platform to show that you care by responding to these questions on Twitter. If the response is somewhat delicate in nature, then I recommend responding to questions and asking them to email you or contact you on Facebook messenger. That way, you can keep sensitive information away from the general public.

At XenMedia, we advise all of our clients to be as responsive as possible on Twitter. Do a search for your name or brand on Google and I guarantee that Twitter will be in the top 10 results on the results page. For this fact alone, you've got to be seen as caring and willing to help - your future business depends on it.

Refine your brand – take and listen to feedback in your marketplace

A lot of times your existing clients will want to give you both good and bad feedback on your product or service. Even if it's bad feedback, this is still valuable information for you to use to possibly change or enhance your product or service. Always thank your client,



take a note of their details and give them a progress report on what you are doing to either change or enhance their feedback suggestion.

Not only is this feedback helpful, it can also help you improve your business. It's hard enough to get clients to fill out a questionnaire or survey - if they give you feedback without you prompting them to, I suggest you grab this opportunity with both hands and run with it.

Share links, articles, videos and pictures

Now that you are able to share videos and pictures on Twitter, this opens up a world of opportunities to share different types of content.

Now, have you been persuaded to us Twitter for your business yet?

If it has, for transparency, let me go through a few of the advantages and disadvantages of this social media platform.



3: The Advantages & Disadvantages

It wouldn't be fair of me to just give you all the positives of using Twitter. In fact, I give a heavy sigh every time I read others talking Twitter up as this amazing social media tool. Don't get me wrong. I love Twitter. But, there are plenty of good and bad things about it to keep in mind...

It's easy to just give a positive viewpoint on this platform, but I'd be doing you a major disservice if I did - I want you to go into this with your eyes wide open without any hype and unfair assumptions on what is possible.

There are plenty of books and blog posts that sing Twitter's praises without showing you the other side of the positive spin. In this chapter I'll give you some good and bad things about Twitter to give you some perspective.

Advantages:

Twitter is free. That means you can use it *for free 24/7/365*. Never before in the history of marketing have you been able to get your message out to as many people in real time across the globe.

It's easy to use and set up. You can be tweeting in a matter of minutes.

You can use Twitter on any digital device like your laptop, desktop, tablet and mobile.

Your reach is almost limitless. I say 'almost', since the only people that will see your tweets are people that follow your account or their followers. The more followers of your account you have, the more possible eyeballs will see your content.

There are ads between your tweets but it's not too overwhelming and doesn't take up the whole screen (for now, at least).



The speed of Twitter is breath-taking. As soon as you tweet something, it is instant. You even get notifications of new messages, followers, likes or retweets in real time. So, if you have to get your message out instantly, you can tweet a message and your followers will immediately see it in their feed - great for launching a new product or service or broadcasting an important announcement!

You can embed (place a tweet) on your website, so that your article- or blog-readers can see this message without even entering the Twitter platform.

It's so easy to network on Twitter... you don't even need to be following each other to send messages. So, if there's a company, brand or person you want to connect with, simply send them a message. However, I advise that you share some of their tweets first and build a relationship before pitching your product or service directly.

You can upload video to Twitter. Either by uploading the file in the MP4 format or share via a video platform like YouTube.

As long as you are logged into Twitter, you can also log into other social media platforms, just by using your Twitter handle.

Disadvantages:

You can only write 140 characters. If you have more to say, you simply don't have additional characters to use.

The size of your images is limited. If the size is too large, you won't be able to use that image or video.

It can be quite addictive, once you get started. Having people like and share your content is quite nice and encourages you to share more. Before you know it, you've been dragged down the rabbit hole and hours could pass... The best way is to automate this task.



In the good, old days, when Twitter was new, you could funnel quite a lot of traffic back to your website. Unfortunately, this doesn't work as well as it used to. If your tweet is retweeted about 100 times, you have around a 3% chance of someone clicking through to your website.

Unless you have a large amount of followers, don't expect to generate a lot of leads from Twitter. Due to the sheer amount of tweets, your message can easily get lost in the noise. Hence the reason why it's so important to build relationships first.

Invites criticism in the most public of ways: If you have serious customer service issues, your clients are able to write nasty reviews and messages about you or your brand and unfortunately, it's then there for the whole world to see. Get too many of these and you could have a major problem on your hands.

There are a lot of inactive and fake accounts. This means some of your tweets won't be seen by some of your followers or most won't be interested in your content. That's why it's important to keep on topic and mainly tweet about topics within your niche.

It's hard to build an active audience like Facebook. The amount of times one of your followers will see your tweets is minimal (unless you tweet a lot, of course).

Spam is rife on Twitter and is hard for them to police. In fact, if I'm really honest with you, I can see it being the main downfall of Twitter. There are so many spam accounts that look like real accounts, it's really hard to tell the difference these days.

I really hope I've come across as objective and that you now have a much clearer perspective of what you're getting yourself into.

Getting anything out of Twitter is going to take some hard work. I'm talking a few-hours-every-day-type of work. You're going to have to



spend hundreds of hours liking, retweeting and engaging with people. After all that, you might not think it's actually worth the effort.

That is completely up to you.....

Only you know how much time and effort you can put into this. The results won't be fast but, in my opinion, it'll be worth it.

In the introduction I briefly laid out the process I use. Let's dive a little deeper and I'll show you the perfect formula.

It took me months of tweaking and suspension to get this formula just right.

Let's take a peek behind the curtain.....



4: The Perfect Formula

“The perfect formula is like knowing the race result before placing your bet” #quote Des Dreckett

I’ve called this chapter the perfect formula - kind of sounds like a magic bullet, doesn’t it?

I’m sorry, it wasn’t meant to... This is the perfect formula I have found, after several months of doing things the wrong way.

I read several books and many different articles to try to figure out how to grow my Twitter followers. To be honest, most of the advice was pretty old - many of the techniques and much of the software simply isn’t around anymore.

Don’t you just hate that? Reading information that’s outdated and is of little use?

Don’t forget, you can get free updates of this book at <http://www.xenmediamarketing.co.uk/twitterbookupdates>.

Anyway, too much of the information out there is outdated and would get your account banned in today’s Twitter Land. The software suggestions have changed names, been merged with other software or just no longer in use.

It’s a bit frustrating... Especially when you have conflicting advice from so-called experts in this field.

As I have said before. I’m no expert on Twitter. I’ve just observed what worked and what didn’t, whilst experimenting with my two main accounts.



What I'm about to go through with you is a fast track way of growing your Twitter following - growing your following is the key to higher engagement, more likes, follows and email sign-ups.

Keep your account small and it will be an uphill struggle, for sure.

There is nothing wrong with wanting to have a small following on Twitter. From my research, people and companies don't take you seriously and won't engage with you. However, I have seen some small local companies in my area use Twitter as a conversation tool among friends. Again, this is absolutely fine, but I'll hazard a guess and say, they're not growing their business from this strategy.

Posts & Tweets

Throughout this book you'll see me mention posts and tweets. Tweets are a combination of other people's blog posts, videos, and infographics etc. Posts are generally blog posts that have been shared on Twitter.

Unfortunately, I use these terms a lot (hard not to, when you're writing a book on Twitter marketing).

For the purpose of your understanding: just assume tweets and posts are the same thing. As you use Twitter more regularly, you'll start to learn the difference.

There are optimal times to tweet

This is where 99% of Twitter accounts go wrong...

99%, really?!

Yep, 99%. I kid you not.

The vast majority of Twitter accounts tweet at the wrong time of day and with the wrong amount of frequency. By frequency I mean:



There's no strategy behind when they actually schedule their tweets. You need to be scheduling your tweets for maximum impact. By impact, I mean likes, retweets and interaction from other accounts.

Once your account has been active for a certain amount of time, there are ways to find out when most of your tweets have been liked or retweeted.

Sign up for a free account at [Followerwonk](#) to analyse when your tweets get retweeted. Once you have this valuable information, you'll be able to strategically schedule your tweets at optimal times when you know they get retweeted the most.

Followerwonk is a paid service by Moz, however they offer a free trial (at the time of writing there isn't an expiry date on the trial). The free trial is somewhat limited, but to learn optimum times of engagement, you can do this for free.



Sign up for [Followerwonk](#). Once you are registered you will be able to analyse statistics using the Analyze tab at the top:

followerwonk »
A Moz App

Reports & Downloads Feat

Search Bios Compare Users **Analyze**

You're using a free version of Followerwonk.
Get unlimited searches, report downloads, and access track and sort. [Subscribe to Followerwonk](#)

Slice any Twitter user's followers into actionable segments. Find most influential, domant, old, and more.
[Login with Twitter](#) and we'll overlay your follow status. [Want to find your top followers?](#)

Screen Name... analyze users they follow **Do it** Or, see @Infu @matt

Analysis of users DesmondDreckett follows on Twitter

We segment these users into a number of psychographic segments: including gender, location, Twitter activity, and more.

Next to each chart, you will find links that allow you to explore specific users in each segment. You can further sort these pop-up lists of users by follower count, tweet count, and so on.

Sample size: 7,611 of users @DesmondDreckett follows – [view all](#) »

Enter twitter handle

You can get statistics for your own account as well as a competitor. Simply type in your competitor's' Twitter handle instead of your own.

This is good research but I wouldn't copy their active times to tweet. Depending on how Twitter-savvy they are, they're probably tweeting at the wrong times...



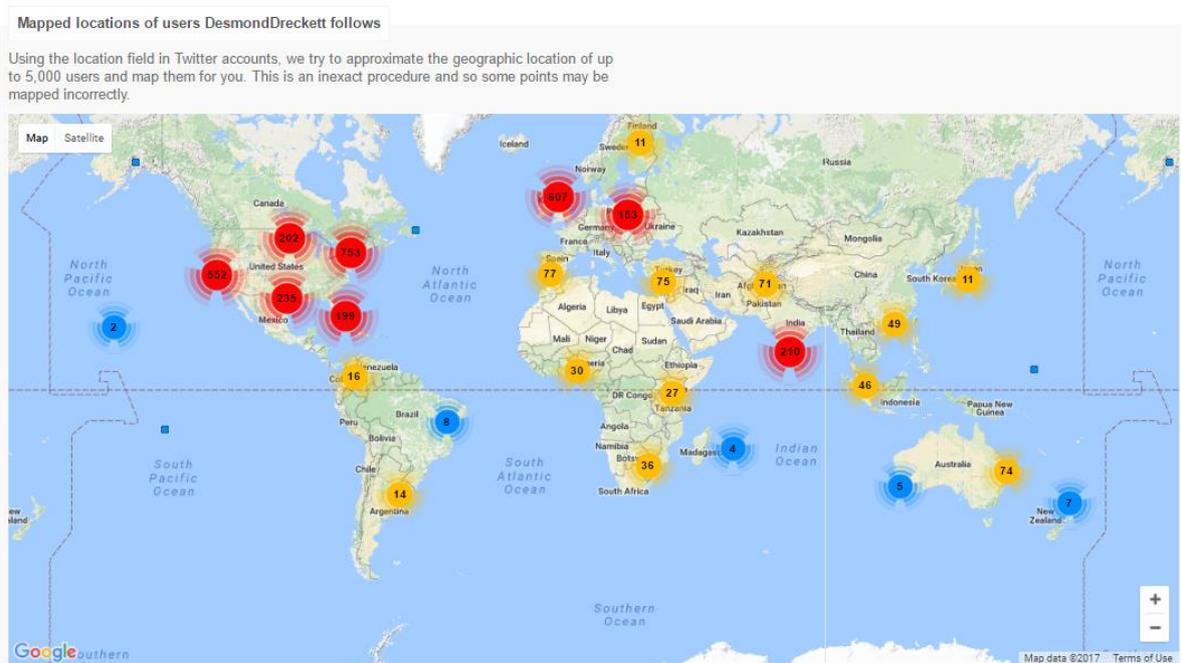
Here's a basic summary of my profile via Followerwonk:

Desmond Dreckett
EUROPE|USA

Social Authority:	64
Followers:	7,620
Time on:	80 days
Retweets:	32.0%
@Contacts:	5.0%
URL tweets:	63.0%

I help people GROW their businesses. Co-founder @XenMediaM - We 2x, 3x, 4x business turnover #GrowWithXen - Views are my own. Love Family & Formula 1.
desdreckett.com

Here's the locations of my followers:

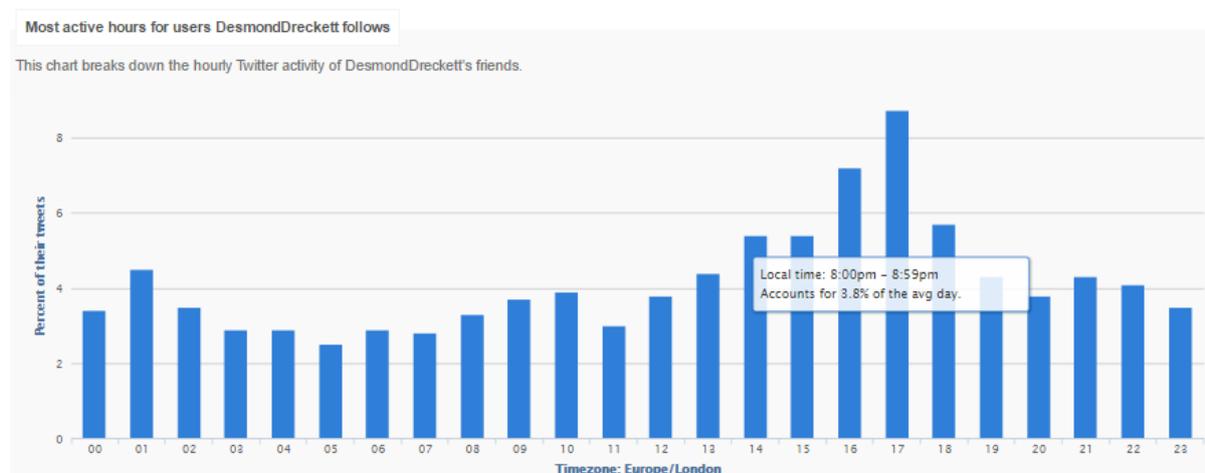




The locations in red are where my top followers are, yellow is next and blue is last. Therefore, the optimal times for me to post my tweets are all of the United States times zones, Europe and then India.

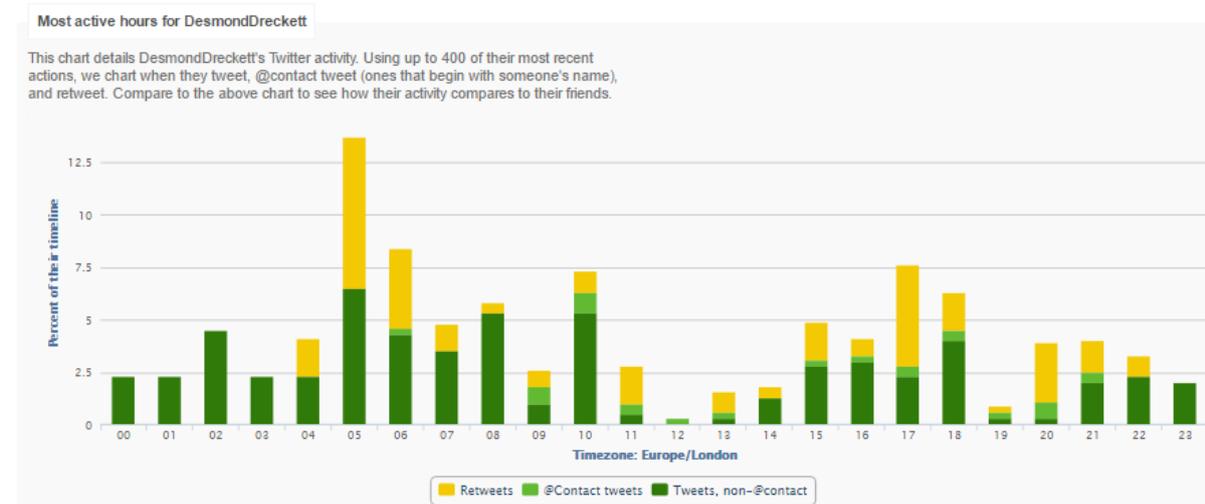


Here are my most active hours:



Between the hours of 3pm and 6pm are my most active.

Here are my most active times to receive replies and retweets:



The yellow parts of the graph are when I get the most retweets and the light green are replies.

To be honest, I'm not really interested in the replies, just the retweets. I found that the quietest times online are when I get the most interaction, so I have set up my automation to tweet at these times.



As you can see from the graph above, my retweets happen mainly between 4am – 7am and 3pm to 10pm.

This gives you an example of the statistics available to you on Followerwonk. There are many more but I didn't want to bore you with them. The most important part of the software is the graph above. This will show you the optimal times to schedule your posts.

I haven't seen a better, more up-to-date tool you can use for this purpose. It's simply the best around.

Make sure your follower count is lower than your following count



(An example of an account that has the wrong following/follower ratio)

If the account above is your account, I apologise. Though, you're better off sorting out your account, pronto!!

It's important to keep the amount of people you follow lower than the amount of followers you have. If you don't, this will make your



account look like a spam account. People are also more likely to unfollow you.

The reason why it is so important to abide by this ratio is mainly down to the fact that software like ~~Managefitter~~[Managefitter](#), Crowdfire and [Commun.it](#), to mention a few, all recommended unfollowing accounts that have a really bad follower/following ratio.

What some accounts find is their unfollower list is going down as fast as their following list goes up. In essence, they aren't making any progress when it comes to building a following. Worse still, accounts won't follow you in the first place, if you have a really bad ratio.

Don't get me wrong. If your account is new, unfortunately you won't have a choice but to have a bad ratio, since you're in the early stages of trying to grow your account. As soon as your follower account is over 1000, it's time to start slowing down how many people you follow and remove things like:

- Inactive accounts
- Accounts that look like spam
- Accounts that haven't followed you
- Accounts that also have a bad ratio (by bad ratio we're talking 2000 following with only 100 followers)

All of this can be done on the Crowdfire or [Managefitter](#) software for free.

(Please take notice of the metric. If you wander over the required ratio, you'll get a lot of unfollows. Their software suggests unfollowing accounts where the ratio is wrong).

I didn't really see this problem until later down the line. A few times I went over and the next day I had 40 unfollowers, so all of my hard work in growing my following was undone in a heartbeat.



“It felt like climbing Everest only to find I had been climbing the mountain next door by mistake”

Mix-up up your tweets

I know I said that you should stay on topic with your tweets, however, it's also a good idea to tweet inspirational or motivational tweets every now and again. Simply posting pure content each time will probably bore your followers. It's nice to get that touch of inspiration every now and again.

I personally don't need several pick-me-ups during the day but there are plenty of people who do.

Some of your followers may have recently lost members of their family, a job, had an argument with their wife or husband that morning, scratched their car in the parking lot, have a heavy cold and felt terrible, when they woke up this morning... Trust me, there are several thousand reasons why people need a little injection of positivity and motivation each day.

By supplying these quotes and pictures throughout the day will be appreciated by a small group of your followers. It might not mean much to you, but in some cases, it means the world to them!

Repurpose tweets on different days and times

It's actually OK to repurpose your tweets as long as they are a few days apart. So, if you tweeted today, then it's OK to post it again in another 4-5 days. Ideally at a different time.

This means you are repurposing content instead of constantly finding new content each time. This is easy to do with scheduling tools like Buffer and Hootsuite.

Retweet and like popular tweets



It's important to like and retweet your followers' tweets (don't go too crazy, though). When you're first starting out, you're gonna have to do this *a lot*. As time goes by, you can be a little more strategic and simply like and retweet those that like and retweet your tweets, as well as major influencers (large accounts with a large following).

Engage with your followers

It's OK to send your followers a message every now and then. You can thank them for mentioning you or simply thank them for retweeting some of your tweets.

The more you engage, the more they will like, retweet and share your content.

Don't spam

Don't send unsolicited messages offering your products or services. This is a fast way of getting your account banned, blocked or by getting a lot of unfollowers.

If you keep to these formulas, your account will grow naturally and organically. If you want to increase that growth and become a superstar, I think you'll be interested in the next chapter.



5: Strategy For Growth

**“Grow today or have the competition pass you tomorrow” #quote
Des Dreckett**

Before I get into the meats and bones of this chapter, I asked the advice of a Twitter friend called Rob (@RobertViney) about Twitter growth. You see, I’m interested in building my follower list as big as possible in the shortest possible time. However, as Rob very kindly suggested, not everyone wants to grow a huge follower list and they simply want to target specific companies and individuals within their niche.

I’ll be honest, I hadn’t thought about this and of course, Rob is absolutely right. For that reason, I added an additional bonus chapter at the end of this book (Bonus 5) for those who want to grow a more engaged and specific following instead.

I believe in a little bit of growth each and every day. No matter what you do, always strive to put one foot in front of the other and make a little progress. I’ve tried to do this with every element of my life. Whether it’s listening to an Mp3 (an audio file I scrapped from YouTube) in the car, or reading an eBook I downloaded from Kindle Unlimited - if you’re not learning, finding new and better ways to do things, you stop growing and are either standing still or going backwards.

This chapter is dedicated to growing your Twitter following as big as possible in the shortest time...

There have been many experts who have suggested that the best way to increase your growth (following) on Twitter, and to become an influencer is to follow lots of accounts daily. They’re right, but that’s only half the strategy.



If you're busy, these actions can either be done at the beginning or at the end of the day. I personally carry them out 3 times a day. In the morning, afternoon and before I go to bed.

Here's what I did:

- **Like every account that likes yours tweets**
- **Retweet every account that retweets yours**
- **Follow anyone that retweets and is in the same niche as yours**
- **If someone posts one of your posts, then retweet and say thanks, follow them and then place them in a separate list called "supporters".**
- **Follow 6 accounts a day that your main influencers do.**
- **Follow accounts that post your competitors content**
- **Use Twitonomy (registration is free) to find out some decent stats on your competition**

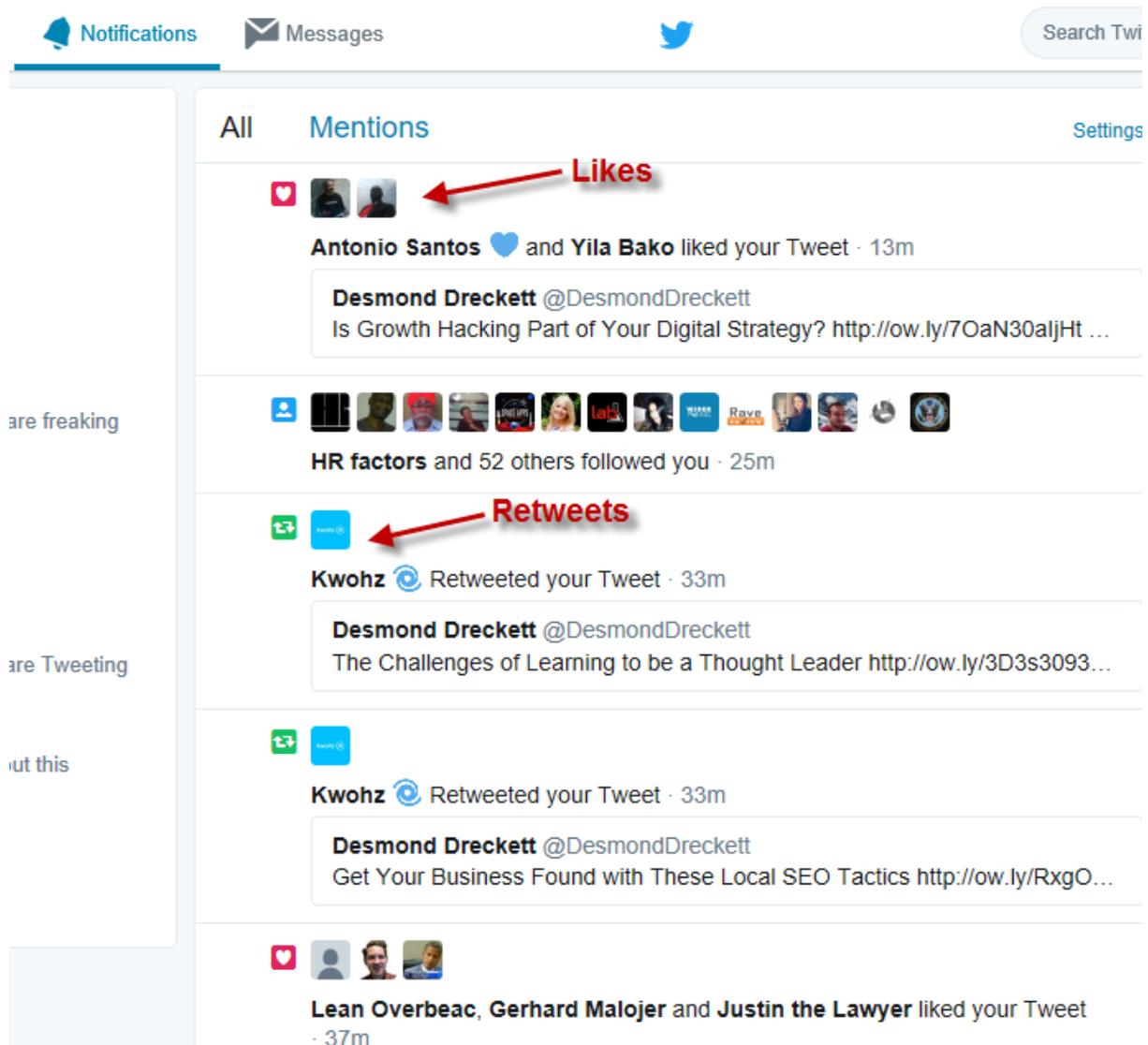


In the notification tab at the top of your account, you'll see a notification tab. Click on that tab and you should be able to see a list of notifications highlighted in blue.





Scroll down to the last one highlighted and start carrying out these actions.



Here's an explanation of each strategy:

Like every account that likes yours tweets

In your notification tab, each like will have a small red and white heart next to the Twitter handle.

Every account that likes your tweets, you'll return the favour and like one of their tweets (even if you're not in the same niche). This will



increase your interactions with these accounts and will show that you're a supporter in whatever software they use.

In addition (and this is up to you) I also follow every account that likes one of my tweets.

This strategy wasn't my idea - I actually swiped it from M Lemont.

With every technique I suggest to ensure your following/follower metric is OK. Make sure you have more followers than the amount of accounts you follow.

You can sometimes lose yourself and become a bit trigger-happy. This is really easy to do and I've done it a few times myself (even now, I sometimes creep over the ratio). It's not a problem, if you do - just make sure you correct it as soon as possible. Unfollow inactive accounts (accounts that haven't tweeted in at least 3 months), accounts with no profile pictures, accounts that have unfollowed you, etc.

I didn't notice this until I was looking over the shoulder of my wife who was using the Twitter app on her phone - not only will your followers see your retweets in their feed, they also see which posts you liked too!

So, every time you like a tweet, your followers will see that tweet on the Twitter app on their phone. This isn't the case on a desktop - take care and only like tweets that are in keeping with your niche, motivational and/or inspirational.

Retweet every account that retweets yours

A retweet will have a small green and white recycle graphic next to their Twitter handle.



This is where you need to be careful - you only want to retweet accounts that have similar tweets to your niche. If they don't, simply like one of their tweets and move on.

Again, I follow anyone that retweets one of my tweets (it's up to you whether you want to adopt this aggressive follow strategy). My intention is to grow my Twitter following on a daily basis.

It's important that you don't get off message here. Only retweet about topics that are relevant to your niche. The minute you go off topic, you'll start to get a lot of unfollowers.

Saying that, 1 or 2 tweets per week is fine, but don't go too overboard.

The power of this is reciprocation. Kind of like, you scratch my back and I'll scratch yours.

There is a priority in the way this is done, though.

1. Always retweet their pinned post if they have one. They're likely to want this post tweeted and retweeted, hence, they have pinned it for a reason.
2. If there isn't a pinned post, try to find a tweet that they have personally tweeted (not a retweet).
3. If you can't find either of these, then find a retweet of someone who you already follow that has been tweeted by this person. This way, when you retweet it, both accounts will get a notification of your action (killing two birds with one stone)

Over time, and if you continue to do this, you'll be interacting with several accounts on a daily basis and will start getting the attention of larger accounts.



All large accounts are looking for other accounts that retweet a lot of posts and who are also engaged with their community. Liking and retweeting posts is a great start!

Follow anyone who retweets and is in the same niche as yours

If someone retweets one of your tweets and they are in the similar niche to yours, follow them. You'll want to follow as many accounts, that are similar to yours, as possible. There are a few reasons.

1. Possible joint venture opportunities
2. There will be certain accounts that will be prompted by software to follow their followers. In essence, this is a targeted follower. Anyone who follows an account similar to yours is definitely worth getting. There's a high chance that they will like and retweet your posts too!
3. There's an even higher chance that they will continue to retweet your posts, if you are connected rather than just some random account - the bond is more powerful, if you follow each other.

If someone tweets one of your blog posts, then retweet and say thanks, follow them and then place them in a separate list called "supporters".

A person or account that tweets one of your blog posts is like Twitter-gold. Not only are these accounts supporting you, they are actually tweeting one of your posts which provides more exposure for your brand. This means they have either read one of your blog posts online and pressed that "post tweet button" or they have copied and pasted your post from you or someone else. Either way, you should keep a close eye on this account and acknowledge what they have done.

1. Create a list called "supporters" (we'll talk lists in chapter 10)



2. Add anyone that tweets your post into this list.
3. Occasionally (the timing is up to you) like and retweet some of their posts
4. Start a conversation with them by commenting on something they have tweeted or ask them how business is going.
5. You can either start a joint venture with this account or they may even be a future client.

This account is the very reason why you have set up an account on Twitter. You either want to get new clients or find possible networking opportunities - treat these accounts like royalty.

Follow 6 accounts a day that your main influencers do.

This is more of a strategic play and a little more aggressive than the other suggestions I have made so far.

You can either follow the exact same accounts that your competition or influencers follow. I do this daily and it's normally around 6 per day.

Try to follow people instead of companies - you can normally tell if it's an individual by the profile picture.

I do this because an influencer very rarely follows random accounts. They usually follow accounts that have retweeted their tweets or accounts they think may become clients.

Unfortunately, at this point, you have no idea if it's actually worth following this account or that and it's pretty much a punt really. It's a case of following them and hoping for a positive result in the future.

I suggest doing this more with influencers than your competition. This is because your competition might not run a tight ship and may sometimes follow random accounts depending on who runs their accounts. Influencers, on the other hand, always follow strategically. There really is no need for them to do otherwise.



This strategy is definitely a long-play and you won't see real results (if any) for quite a few months. However, I believe you'll get to your goal a lot quicker. There's more chance of finding clients, who will become a lead and then a buyer by 'hijacking' them from influential accounts.

Note: This is an aggressive strategy and I would suggest you do this after reaching around 4000 followers.



Whatever You Do, DON'T Follow Twitter's Follow Suggestions

I don't know how Twitter's algorithm works - I only know it doesn't work for my strategy. The vast majority of suggestions of accounts to follow (normally on the right-hand side widget in your stream) are people with large followings who follow very few people.

There's absolutely no point in blindly following these types of accounts, unless you have a plan.

The techniques I have outlined so far are all you need, when choosing who to follow. Don't be tempted by Twitter's suggestions.

I believe Twitter has it's own agenda and promotes certain accounts that have a large following. Who knows? What I *do* know is, their suggestions don't work for our growth strategy.

Follow accounts that post your competitors content

This is a nice trick I like to do on a weekly basis. I go to my competitor's blog and copy the URL. I then paste that URL in to Twitter but I delete the gubbins at the front - you know, the <http://www>. This will leave you with the raw URL.

Simply paste this into the search bar on Twitter and it will show you any accounts that have shared your competitor's content on Twitter recently.

Oh, I almost forgot. Make sure the options of the type of posts is set to "latest". This will give you a nice list of accounts that have posted your competitors content recently.



content marketing

TOP **LATEST** PEOPLE PHOTOS VIDEOS NEWS BROADCASTS

Search filters · Show

Who to follow · Refresh · View all



Shawn Upchurch @Shaw... x

Follow



Cameron L Morrissey @... x

Follow

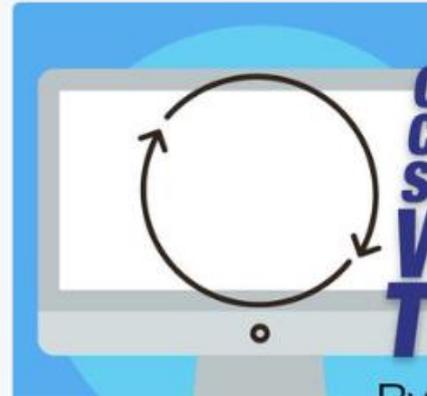


The Captain @submarines... x

Follow



NationalListServices @GetListService
Convert Your Content To Slides, Incre
@neilpatel #contentmarketing





Obviously, ignore the ones your competitor has posted.

This technique depends on how aggressive you want to be... It might be enough to start out just liking some of the posts by this account. In fact, if your following / follow ratio is low, this is probably what I would suggest. However, if you follow say 1000 accounts and 2000 follow you, then you have enough scope to add quite a few more accounts that you follow to the list.

I have found some really great Twitter accounts this way. Some I had never seen in my Twitter timeline, ever. Sometimes there are some diamonds in the rough (hidden away), working in the shadows.

Don't forget, if you aren't following these accounts, you would never know they are continuously posting your competitors' content. This technique really does pull the veil away and highlights possible joint venture partners or even potential clients.

Use Twitonomy (registration is free) to find out some decent stats on your competition

Now, I'm going to dedicate a whole section for this part, as it involves strategic analysis (my favourite topic) on your competitors' Twitter accounts. This is extremely important, if you want to get a clear insight into how they run their Twitter accounts.

Registration is free, but I suggest you take screen-grabs of any data you find interesting, as I don't know how long the trial period is for, or how long it will be free. However, if you only have a few competitors, then screen-grab everything you can within hours of registration.

Don't have screen grab software? You can download it for free here: <http://screencapturer.com>.



If you feel the need to use software **Twitonomy** on a continuous basis, then go ahead and sign up on a monthly subscription. (At the time of writing, I believe it was around \$20 for 1 account).

So, why should you use this software and how can it help you and your business?

Ok, if you have either just started using Twitter for your business, or have been away and have returned to Twitter, it's vital that you get the most up-to-date analysis of how your competitors are using Twitter, who they are in contact with and who are in contact with them.

This is intel-gold and will basically cut out the long, steep learning curve it would take, if you were to find out this intel by yourself. In fact, it could take years...

Register your details at <http://www.twitonomy.com/> and find out some interesting stats on your competitors Twitter account.

You can find out:

- **Who their top retweeters were**
- **What time they usually posts**
- **Most retweeted tweets**
- **Most hashtags used**
- **Users most retweeted**
- **Users most replied to**
- **Users most mentioned**
- **Tweets most favoured**
- **Days of the week they tweet the most**
- **Hours of the day they tweet the most**
- **Platforms most tweeted from**



I can't tell you how valuable this information is. Well, actually, no... I can. This information is *extremely* valuable. When you use it to compare several other accounts, it can cut your learning curve down by months.

To be able to see who your competitors interact with each week and month, it's as good as looking over their shoulder, when they're using Twitter.

So, you're probably itching to know how we can use this website effectively?

Let's have a look at the features one by one, and show you where the opportunities are....

Who their top retweeters were

This feature shows you who retweeted their tweets the most - if you are posting similar content, then there's no reason why you can't also build a relationship with this account.

As I've mentioned before, my advice: Start off by following, liking and retweeting their posts. Don't go over the top here - I'd suggest once a day for a week. Also, when you are retweeting their tweets, it's a good idea to write something in the text box on what they were tweeting about.

I try to add value here by commenting on the topic. I sometimes go further, and I'll actually read the article they are tweeting and pick out a bit I liked.

Whenever you go that bit further and comment on the retweet, it's very hard for this account to ignore you. It might take a bit of time to build that connection (sometimes weeks), but it'll be worth it in the long run... You won't be disappointed.



Desmond Dreckett @DesmondDreckett · 56m

Great share [@BrianHonigman](#).

Conversion is probably more important than traffic. Getting traffic is easy, converting them, not so easy 🧐

Brian Honigman  [@BrianHonigman](#)

Closely inspect these 7 conversion-killing crimes to learn if your site is guilty.
bit.ly/2kl6Opm by [@Sam__Hurley](#).



(An example of me commenting on a retweet of Brian Honigman)



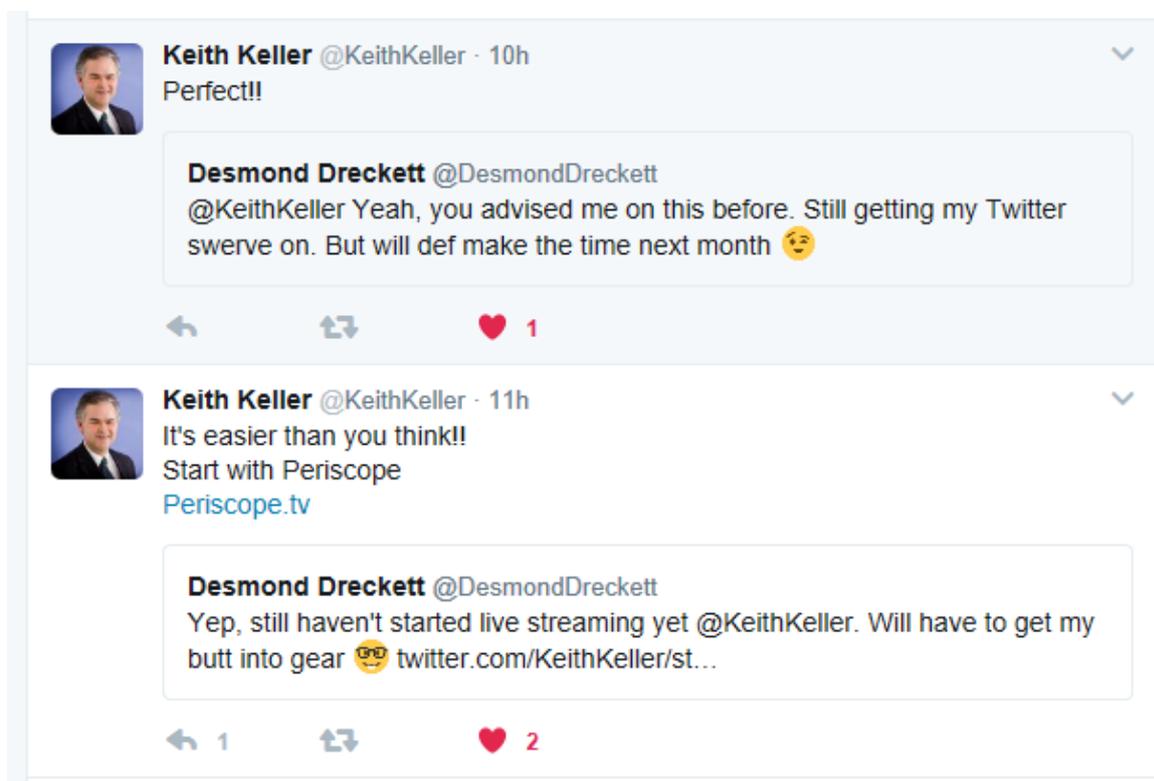
At the time of writing, I haven't received a reply from Brian. However, this is a number's game. I have several hundred accounts that I'm trying to interact with, and use the exact same technique/method with them.

Don't get too upset or bogged down because you're not receiving replies. Have patience and, in time, you'll start building your own little community of people liking and retweeting your tweets. Just make sure you return the favour.

If you don't have anything meaningful to reply with, simply thank them for sharing the content.

I also add an emoji to my tweet. Not because I'm a big fan of emojis - It's simply to draw more attention to my comment of their tweet.

Here's a conversation I'm having with Keith Keller @keithKeller about live streaming:



(I'm using emojis in this conversation)



I don't always use emojis - the choice is yours whether you use them or not. If you're in the financial or legal sector, then my advice would be to refrain from using them.

You now have a clear path to grow your Twitter account. What I have outlined in this chapter is pretty powerful with very few businesses adopting this yet. You can be one of the first.

Staying ahead of the competition is the key to growing your business - getting a leg up on Twitter could be the beginning of that.

Now you know how to grow your following, let's give you a few ideas on what to actually tweet about.

Strategic tweeting is key to the strategies in this chapter. Without tweeting on the right up-to-date topics, everything fails.

Your tweets are the foundation of everything written in this book.



6: Tons of Things to Tweet About

**“Feedly – Like having your own personal, curated content-machine”
#quote Des Dreckett**

If you’re anything like me, you’ll be sitting there scratching your head wondering what to tweet about. Other people seem to keep pumping out tweet after tweet of really good content. How do they do it, and where do they get their info?

When I first started using Twitter, I used to tweet articles I had been reading lately, which is absolutely fine. However, if you’re thinking of tweeting more than 10 tweets per day, you’re going to need more than that...

I could never suggest how many articles you should tweet each day. On average, I tweet anywhere between 50-100 per day. The amount you tweet is entirely up to you... What I would suggest though, is that you tweet a similar amount of times that your competitors do. You can find this out by using Twitonomy. Simply insert their Twitter handle and it gives you an average how often they tweet.

Right, content....

So, how do you do it, and where do you get this content from?

Ideally, you’ll want to be producing your own content and tweeting about it on a daily basis. The goal is to have at least 50 - 60 pieces of your own content to post. With this amount of content posted, you should be able to get lots of engagement to your posts and, ultimately, your website.

You’ll also want to have lead generating content. These are tweets that send potential traffic to a lead generation page, where you’ll collect names and email addresses. More on this later.....



Now, before you freak out and think of this as impossible, start out by tweeting everyone else's content - this will help you grow your account. Slowly start to increase the amount of articles/blog posts you write on your blog - the more, the better.

Don't worry if some of your content is a few years old - as long as your content is relevant, you can still tweet them out there.

You'll find all of the top Twitter accounts doing this because the reason you are using Twitter for your business is to increase engagement in your brand, obtain leads and convert those leads to sales.

Until then, there is a way to build your account and set the foundation for engagement. Increase the odds of having your tweets liked and retweeted.

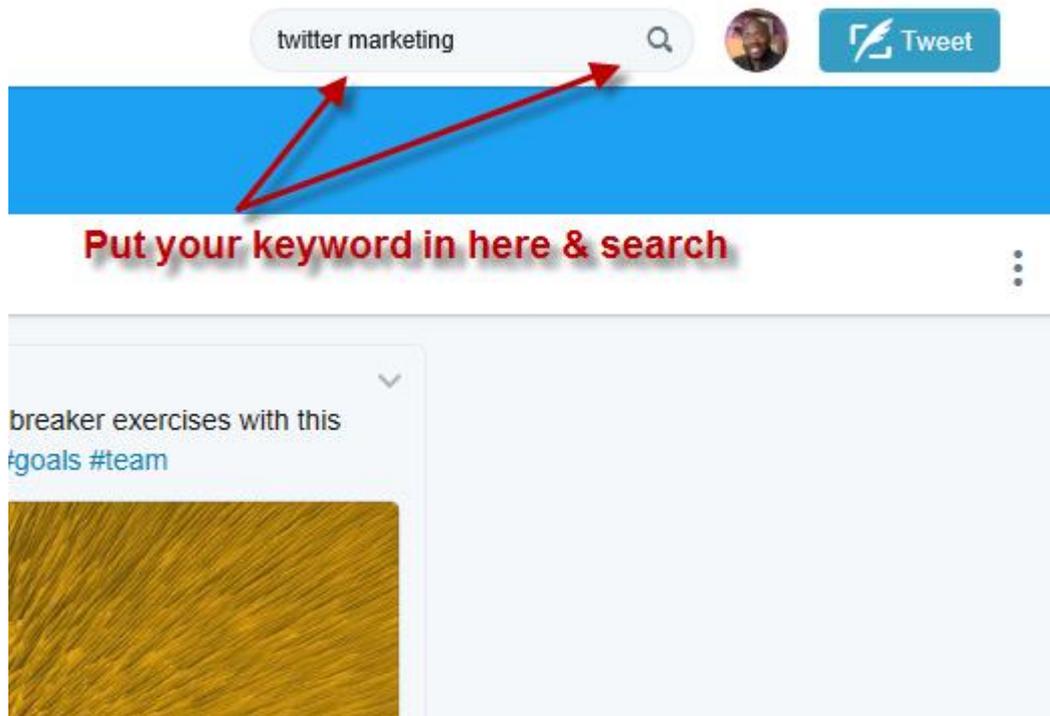
There are two things I tweet about to get more likes and retweets: Tweets that have historically received a lot of likes and retweets and new content that is on a topic which hasn't been tweeted that much yet, but has a great title and picture.

Yep, I know this is a bit of an oxymoron, but let me explain:

Posting random content isn't a strategy that will increase your Twitter following. Posting strategic tweets that have previously done well means that there's a strong possibility if you post the same content, it will also perform well.

Here's what I do:

1. I do a search with the keywords in my niche.

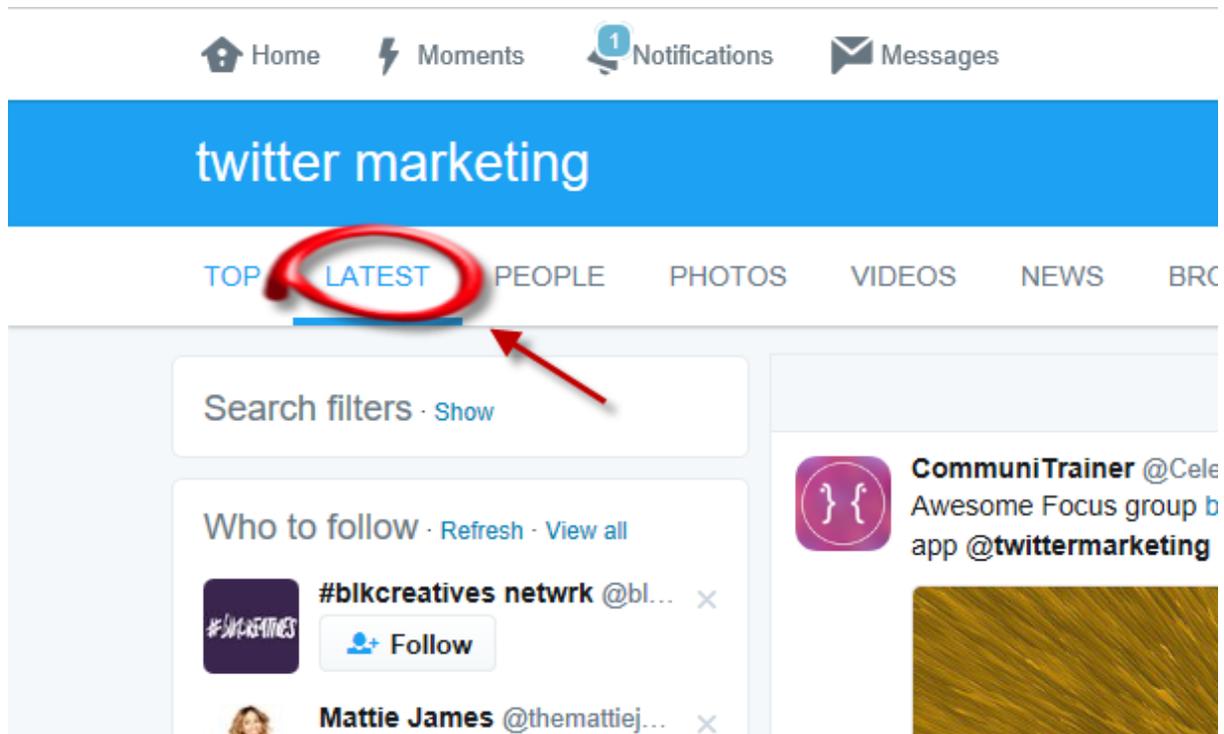


Put your keyword in here & search

(Type in any keyword without any hashtags) (Top right hand corner of Twitter)



2. The default results are results from popular tweets and accounts, so you need to change these to the latest tweets – click on the “latest tab”.



(Make sure you click on the latest tab after your search)

These results have just been posted, so we'll need to scroll down the list to see which ones have received likes and retweets.

3. Any tweets that have received 3 or 4 likes and/or retweets are ones that I'd consider copying. Read the article to make sure it's (1) good and (2) is the right fit for your followers.



(We found a winner)

Here's why I chose the post above:

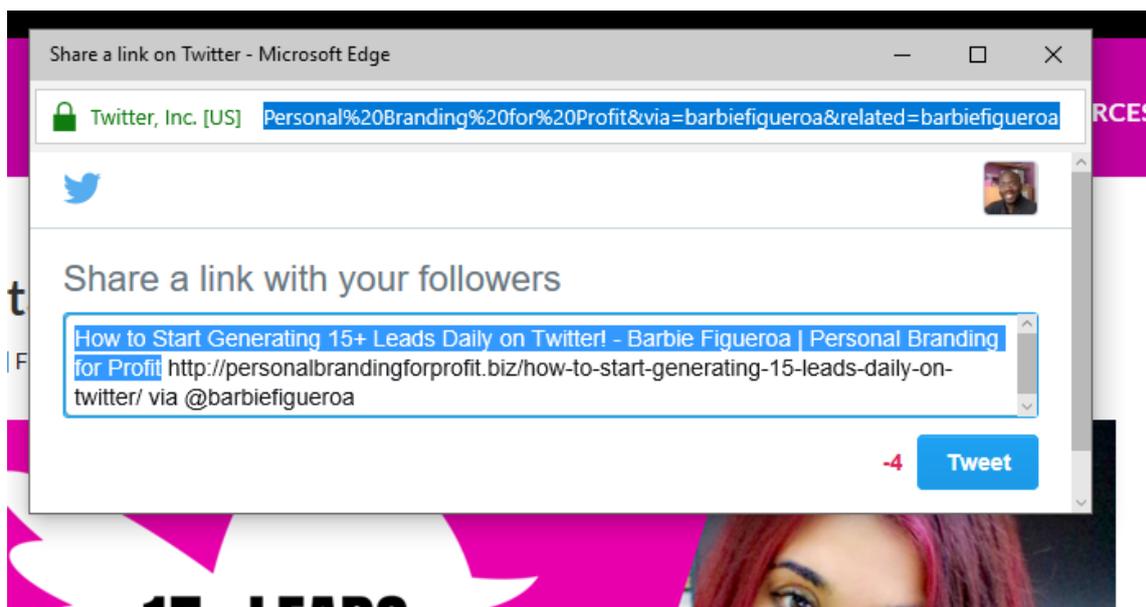
- It has a really strong, vibrant picture, which gets your attention
- It has over 3 likes, so meets the criteria
- The content is in line with what my followers would like to see, and be able to learn something from
- There is a decent description I can use. A few of the hashtags aren't really ones I would ordinarily use, so I'll probably change those a little (you would change these hashtags to suit your niche).



4. Either copy the tweet and the picture (change hashtags, play around with the title by either shortening it or rewording it).
5. Click on the link in tweet, which will navigate you to the blog post, press the tweet share button, and then compile your own tweet from that one.



(Here's the blog post from [barbiefigueroa @barbiefigueroa](#))



(I just pressed the tweet to share button and this is what I was presented with)



The text it suggests I share is:

***“How to Start Generating 15+ Leads Daily on Twitter! - Barbie Figueroa | Personal Branding for Profit
<http://personalbrandingforprofit.biz/how-to-start-generating-15-leads-daily-on-twitter/> via @barbiefigueroa”***

I’m going to shorten the text and add my hash tags.

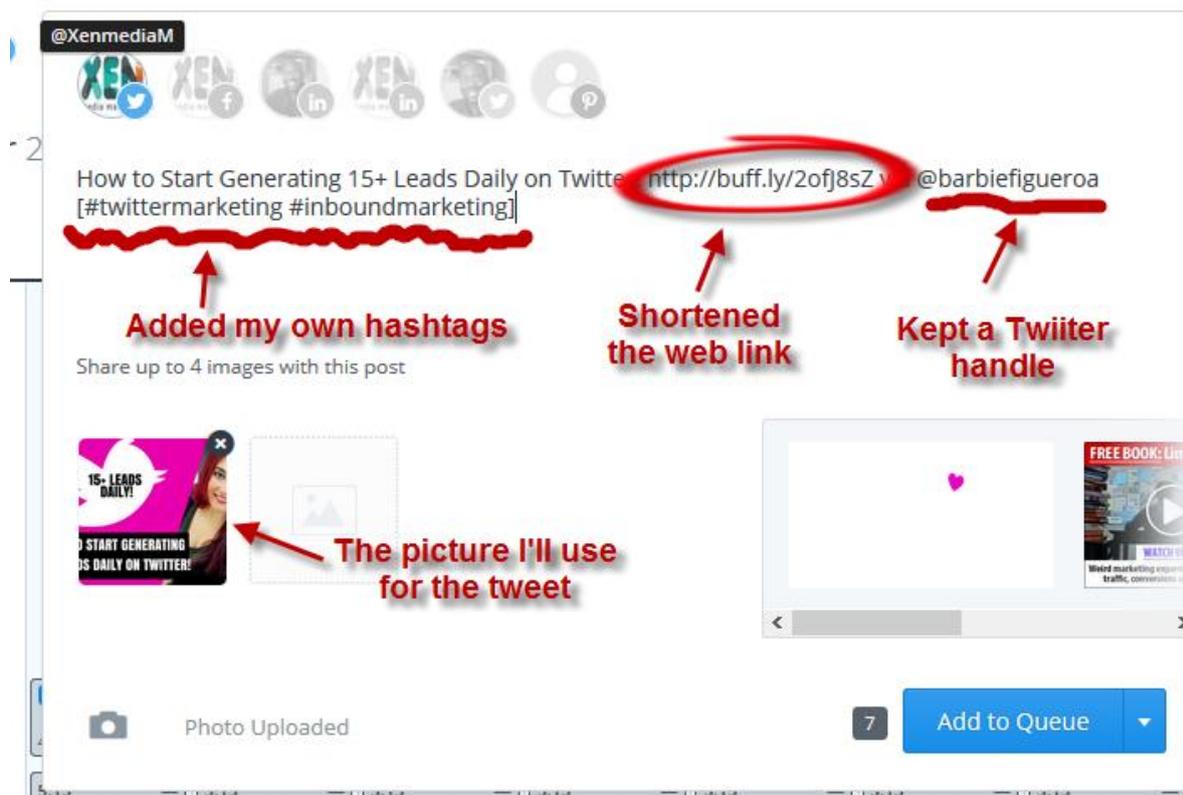
My hashtags are going to be [#twittermarketing #inboundmarketing]

I’m going to use the main headline:

How to Start Generating 15+ Leads Daily on Twitter!

I’m going to shorten the web link:

My shortened link is this <http://buff.ly/2ofJ8sZ> from this
<http://personalbrandingforprofit.biz/how-to-start-generating-15-leads-daily-on-twitter/>



I'm using the social media software called Buffer. I copied the text from the share box and pasted it into Buffer. When you do this, Buffer automatically shortens the link for you - I simply added my own hashtags and posted the tweet.

Buffer also copies the pictures from Barbie's post and allows you to use whatever picture you want from that page on her blog. I opted to keep the same picture, however I could have used any picture from the page.

By keeping her Twitter handle in the tweet, this will fire off a notification to Barbie informing her that I have just shared some of her content.

Barbie has a few options: Do nothing, like the tweet, retweet the tweet, follow my account.

Where possible, when you are sharing content on Twitter, try to add the original author's Twitter handle. Not only does this notify the author, it also gives you the opportunity to get a like from them and



the possibility of them following you - killing two birds with one stone...



Here's the finished tweet posted on Twitter:



(The new tweet has a more user-friendly head-line, the link has been shortened and I've added different hashtags that are more relevant to my niche)

Don't get me wrong; there was absolutely nothing wrong with the original tweet that **barbiefigueroa** tweeted. I just needed to edit it for my audience.

This took me around 30 seconds to change.

Now, this post was giving you an example of how to choose a popular tweet that already had social proof (had been liked 6 times already).



The post was around a year old, so you would need to make sure that the techniques mentioned in this post were still relevant to the topic **barbiefigueroa** was writing about.

The strategy increases your chances of getting your tweets liked and retweeted ten-fold.

Ok, posting new content would, on the surface, seem like the exact opposite of what I'm recommending. However, there's a twist...

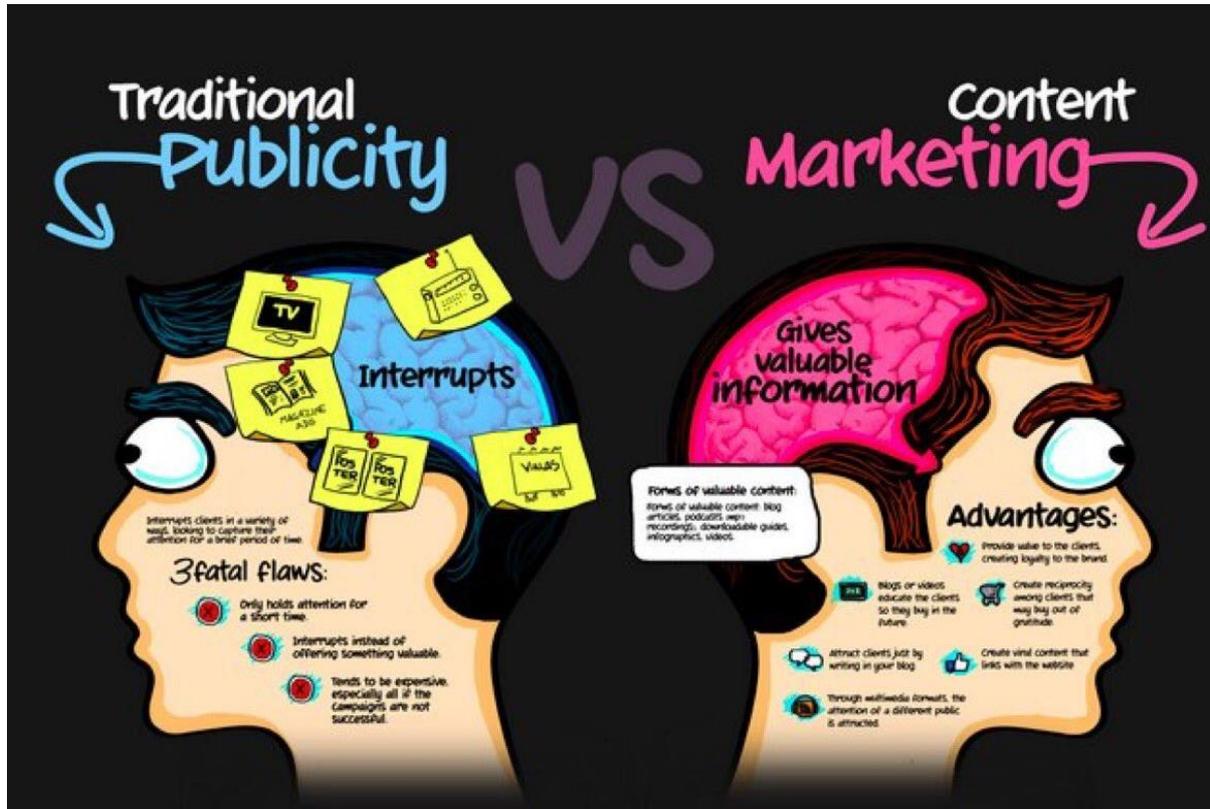
New posts that have a great title and a nice picture are also likely to get liked and retweeted. Here's why: Anyone who has been on Twitter for any length of time, will constantly see the same tweets passing through their thread on a daily basis.

Not only will they notice a new piece of content - they're more likely to like or retweet it, if it has a good title (clickable) and a really nice picture.

By nice picture I mean one that explains the title or post in very simple terms.



For example:



Admittedly, this is an infographic, but you get the idea...

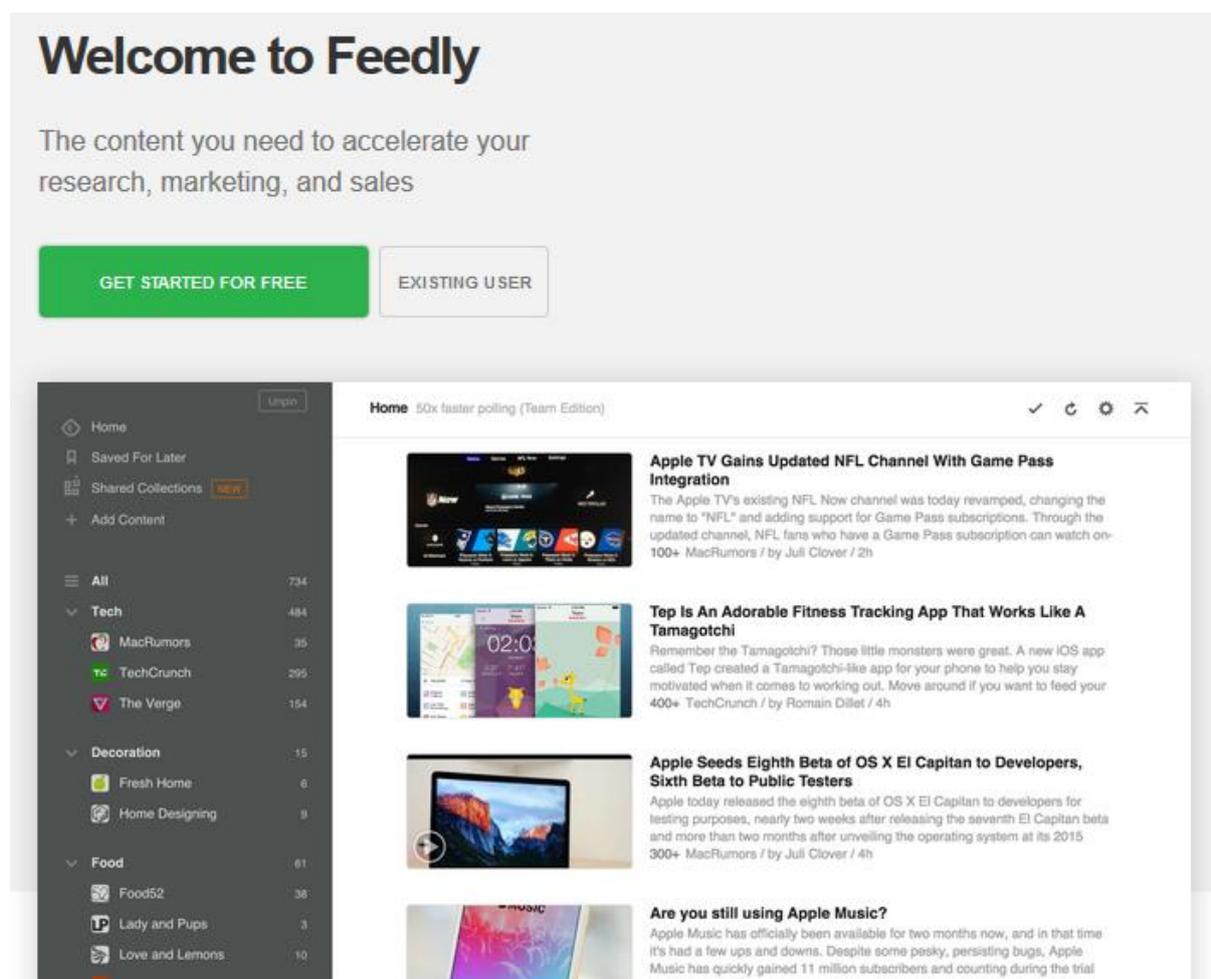


You can see exactly what this post would have been about. It has some nice, vibrant colours, and is clear and precise.

The chances of this getting engagement as opposed to a random worn-out tweet is extremely high.

When you combine both of these concepts together, new tweets with good titles, nice pictures and previous well-performing tweets, it makes for an amazing tweet strategy for your business.

The tool I use to find new and interesting content on a weekly basis is Feedly (which is free, btw). I use Feedly to compile a list of websites that write on your topic.





- This is by far the best content compiling tool out there. It provides you with a nice list of the websites that blog about your topic. It also shows you their most up-to-date content.

Find content on Twitter that are shared by accounts you follow.

- Change the shortened link with your own
- Either include additional hashtags or change out theirs for ones that you choose

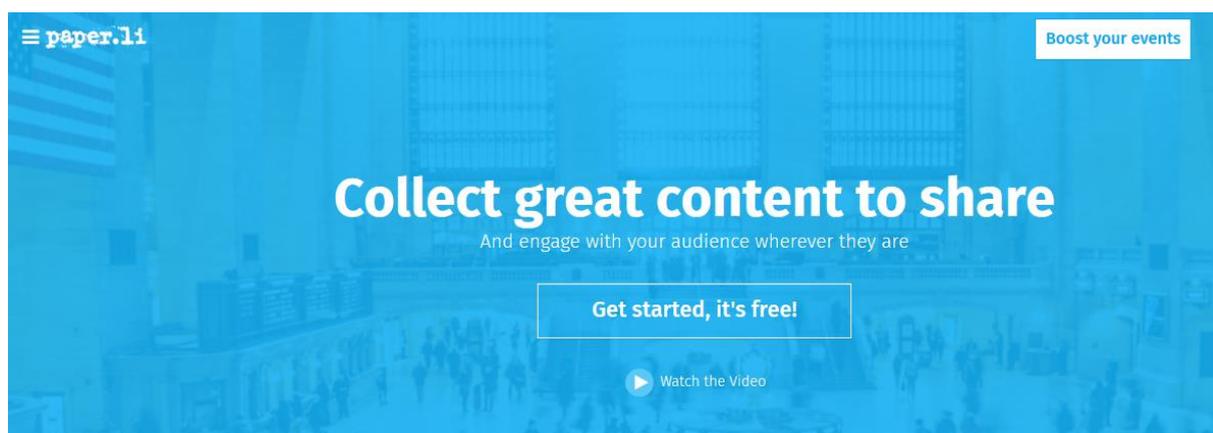
Make sure you tweet content with a mix of quotes and motivational pictures, etc.

- People will get bored, if you continue to tweet pure content. Everyone needs a pick-me-up every now and again.
- There are accounts that are set up to auto-retweet tweets that provide “#quotes” or “#quote”, so make sure you’re using these hashtags in your tweets.

You don’t always need to use pictures. Sometimes a simple text quote is enough (especially if it’s a really good quote).

Get registered with Paper.li

What is Paper.li?



It’s a content-curation service that lets you turn socially-shared content into an online newspaper and newsletters. They offer a free service that updates with different posts daily. The content is drawn from different twitter accounts that are tweeting on your topic.



You can also set the sources to be YouTube, Facebook, Google+, and RSS, as well as just about any other content from around the web by subscribing to the pro version of the software.

I personally just use Twitter as a source - it's a nice way to tweet about topics you are interested in, as well as giving a shout-out to some of the accounts that have content they have shared on Twitter published.

I generally press the Twitter share button on the page and share it with my followers. Don't forget; whenever you use someone's Twitter handle in a tweet, they will receive a notification to inform them that their name was mentioned.

It's a nice way to find similar accounts posting similar tweets that you tweet.

≡ paper.li

The Pay per click Daily



You have the option of upgrading from the free service to the pro service (paid). However, I can't see any reason why you would want to upgrade.

The only additional features I see are producing a fully blown newsletter that can be sent to subscribers, and the ability to embed your newspaper. You also have the ability of sharing your newspaper on LinkedIn and Facebook, in addition to Twitter.

So, there you have it... These are the exact same strategies I use to find and compile my tweets on both accounts.

I'm not sure how others do this. All I know is, this is by far the fastest way to find content to tweet about in the shortest possible time.

Are Your Tweets Blowing Up?

If you suddenly start to get a lot of activity on your tweets (lots of likes and retweets), then instead of scheduling any more, start to use the technique I have shown you (above) and post your tweets straight away. One after the other, after the other.

Every so often, you get a flurry of activity on Twitter (you never know when this is) and when you do, now's the time to be active too!

Don't bother scheduling your tweets at this time - there's obviously plenty of activity on Twitter at this precise moment, so why not capitalise on that?

Using this technique, I gain on average around 30 – 75 likes and retweets and an additional bounce of 1 – 40 new followers.

Check the notification tab regularly to see if there's still a lot of activity. Once it starts to slow down, it means the frenzy is over and you can go back to scheduling your tweets again.



The amount of activity on your tweets will vary from niche to niche. However, it's still a great way of picking up more new followers in a short space of time.

I always round this up with a separate tweet thanking all my retweeters - I always use a GIF (moving picture) to get their attention in their notification feed. Here's what that looks like:



How Do I Do This?

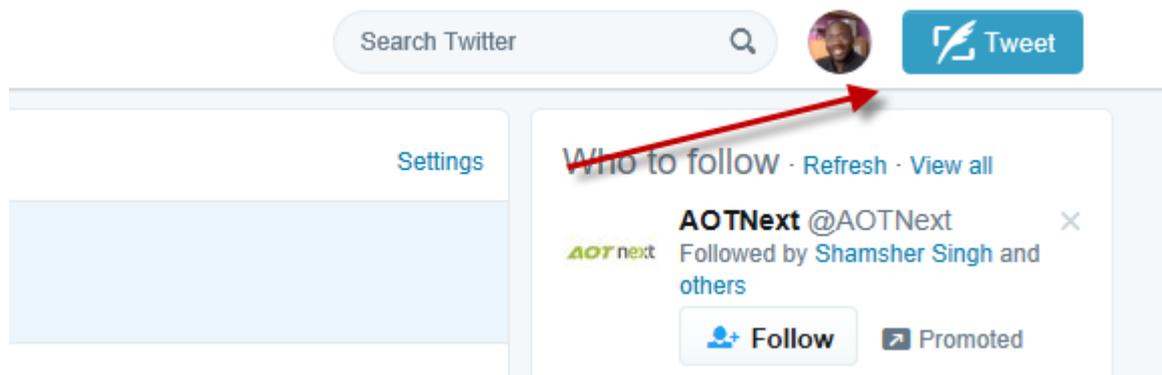
I basically go to the notification tab and copy and paste the Twitter handles of all the people who have retweeted my tweets in the past few hours. Not only is it nice to thank them - it increases our engagement rate.

How do you include a GIF?

You have a choice: You can either use your own GIF (one you have found from searching online) or you can use the ones that Twitter suggests. (9 times out of 10 I use the ones Twitter suggests).



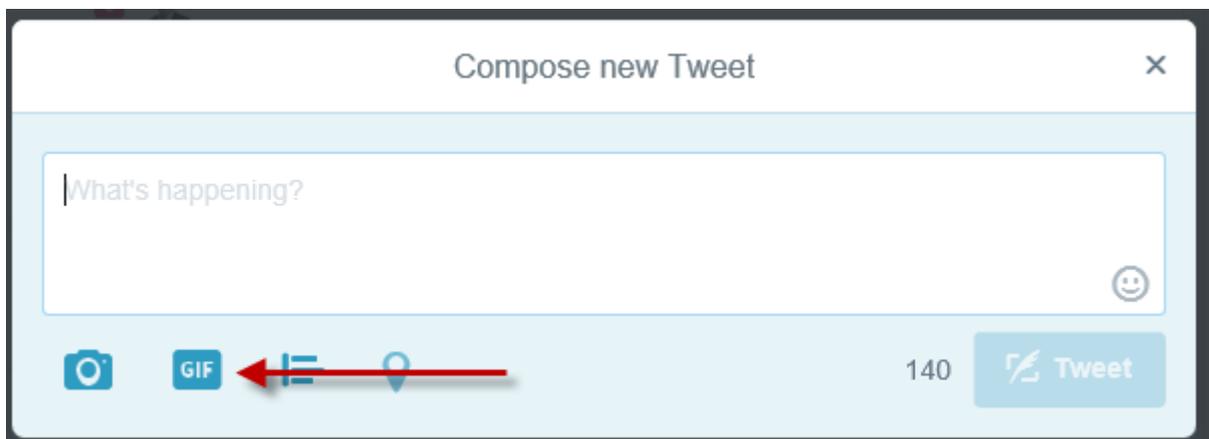
Here's how:



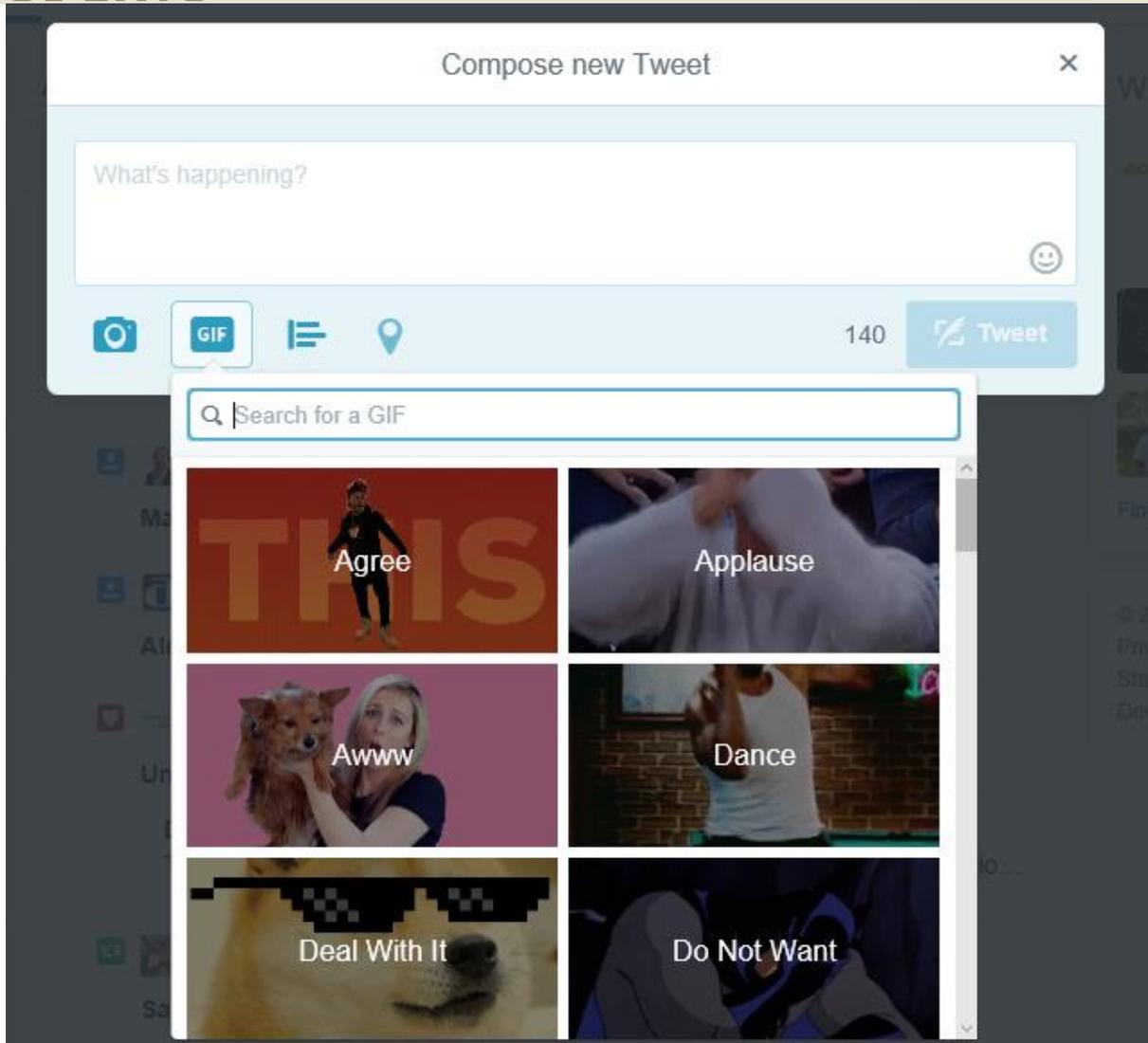
(Click the tweet button - Top right-hand corner)

The “compose a tweet” box will open, where you can copy and paste the Twitter handles.

Click on the button marked “GIF” and a dropdown box will open, where you have a selection of GIFs to choose from.



(Click on the Gif tab)

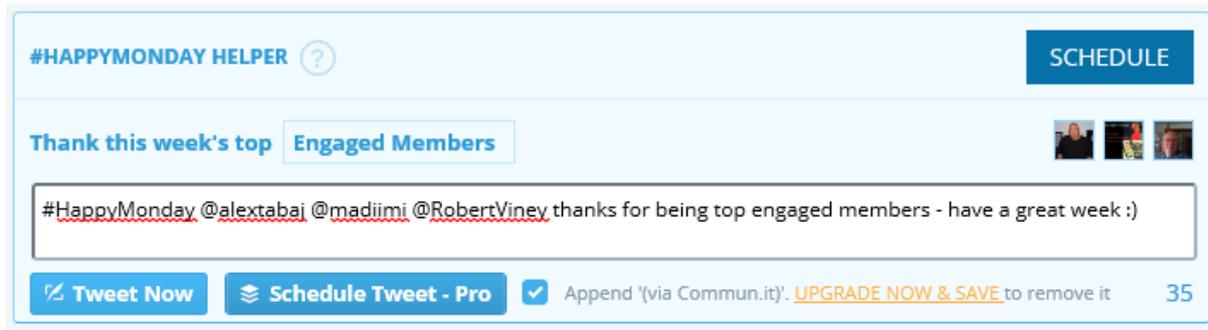


Try to mix up your GIFs - I always use the one marked “fistpump” to thank my retweeters, “applause” to thank supporters and “hearts” to thank my top engagers.



If you need to find out who your top supporters, top engagers, top interactors and top influencers are in your community, you can use a piece of software called Commun.it. Never post it from within the platform - I always copy and paste it from Commun.it into my software like Buffer or directly on Twitter.

You can post directly from Commun.it, but it also inserts their logo with your tweet as well, which I didn't want... It's your choice, of course...



(I use the free version of [Commun.it](https://www.commun.it), but you can always opt for the paid version)

So, why does the technique work so well?

This single tweet fires off a notification to all these different accounts. On average, if I include around 9 – 10 different accounts, half of them will respond by liking and retweeting this tweet. As each of them does this, it fires off another notification to every single person in my original tweet.

Every single one of our followers will see this tweet which means my account as well as everyone else's get this additional exposure.



Exposure isn't the only reason - it's a nice way to engage with like-minded people and drags people from their automation mental state. Automation is great, but you sometimes forget that Twitter is ultimately a social media platform!

This is something that will take work - copying and pasting all of these accounts isn't one of the most interesting things you'll do today, but that's why it works so well! The vast majority of people can't be bothered to put this much effort into engaging...!

Do this every couple of days, so you don't annoy your other followers or get on the nerves of consistent retweeters.

This will certainly get their attention! Using a GIF shows up nicely in their notification feed and since very few people are thanked for retweets, they are more likely to like and retweet future posts.

Now you know where to get content, try this out for yourself and see how easy it is to do.

Don't forget, the long-term goal here is to tweet more of your own content. Until then, use the sources I have outlined in this chapter.

There's another strategy I've only seen the "big boys" use. By "big boys", we're talking people with following accounts over 40,000. In my opinion, there's no reason why you can't do the same thing yourself - there's no law that says you need a large following or need to be someone famous. I tried it and it works a treat.

All will be revealed in the next chapter.....



7: Repurpose Existing Content

There are various types of content available on Twitter. Using all forms of content at your disposal is the only way to be heard through all the noise.

This is a tactic that I see very few people using. I only see the big boys use this, but it's extremely effective.

Have you ever seen quotes like this on Twitter?





Yep, this is one of yours truly quotes. Did you know where I got this?

From one of my own blog posts.

...That's right...

I used a quote from one of my blog posts entitled "8 Ways to Dominate Your Marketplace in 60 Days".

If you have a look at my Twitter profile, you'll see that I used some of the quotes from this book too!

If you write enough content, there's no reason why you can't repurpose existing content into quotes to use on Twitter and other social media platforms.

Cool, eh?

I used a great little website called <http://quozio.com> (but there are plenty of alternatives):

1. Copy a quote from one of your blog posts
2. Go to <http://quozio.com>
3. Paste your quote in the quote box
4. Add the author of your post. If it's one of yours, add your own name
5. Press the red "Go" button
6. Choose a design that suits the style of your brand

There are different ways to use these quotes:

1. I simply copy the text and tweet it with #quote at the end
2. Copy the text, produce a picture with Quozio and simply post the picture on its own
3. Combine both. The quote in text and a picture
4. Combine both. The quote in text and a picture and a link back to your blog post where the quote came from.



Can you see how powerful this is?

If your blog post is quite long, I'm sure you can't find 10-20 different quotes to use. With a combination of the different ways to repurpose this, you have brand new content without producing any *extra* content.

I divide these quote tweets between my own account and Xenmedia.

A lot of people think that they can only use quotes from famous people. This is nonsense - if you want to grow your following and be respected in your niche, tweet your own quotes and sit back and watch others share your quotes on Twitter.

Twitter Post Matrix

Did you know the average person spends just 13 minutes on Twitter per day? That's not a lot of time for them to see your content. Especially if you share and retweet a lot.

This means, the probability of them seeing one of your tweets is slim to none. You have to find a way to repurpose your content in such a way that you post the majority of your content while abiding by Twitter rules and not upsetting your followers with duplicate content.

It's OK sharing content and retweeting posts of other people's work. However, the reason you are using Twitter for your business is for lead generation. Don't get caught up in constantly sharing other people's content. Share a little, but make sure the bulk of it are posts you have actually written.

This isn't my idea, I stole it from Tara Reed from Apps Without Code, but I have named it Twitter Post Matrix, since I like naming things and it sounds kind of cool.



What exactly is this?

It's taking the repurposing content idea to the next level and being more strategic in how and when we post out content.

Again, I only see experienced Twitter marketers doing this, so there's plenty of scope for you to do this and grow the traffic going back to your website.

I will warn you - this is going to take work and I'd advise you to do it for around 14 days straight, then switch back to a normal strategy of retweeting and posting content.

What do I need?

You need at least 20-25 pieces of your own content to share on Twitter. This can be a combination of blog posts, videos and even audio (your choice). As long as these pieces of content reside on your blog, you're good to go.

If you don't have 20-25 pieces of content, don't worry. You can always revisit this strategy, when you do. Just bookmark these pages of the book and use it as a reference, when you're ready.

How do you do this?

1. You need to open a spreadsheet
2. List 20-25 of your best blog posts in a column
3. Next to each blog post, grab a short quote from each one and place next to the blog post on the spreadsheet
4. If your blog post is well-written, you should be able to pull out at least 10-20 different quotes.
5. Add these to each row
6. You'll then do a search for additional pictures to accompany those posts (put these in a separate folder in Microsoft One Drive or Dropbox).



7. Then you're going to mix the different quotes and pictures
8. Start scheduling the different posts and pictures with a link back to your post with additional hashtags
9. Rinse and repeat with all of the other posts you have on this list.

Why is this so effective?

It allows you to post the same blog post multiple times, without it looking like a duplicate tweet, whilst also abiding by Twitter rules.

If your account is posting the majority of your own content, I can guarantee that the traffic being generated will have a greater chance of going back to your blog post.

Go ahead and take a look at the Twitter accounts that are following you: Can you see any of them employing this tactic at all?

No?

The vast majority of them are playing with Twitter instead of using it as a traffic generation tool. This is absolutely fine, if you have plenty of time to waste and are happy to network with the accounts you follow.

This won't do your business any good, I'm afraid.

Even accounts that have been in existence for years are still using Twitter in the wrong way.

"You're now one of the top 1% who know how to leverage Twitter"

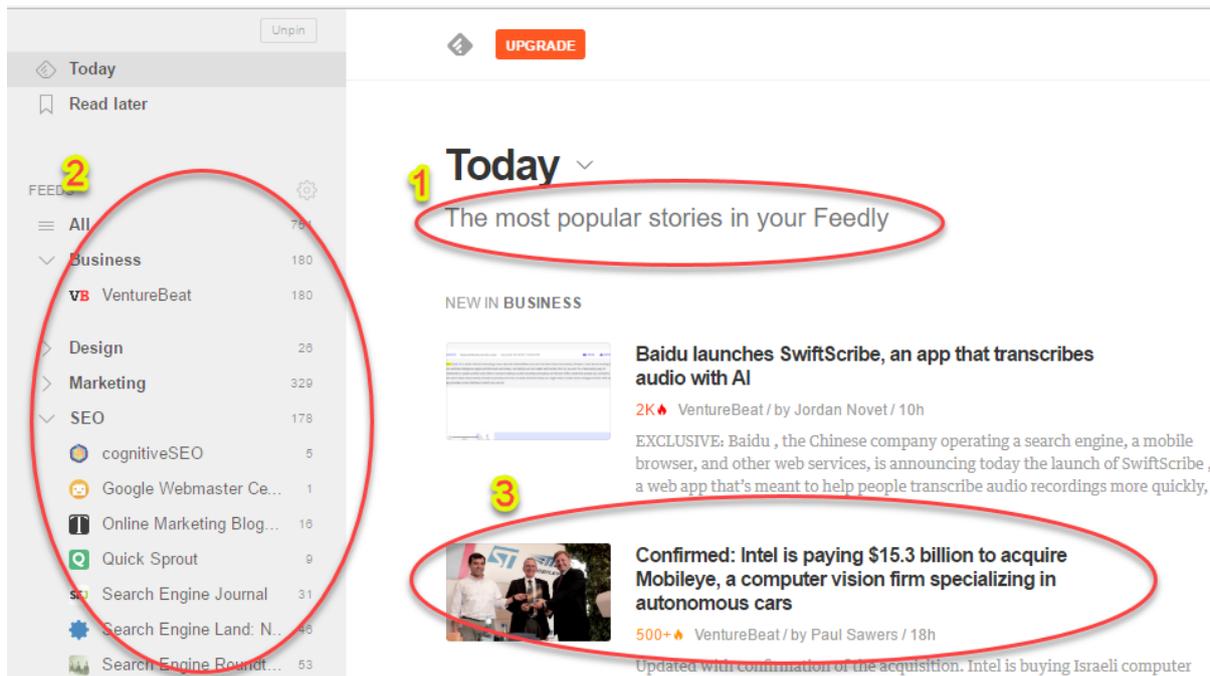


8: Adding Quality to Your Tweets

So many accounts are simply rehashing or repurposing content that has already been tweeted on Twitter. If you do the same, pretty soon your followers will start to unfollow you, since you're not bringing anything new to the party.

By rehash, I mean posting any old content without checking the quality of it.

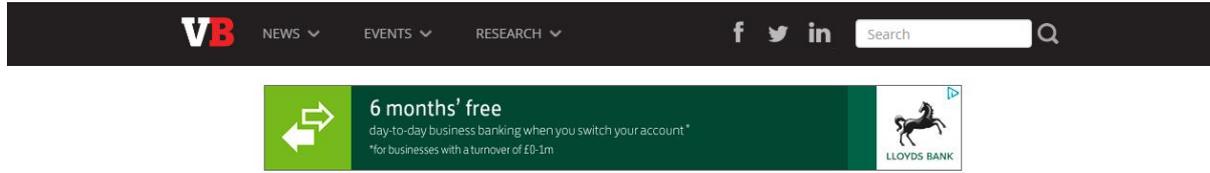
I suggest you use Feedly (as previously mentioned) to compile your favourite content producers and actually tweet their most recent content. I guarantee you that very few accounts are doing this since it requires work.



1. Each day Feedly shows me the most popular stories from a list of blogs I follow
2. I can either choose a popular story or go through the list of blog I follow to find a good article.

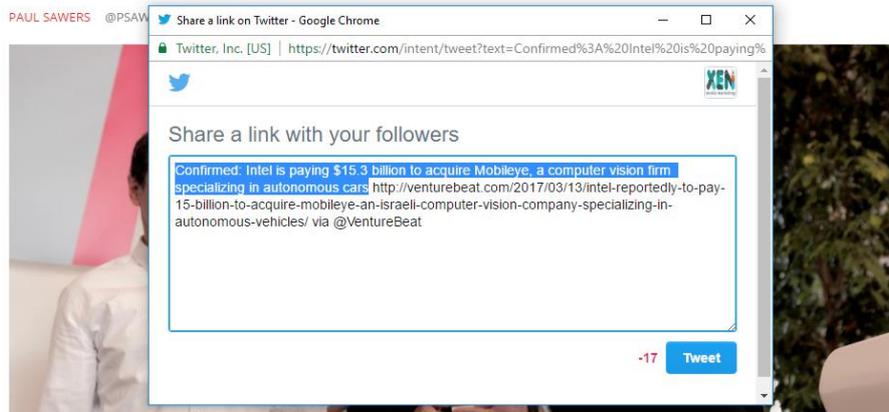


3. I then see which article I would like to share and schedule the tweet to go out later.

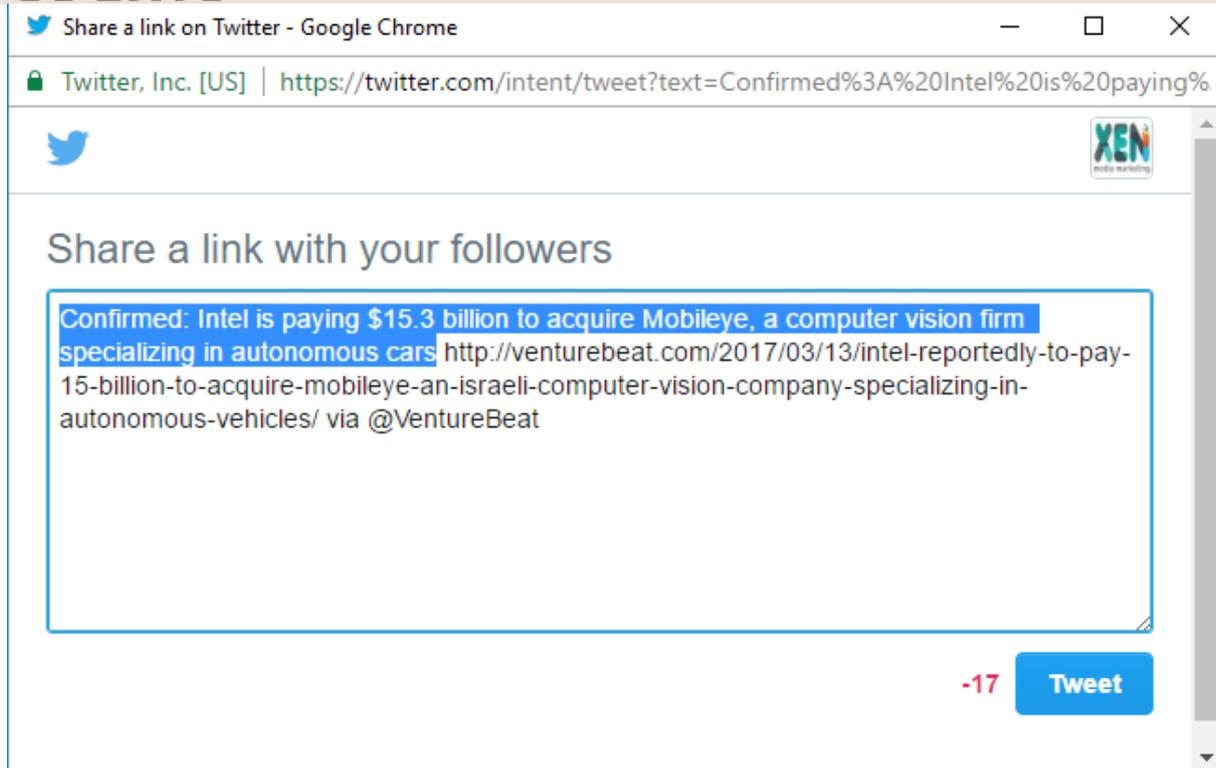


TRANSPORTATION

Confirmed: Intel is paying \$15.3 billion to acquire Mobileye, a computer vision firm specializing in autonomous cars



(A picture of me about to share this tweet)



(This is a blown-up picture of the example tweet, when you press the share button on the website)

Here's how I changed the tweet from the previous example.

1. I removed the word "confirmed" which serves no purpose in my tweet
2. I removed the words "a computer vision firm specializing in autonomous cars"
3. I'm using the Buffer software, which automatically shortens the link so I can add more text within the 140 characters I'm given.
4. I added [@psawers](#) (Paul Sawers), who is the article writer.
5. I added hashtags to the tweet

Note: I had no idea which hashtags to use, since I don't normally tweet about "autonomous cars". So, I did a quick search on Twitter to give me some type of idea which hashtags to use. I came across this tweet from DeepLearn007:

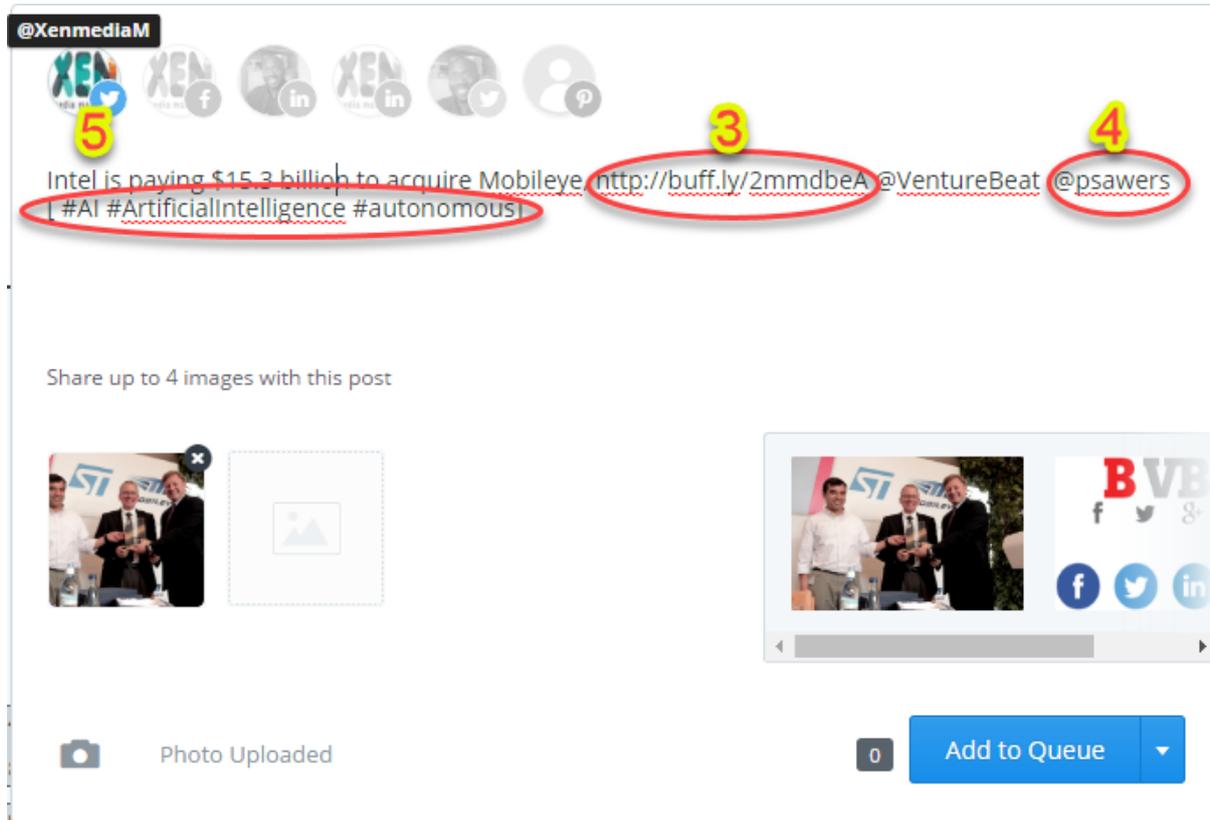


(As you can see, this example tweet used the hashtags #ai #auto #ArtificialIntelligence #technology #autonomous #tech)



I decided to use #AI #ArtificialIntelligence #autonomous hashtags.

Here's what my tweet looks like now:



Or without the additional graphics:

Intel is paying \$15.3 billion to acquire Mobileye, <http://buff.ly/2mmdbeA> @VentureBeat @psawers
[#AI #ArtificialIntelligence #autonomous]





That's how you choose which post to use and how you change up the text and add hashtags. It's much cleaner and, once it is tweeted, will notify both @psawers and @VentureBeat that I have just tweeted this.

I have also included what I feel are the most relevant hashtags for this tweet.

The beauty of this strategy is: very few accounts are actually going the extra mile or including the author's Twitter handle to the tweet.

I'm likely going to get a like or retweet from the author and also additional likes and retweets from their followers.

Yep, everything I have mentioned so far is going to take work - that's why you don't see too many people doing this.

Unfortunately, if you do what the next ordinary person is doing, you're going to get ordinary results...

A lot of Twitter accounts use automated software to find content to post. Most are geared up to concentrate on strong influential accounts. This is OK, but you need to switch up the strategy every now and again.

You always want to add value to Twitter and, more importantly, your followers. Yes, we all want leads and more sales, but essentially, the idea is to grow your Twitter following by producing and tweeting really good content that people will share.

Try Not To Use Too Many Hashtags

I'll hold my hands up - I don't always follow this rule. But I do try to limit my hashtags to around 3. I also place these hashtags in brackets and try not to include hashtags in the main text of my tweet.

This is to keep your tweet uniform and easy to read. Having too many hashtags in the text can often be hard to read. If someone has



trouble reading your tweet, there's then less chance they will share it.

Tweet Author Twitter handles

As already mentioned, I often post tweets from websites like SEMrush, Moz and Entrepreneur. A lot of the time, when you press the share button, it doesn't include the author's Twitter handle, meaning If you tweet this post, the author of that post would never know.

I often seek out the author's Twitter handle by clicking on their name to see if their Twitter handle is in their bio. If it's not, then I do a search on Twitter.



Tip: The author's bio picture is normally the same picture that is used across all of the social media platforms, so their account is normally easy to find.



This is a link to Grace Duffy's Twitter account (writes for Social Media Examiner)

When you share this post (by clicking on the share button on the post) Grace's Twitter handle doesn't get placed within the tweet. I always try to include the author's Twitter handle - not only will my tweet fire off a notification to Social Media Examiner, it will also fire off a notification to Grace's Twitter account too!



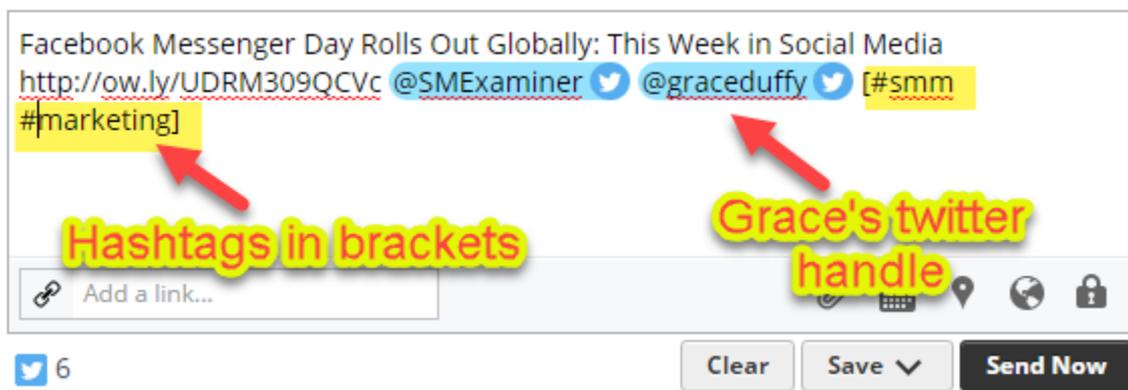
The generic link you are given to be shared by Social Media Examiner is:

Facebook Messenger Day Rolls Out Globally: This Week in Social Media
http://www.socialmediaexaminer.com/facebook-messenger-day-rolls-out-globally-this-week-in-social-media/?utm_source=SMEPage&utm_medium=SumoMe&utm_campaign=twitter via **@smexaminer**

(The highlighted **@smexaminer** is the Social Media Examiner's Twitter handle.)



Here's what I will actually tweet with a bit of editing:



Can you see how clean this tweet looks? Not only have I got both Twitter handles within this tweet, I have shortened the web link (can be done in Buffer & Hootsuite) and also included additional hashtags within brackets for an easier read.

You generally shorten the web link so you can fit more text in the tweet box. The one you see in the example above is a Hootsuite shortened link.

So, we have several actions going on here with this tweet:

1. A notification that I shared this post will be fired off to Social Media Examiner.
2. A notification that I shared this post will be fired off to Grace.
3. People searching certain keywords may find this tweet via the hashtags used.
4. The title is really easy to read and is likely to be shared.
5. Having the Twitter handles in this tweet are far more important than the hashtags. Therefore, they are always placed just after the web link (just in case the tweet gets truncated and the end text is missing).
6. Grace very rarely gets a mention on Twitter for this article. If she is a freelance writer she may even consider writing for us.



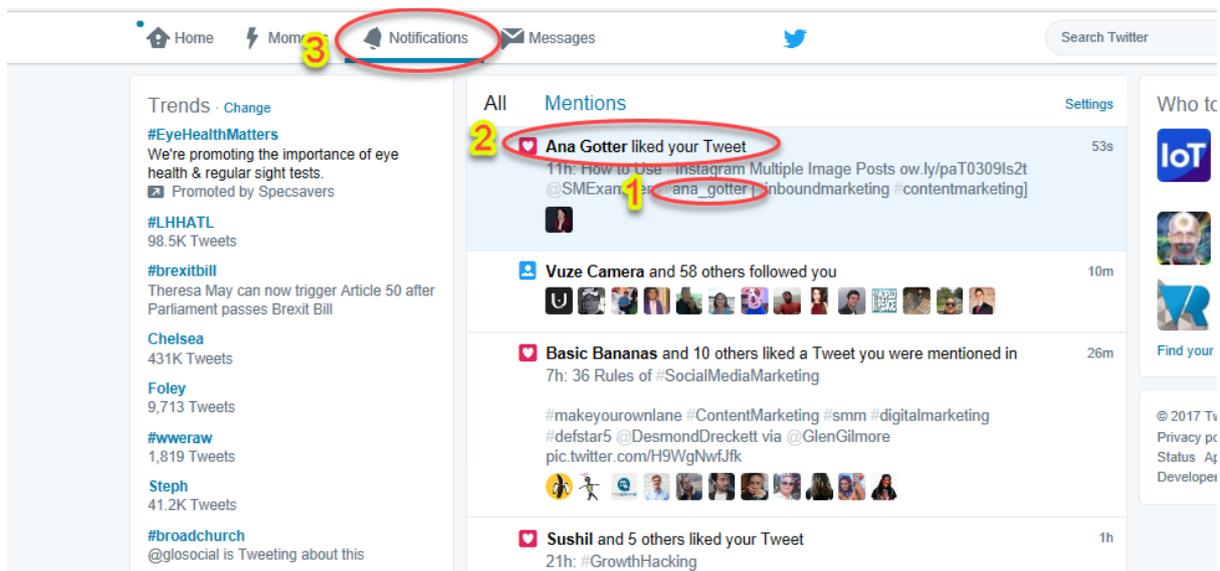
Just by adding and changing a few things around, we have made a boring tweet more powerful and working in our favour.

Here's an example of engaging with a writer and of getting on their radar.



I recently tweeted another post from Social Media Examiner where I used the exact same technique as the one above. Instead of just tweeting a boring, generic tweet, I added the author's Twitter handle to the tweet and a few hashtags. In this example the author's name is Ana Gotter.

The picture below is her liking one of my tweets:



1. I included her Twitter handle in my tweet of her blog post on Social Media Examiner.
2. Ana very kindly liked the tweet.
3. I receive a notification (highlighted in light blue) to inform me that she liked this tweet.

Over the coming weeks and months, I'll probably carry out the exact same technique as the two previous examples.

I have the choice whether to contact Ana or Grace direct to see if they would like to write for me. Or I can contact Social Media Examiner to see if I could write a guest post on their blog.



I'll be honest, I'm not looking to do either, but it gives you an example of just what can be achieved, if you first engage with someone on Twitter before pitching an idea to them.

Note: If I wanted to write a blog post for Social Media Examiner, I would use a "Brute Force Attack" (I discuss this technique in Chapter 14) to really get their attention.

Always engage with people on Twitter first before you pitch them anything!

With so many accounts, you need a way of filtering the important ones - there's really no need to read and reply back to *everyone* you follow. However, there will be certain accounts that you'll want to interact with on a regular basis.

So, how do you do this? LISTS.



9: Using Twitter Lists

“Twitter Lists – Allows you to put important people into handy, easy to find folders” #quote Des Dreckett

As you can imagine, following several thousand Twitter accounts kind of confuses things just a little bit. With so many accounts, you’ll find it hard to keep track of the ones that are of high importance to you, or ones that you want to keep in touch with.

Twitter lists is your answer to organisation!

What is a Twitter list?

A Twitter list is a compilation of different Twitter accounts which you have earmarked as important. You can create as many of these lists as you like, as well as subscribing to other Twitter lists on other accounts.





How do you add people to your list on Twitter?

To create a list:

1. Visit your 'Lists' page via the gear icon drop-down menu or by clicking Lists on your profile page.
2. Click 'Create List'.
3. Name the list & provide a description.
4. Designate the list as 'Public' or 'Private'.
5. Save the list.

How do I use them?

I have a few lists:

- Possible joint venture partners
- Accounts that consistently retweet my content
- Potential clients
- Accounts that have retweeted certain accounts
- Influencer following
- Influencer not following.



Let's go through these one by one to show you how I use them and how you can too!

Possible Joint Venture Partners

Depending on your niche, over time you're going to need to acquire joint venture partners. In my case, it will be businesses that operate in my niche, who could add value to my followers, subscribers and clients.

If I find an account that has more expertise in a certain area, where I don't, then I'll like and retweet a few of their tweets over a 1 month period. Follow them in the hope they follow me back, and then pitch an idea that would be mutually beneficial to both parties.

I do this by sending them a personal message.

I have around 100 accounts on this list and will work through them systematically over the coming year.

Accounts that consistently retweet my content

As your account becomes more established, you will continue to see the same accounts liking and retweeting your content.

No matter how big or small, I always reciprocate and regularly use this list to like some of their tweets. When I say regularly, probably once a week.

When you go through this list, always like or retweet tweets that are relevant to your niche. If you can't, then simply like a motivational/inspirational tweet, if you can.

It's important to continue to do this, since you'll want to keep in close contact with any account that likes and shares your tweets.

Why?



Because it's extremely rare for an account to consistently retweet your tweets, unless you are a major influencer on Twitter. If you have one, treat them like gold.

Potential Clients

Probably one of the best reasons to create lists, is to compile possible clients for your business. Not the easiest of tasks...

For example, XenMedia looks to increase the turnover and profitability of companies. Therefore, we look out for small to medium enterprises, who we feel we could help.

Again, we regularly like and retweet their tweets. Follow them and try to engage. Depending on how much we'd like to work with them, we may even click on their posts and comment on blog posts, or content they have written.

The timescale is up to you. We generally do this for around a month, before we send them a personal message on Twitter or a direct email.

Combine this list with a customer relationship management system and you have a powerful marketing tool to find new clients, manage them and hopefully work with them.



Accounts that have retweeted certain accounts

A bit more of an aggressive play - I like to follow accounts that have consistently retweeted my competition or influencers I am following.

If these accounts like what my competition is tweeting about, then I'm sure they'll like what I'm tweeting about too.

I don't necessarily follow these accounts, but I'll consistently like some of their tweets from time to time, in the hope that they'll return the favour.

It's also a good idea to engage with them by sending those messages or commenting on some of the tweets that have posted.

Influencer following & Influencer not following

I have a list of influencers, who I follow and follow me back, as well as ones I follow, who don't follow me back.

Again, like the other lists, I consistently like and retweet their tweets and try to engage with them as much as possible.

This is a long-term play, since it will take quite a few months (if ever) for them to engage with me and also share my content.

I also add a lot of these accounts into my possible joint venture list too. They are accounts I would like to work with in the future, and I am willing to wait for the right opportunity to present itself.

You can make as many lists as you like and for whatever reason you like. These are just a few of mine that I find helpful, when keeping track of certain accounts.

Public or Private

You also have the ability to either keep these lists private or have them visible to others (public). If they are visible, it means other accounts may subscribe to this list.



I'll be honest, I don't have many visible lists on any of my accounts and the ones that do, are pretty generic in nature. I certainly keep my JV list and potential client list private.

If you're not using Twitter lists, it means you have no control of the accounts you are trying to target. All of your hard work up to this point, is pretty much wasted effort.

“There are a lot of accounts on Twitter just spinning their wheels and going nowhere. I'm hoping you won't be one of them”.



10: How to Get More Likes & Retweets

**“Getting a like or retweet is a thumbs-up vote for your content”
#quote Des Dreckett**

Feels kind of nice, doesn't it? Someone liking or sharing a piece of content you have either written yourself, or a tweet you are sharing. In a sense, it's like a vote of confidence, isn't it? An acknowledgement that you're on the right track and that someone else shares your point of view. So much so, they are willing to say so publicly.

It's a great feeling...

Unfortunately, this appreciation comes at a price - Work! Getting this type of engagement will take work, and is where so many accounts go wrong. They aren't willing to put the time in to get these likes and retweets.

It's all about reciprocation (you scratch my back and I'll scratch yours, remember?).

Sound too simple?

It is.

Think about this for one second; The vast majority of your competition completely ignore tweets that are liked by others. However, if you like tweets from those who have liked yours, you'll get a nice, healthy respect, and will be on their radar, once you start posting your own content.

Likewise, if someone retweets one of your tweets, simply return the favour.

Here's where the strategy comes in:



A lot of accounts use various software to help them manage their social media accounts. Software like Crowdfire, [Manageflitter](#), [Post Planner](#), [Commun.it](#), etc.

These software platforms are set up to alert you to accounts that have either shared your content via posts/retweets or liked one of your tweets. They also alert you, if your Twitter handle has been included in a tweet.

Take a second; just think how many times your name will come up as an alert of someone who has interacted with them. A lot!

Below are some examples of how I mention people in some of my tweets and get a response:

Did you know that Twitter's algorithm will push your tweet a little higher in their Twitter feed, if you have previously had contact with each other as opposed to never having had any contact?

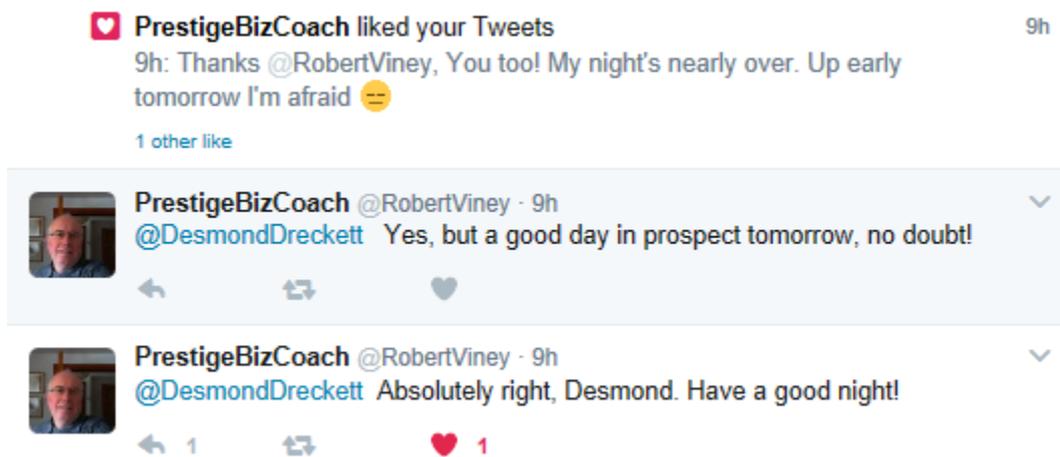
Where possible, strike up the odd conversation with some of your followers. This will improve the possibility of future tweets getting preferential treatment in their feed.



(ScorpioHitzIT liking one of my recent tweets)



(I congratulated Nicky on a reward she received. She responded)



(A conversation with @RobertViney. Nothing strategic here, just small talk)

Software like Commun.it will actually advise you to showcase your top followers, influencers, supporters by suggesting they tweet about it (normally on a Friday).

By liking and retweeting, you'll automatically get even more likes and retweets yourself.

Take a look at accounts that very rarely retweet their followers accounts, and who just post out their own content. They actually won't have a lot of retweets, simply because they don't reciprocate. It doesn't matter whether they have 1000 followers or 10,000 followers, the result will be the same.



That's why it's so important to reciprocate.

Unless you have staff or an outsourcer who can do this for you, the best time to do this is at the end of the day. Twitter highlights all new actions via the notification tab. Every time your Twitter handle is mentioned, tweet retweeted or liked, you'll get a notification.

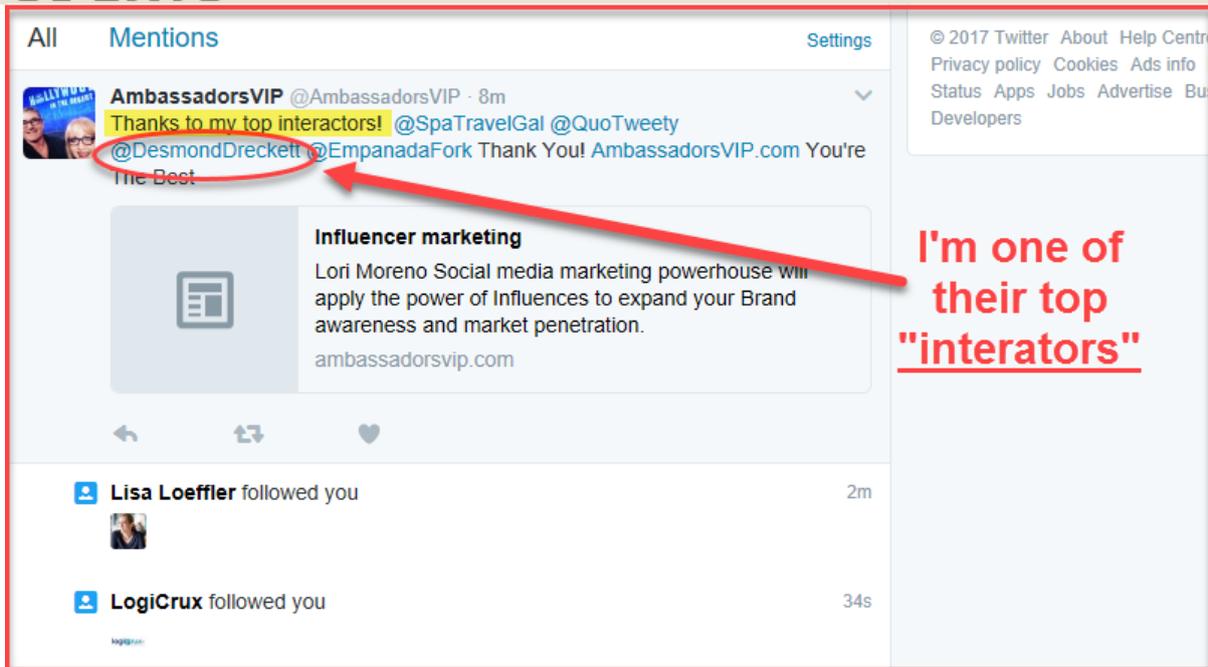
Go through these one by one and reciprocate. I use the chrome browser, so I'm able to right click on someone's Twitter handle, open a new tab and perform an action.

Tip: Instead of liking and retweeting random posts, try to find one of their posts which has actually been posted BY THEM - better still, a post that is actually a piece of their own content (this will normally be a link to a blog post they have written).

If they are active on Twitter and know what they're doing, their first Tweet is normally a pinned tweet. This is a tweet that is either one of their best blog posts *or* it is a lead generation tweet (the link sends you to a sign-up page, where they collect your name and email address).

If you haven't liked or retweeted this already, then go ahead and like or retweet - if you have, then simply find another tweet to use. The reason it's pinned is because they want anyone looking at their account to see this tweet first, and possibly tweet or like it, rather than look through their other tweets.

Once you get a message like this, all you need to do is like it. You can retweet it, but it might be a little overkill...



Do you notice the other top interactors?

They will also get the exact same notification in their notification tab and a lot will retweet this message to their followers gaining you even more exposure.

Pretty cool, huh?

Very few people are using this very simple, very powerful technique. It takes work, but will reward you in the end.

If you get multiple likes and retweets, **you only need to reciprocate once**. If those accounts are using any type of software, it will still be logged as an interaction, regardless of whether you reciprocate once or ten times.





(A retweet from @kuriharan of one of my tweets)

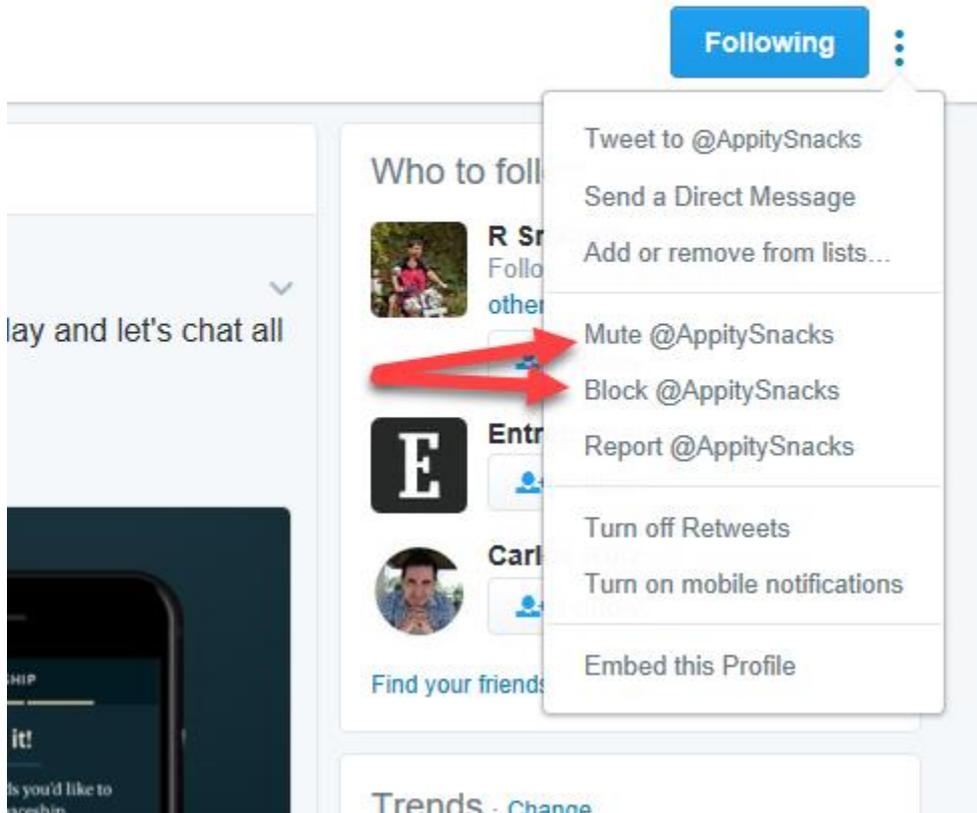


(I returned the favour by liking and retweeting his pinned post)

Note: There's often times when I get retweets from accounts that have absolutely nothing to do with my niche, which makes it hard to return the favour. In these cases, I simply like one of their tweets and send them a message thanking them for the Retweet.

You shouldn't get many of these and if you do, I'd suggest that these are probably spam accounts anyway.

If this continues to happen from the same accounts, you can either "mute" them (not see any of their tweets or be notified of any integration). You can also block them (they won't be able to like or retweet any of your tweets, nor follow you).



I very rarely use those actions, but it's available, if you are being pestered.

BTW, I only used this screenshot as an example, I didn't actually mute or block @AppitySnacks!

Getting more likes and retweets is the life-blood of your Twitter account. Without these you may as well be shouting in the wind - no one will see what you tweet and no one will be interested.

When you have a relatively large account, say, over 10,000 followers, you can probably ease up on this tactic, and just like and retweet the accounts that are of utmost importance to you (unless you have outsourced this task to a freelancer).



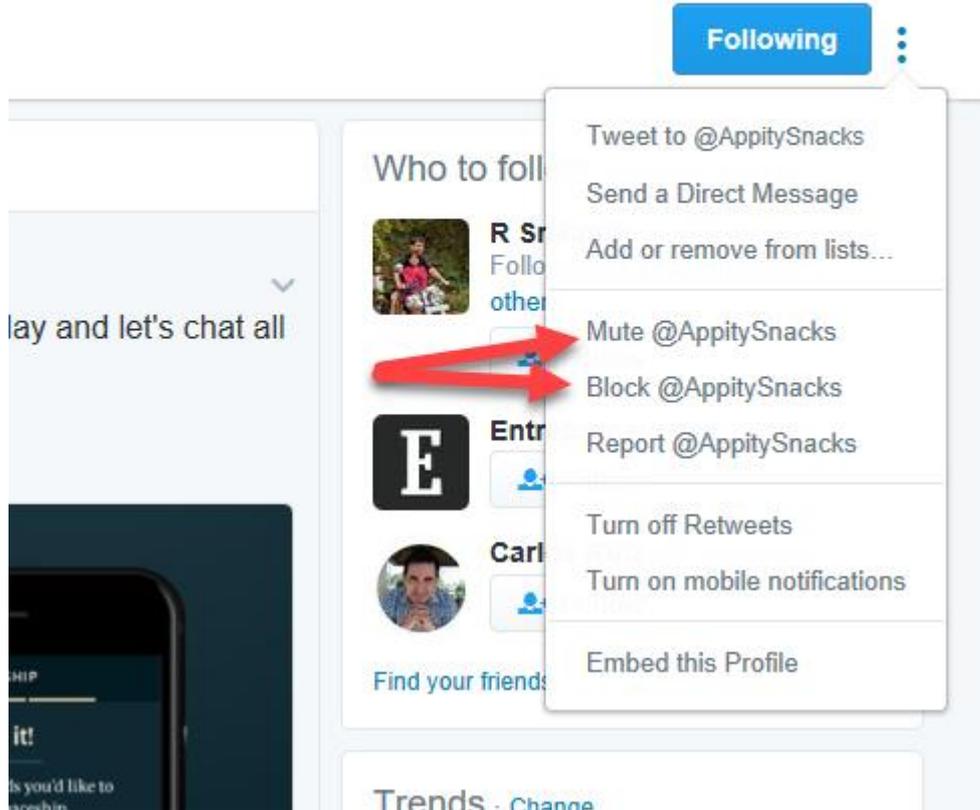
A Word of Warning!!

After using Twitter for a while, you'll get to know certain spam accounts. Here are the ways you can find out, if the accounts liking your tweets, are spam accounts (don't like their tweets):

1. Do they have a website in their profile description? If they have, then check to see if the website is live and actually has content. If there is no website or there is no content on this website?
2. Are they continually liking your old tweets (over 2 months old)?
3. Do they have an old account (over two years old) with very few tweets (50-100)?

To be honest, there's no need to block them or unfollow them, since they are doing no harm really - it's just a waste of your time liking any of their tweets, when you could be spending it dealing with REAL accounts.

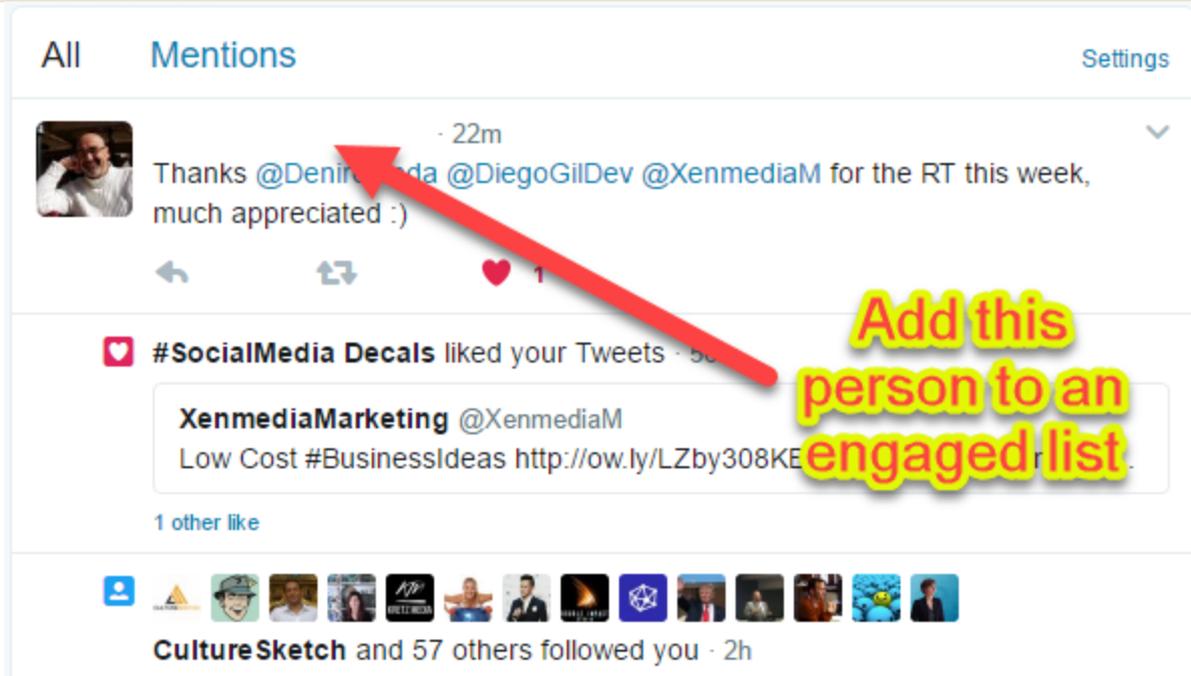
If they carry on liking your tweets on a daily basis, then simply mute their account.



(An example of how to mute an account)

Set up A List for Those Who Tweet Engagement

There are plenty of people who use software like [Commun.it](#). What Commun.it does, is tally the amount of likes, retweets and overall engagement you have from other accounts. It then suggests what you could tweet about.



(Set up an engaged list and add this person to that list)

For security reasons, I have blanked out this person's name, but this is an example of them posting a tweet thanking us for retweeting their tweets this week.

This will be seen by all of his followers, and will certainly get you more followers. The people being thanked in this tweet will also get a notification like mine (above).

1. Like this tweet or even retweet it
2. Add this person on a separate "engaged list"
3. Like and retweet them regularly (at least 3 or 4 times per week)

By doing this, you can have your Twitter handle showcased on a weekly basis, giving you more exposure - more exposure means more likes, retweets and new followers!

Following accounts as soon as possible (an aggressive tactic)

I follow at least 100-600 accounts per day. Most of them followed me first and then I reciprocate. If you would like to do the same,



always follow around 10% of your following count. For example, if you follow 1500 people, then don't follow any more than 150 per day (10%). If you follow 2000 people, then don't follow any more than 200 per day.

I suggest this, because Twitter doesn't like accounts going over this following ratio. If you go over this threshold, you're likely to get your account banned.



Here are the rules to following accounts:

Do –

- Follow accounts that are active – Make sure they have tweeted within the last month.
- Follow accounts that have a profile picture - If they haven't got a profile picture, it means they're not taking Twitter seriously and are possibly/probably spam accounts.
- Follow accounts that have retweeted my content.
- Follow accounts that have retweeted my competitors tweets.
- Follow accounts that have retweeted an influencers tweets.

Don't -

- Follow spam accounts (with no tweets or where the following ratio is ridiculous i.e. 2000 following to 150 followed, they are asking for retweets in every post). I use the word spam gently here, since we've all got to start somewhere. There's no problem following new accounts further down the line. Until they start posting real and decent content, it's not a good idea to follow them so soon.
- Follow accounts of a violent or sexual nature.
- Follow accounts that haven't tweeted within the last two to three months (you have to question their motives).
- Follow new accounts with no tweets (If the account looks genuine (profile picture, description and a real active website) then this is acceptable.
- Follow accounts of teenage boys or girls (unless you are in the teenage niche, of course).

The reason I follow accounts as soon as possible, is a timing-reason, really. There are a lot of accounts that automatically follow the latest



followers - by leaving it too long to follow an account, you miss the additional boost of attracting new followers.

I may not be explaining this clearly... For example, I regularly follow the last 6 followers of my competitors' on a daily basis.

There are 2 advantages to doing this; The accounts I'm following are active (they have followed my competitor in the last few days) - that means there is a strong possibility they'll also follow my account in quick succession.

Since I do this, I know there are others out there doing the exact same thing. Therefore, if I leave it too late to follow my followers today, I miss that additional bounce of new followers using the exact same tactic.

That's one of the secrets to growing your followers quickly.

Tip: If you have just finished using Twitter and you're either going out for the day or going to bed, make sure at least 3 of your own posts are at the top of the feed. Your pinned post should be first, followed by a series of your own posts. Do this, if you haven't already scheduled posts to go out automatically.

This allows *anyone*, who stumbles across your profile to either like or retweet one of these articles at the top. If you leave a tweet at the top of the feed that *isn't yours*, they're likely to get liked and retweeted, which means your own content is losing out and you won't get any of that sharing-love.

When I wake up in the morning and have a look at my Twitter account, I have several notifications from my interactors, who have liked and retweeted my tweets, while I was asleep. I always make sure my own content is sitting at the top of the stream, so there's a stronger possibility of this being shared.



If you have 2 Twitter accounts, you can even retweet a couple of your other account's posts - I wouldn't advise doing this too often, though - every now and again won't hurt ;)



12: Be Strategic in Your Unfollowing

Be strategic in your unfollowing. This sounds a bit cryptic, doesn't it?

Don't worry, nothing too technical here... You simply need to be as efficient as possible, when you unfollow someone. It's important to keep on top of this, because this will free up how many people you can follow in the future.

Unfollowing accounts that don't follow you needs to become second nature...

Here's what I do:

I use a piece of software called [Managefitter](#).

This piece of software allows me to see which accounts I have followed and that haven't followed me back.

When you follow an account, make sure you give them enough time to follow you back. I generally give them approx. 3-4 days to do this. You may need to adjust this, depending on how active you are on Twitter. If you're only following a few people a day, you could probably stretch this out to 5-6 days (your choice).

Since I'm pretty aggressive in trying to grow my following on Twitter, I give them around 4 day's max. to follow me. If they don't, then I simply unfollow them.

The great thing about ~~Managefitter~~[Managefitter](#) is, you have the ability to use a filter to manage your followers.

You can choose the order in which you followed someone, and the amount of days you have given them to follow you back.



The screenshot shows a Twitter 'Following' page. On the left sidebar, the 'Not Following Back' filter is circled in red. In the main content area, the 'Follow Order' dropdown menu is highlighted with a red arrow. The first user listed is AMRINDER SINGH (@amrinder_0412), whose '5,000th Person You Followed' badge is circled in red. Below this, two other users are visible: Miles Varghese (@M1LESV) and Peter Wright (@zimpeterw).

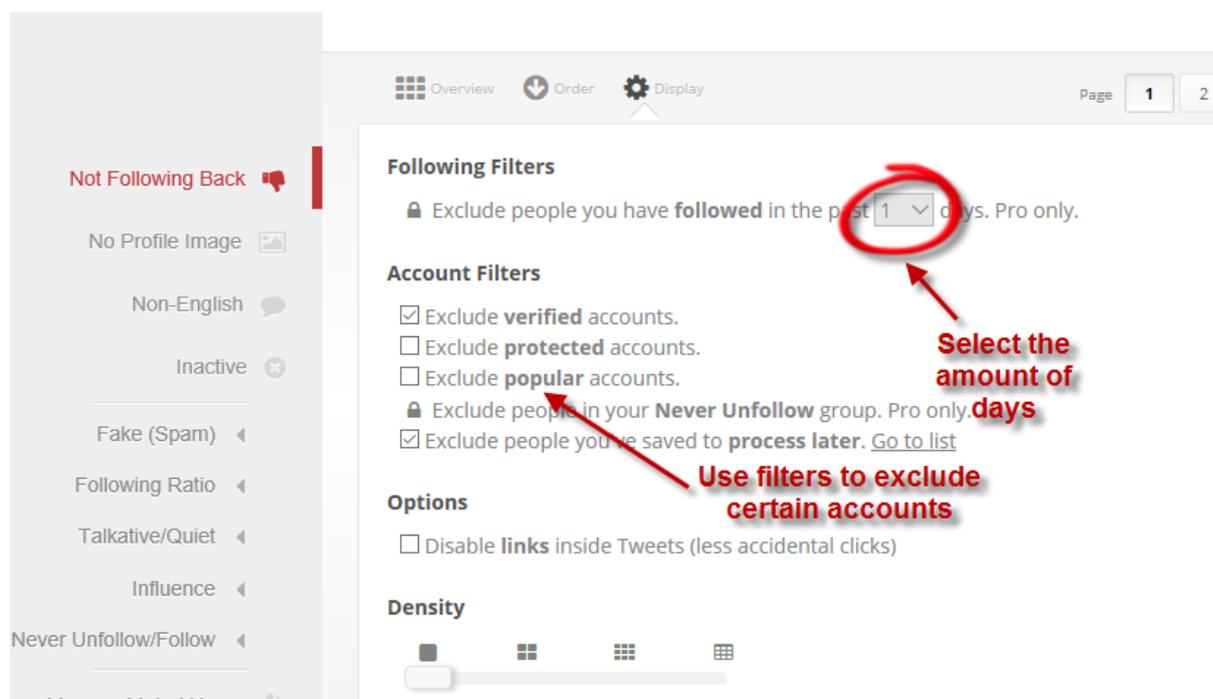
(An example of 5000th person I followed in [Managefitter](#))



You can exclude certain accounts, so you don't unfollow them by mistake.

For example, if you still want to follow verified accounts, you can select this filter - that way, ~~Manageflitter~~ Manageflitter won't show them in the unfollow list.

The same goes for all the other filters too.....



(An example of the amount of time I'm giving them to follow back)
(Also filters you can use to exclude certain accounts)

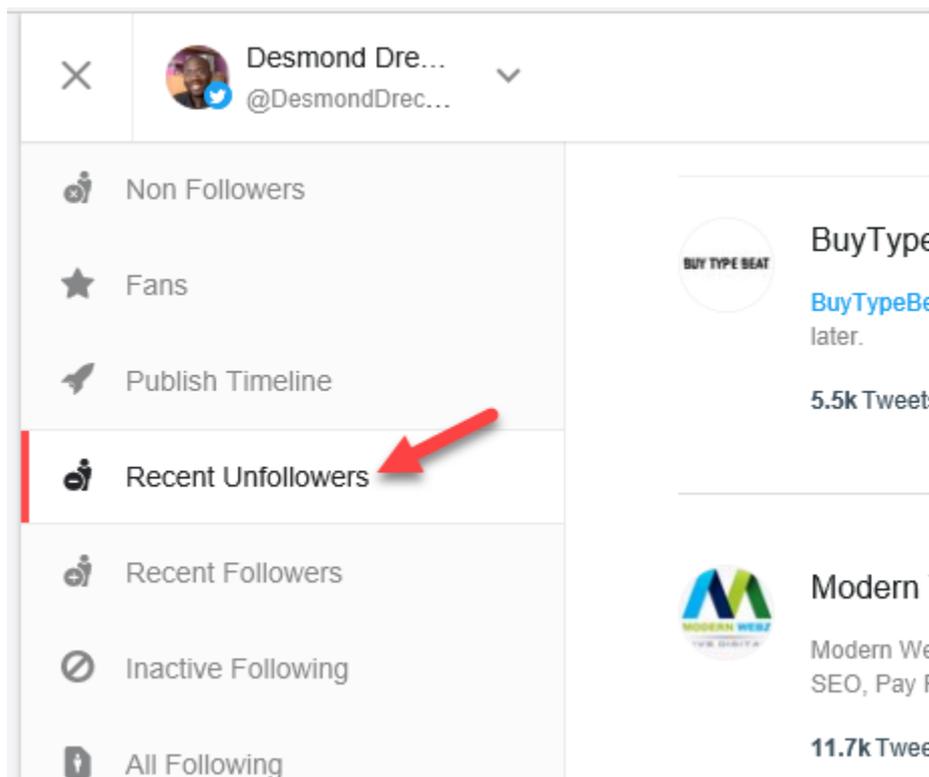


By now, you should have a list of the top influencers in your industry - you will need to follow as many as possible, but be careful not to unfollow them.

Let me explain...

It's extremely hard to get the attention of these influencers, but I have worked out a really sneaky way of doing this - again, very few people are doing this.

1. Sign up to Crowdfire (you only need a free account)
2. There will be an 'unfollow' tab on the left - simply unfollow anyone who has unfollowed you.



3. If you notice an influencer on the list, you can whitelist them (removes them from the unfollow list), so you don't mistakenly unfollow them.



BuyTypeBeat.com @BuyTypeBeat

You don't follow

[BuyTypeBeat.com](#) | 1000s of free instant beat downloads. Download now , buy later.

5.5k Tweets 2.3k Followers 2.1k Following

Reply

Whitelist



Here's how you get their attention:

1. Think about it, these people won't just follow anyone - whoever looks after their accounts would have been asked to follow specific people (normally highly interactive accounts).
2. Each day I follow the first 6 people that they follow and like one of the tweets.
3. In time, a few of these accounts will start interacting with me
4. Whatever software the influencer uses should flag up and recommend that they follow my account because:
 - a) We are a similar account.
 - b) We have similar followers.
 - c) By liking and retweeting their followers there will be times where their posts will be used by those very same followers.
 - d) Like and retweet these posts.

That's how you get the attention of an influencer...

Forget about tweeting lots of their posts; in my opinion, this is a massive waste of time. Unless you include their Twitter handle in the post, they will never know that you are sharing their content.

Incidentally, Crowdfire recommends and has a function that allows you to share posts from influencers and people in your niche - I don't recommend using this function.

Why?

When you share a piece of content with Crowdfire, it doesn't automatically inset the account's Twitter handle. Therefore, the account never knows you are sharing the content.

Not all the content they suggest sharing, is either relevant nor sharable. By that I mean, likely to be shared by someone else.



There are a lot of accounts that are fully automated, since people simply don't have the time - they use software like Crowdfire to automate the scheduled posting of tweets. This is absolutely fine in these circumstances, however, if you're trying to get on someone's radar, you're going to need to add their Twitter handle to every tweet you post, if it's their content. If you don't, they won't even know you've posted it.

Simply blind-posting content like Crowdfire suggests, isn't the best strategy in my opinion, and I welcome any feedback from the company, if they think I'm wrong...

All I know is, I tried this for the first 4 weeks of opening both of my accounts and didn't receive any traction from it at all. The software also recommended posting the exact same content 4 days in a row.

To me, this is a big red flag and will almost certainly bore your followers - not only is it unethical to post the exact same content on a daily basis, Twitter doesn't like you doing this (for obvious reasons) and you're likely to get either a notice, or they'll push your tweets further down someone's stream. If this happens, there's a good chance that the vast majority of your tweets will never be seen (even by your followers).



13: Techniques to Help You Manage Your Followers

So far, we have spoken about growing your following and increasing your reach.

There are often times when you need to unfollow accounts too.

Here are the reasons:

1. That account has unfollowed you.
2. You're getting far too much spam and too many silly messages from them.
3. Their tweets are of the sexual/perverted nature or not a good fit with the tweets you post.
4. Their tweets are of an activists nature.
5. They're no longer active on Twitter.

Ok, let's take a look at each one and give you a more in-depth explanation.

That account has unfollowed you

Pretty simple, this one. If an account has unfollowed you, then there's no sense in continuing to follow them.

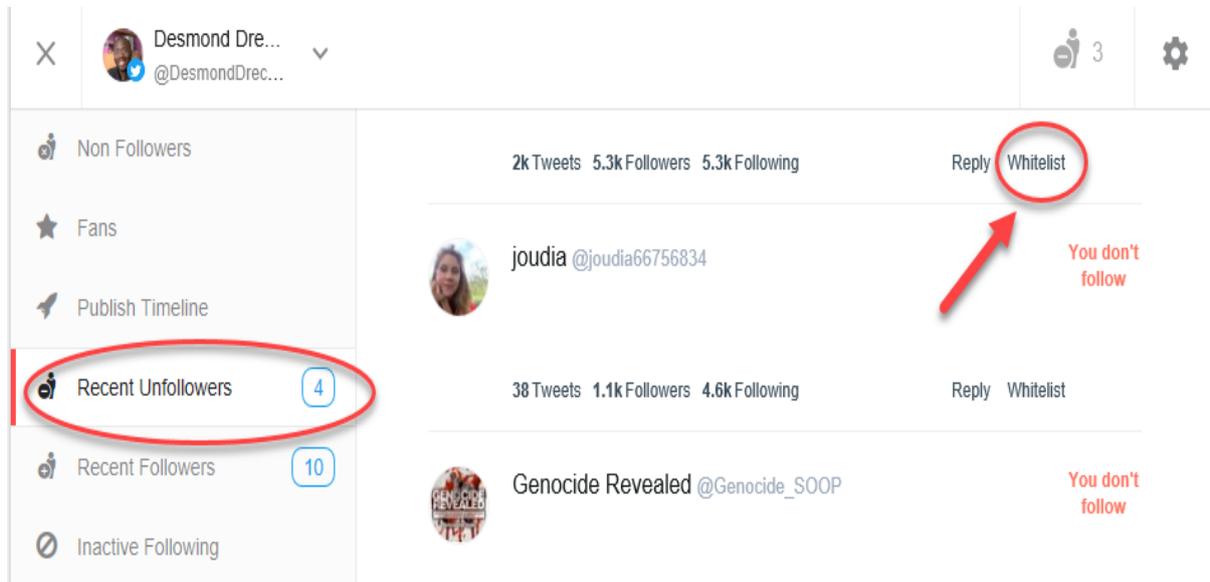
So, how do you know they have unfollowed you?

Every morning I use Crowdfire to find out which accounts have unfollowed me. Crowdfire is a nice piece of software that shows you which accounts have unfollowed you, and whether you actually follow them or not.

If you do follow them, then there will be a "no entry" sign next to their account. Press the unfollow button to stop following this account.



Note: There may be times, when you are following an influencer or a potential client and they unfollow you. In this case, if you want to continue following them anyway, in Crowdfire you can “whitelist” them, so you never unfollow them by mistake.



Most of the Twitter software out there recommend:

- Not following a foreign account.
- To stop following inactive accounts.
- To stop following accounts that don't follow you.

Here's what I do:

I do follow foreign (non-English-speaking accounts) all the time. I also like and retweet their tweets every now and again.

I understand why most software advise against this, I just don't agree with it and here's why; most of these foreign accounts actually tweet a small proportion of their tweets in English. Looking at my statistics, these accounts are high on the list of retweeters (they retweet a lot of my tweets).

Note: I only retweet English worded tweets and not their native language. The reason I do this is, the vast majority of my followers



are English-speakers. If I started tweeting a lot of French and German tweets, I'd be guaranteed to get a few unfollowers!

An inactive account is an account which, by definition, hasn't tweeted for a minimum of 1 month. I don't agree with this definition - there are several accounts that have a run of tweeting a lot and then they take a month or two off, before they start tweeting again. This can be for many reasons such as holidays, sickness or busy doing other things. Nevertheless, as long as these accounts are still following me, I'm going to continue to follow them.

Unless their account has been dormant for say, 3 months, then I'll unfollow them. You only want to follow accounts that are active within a 3-month window. If they are inactive for longer than this, I'd urge you to consider unfollowing them.

It's Twitter 101 to unfollow accounts that don't follow you - in fact, I carry this task out daily.

There are, however, a few caveats that I'd like to mention...

1. If that account is an influencer account; it might be a good idea to whitelist them on Crowdfire. It means this account will never come up as an account that it suggests you should unfollow. One thing rings true on Twitter: There are many times when accounts follow and unfollow you within a matter of days. Don't be hasty and pull the trigger too soon.
2. There are some accounts that are within my niche and have a huge following - you'll have to weigh up the chances of them refollowing you or not on a case by case basis. Only you know whether it is worth persisting and continuing to follow them.
3. Sometimes accounts make a mistake and they unfollow you by mistake. Again, don't be too hasty to pull the trigger.



4. You can normally see a pattern to some of the accounts that unfollow you. They normally have a really bad following to follower ratio (they follow more accounts than follow them), or their following account is zero. In a lot of cases, Twitter has actually deleted their account but it is still showing on Twitter as you following them. Always delete these accounts straight away.



14: Direct Messaging

Tweeting, liking and retweeting are great to get your message out there - what about actually engaging with people, once you start following each other? After all, you're not on Twitter for the good of your health. The idea is to leverage as much out of this social network as possible, so you can grow your business.

After reading this chapter you'll know how to send a message to potential clients without getting them annoyed or upsetting them. There *is* a right and wrong way to do this. If you do this right, there's no reason you can't pick up anywhere between 50-100 leads per month for your business!

Depending on the size of your followers on Twitter, you could probably get even more leads. It all depends on how much of your own content you're pumping out and the amount of engagement you're having with your followers.

This is where so many other people go wrong. They try to push their product and services down people's throats by constantly tweeting their product or service multiple times throughout the day. This simply doesn't work and, before long, your followers will either ignore, unfollow or worse, block your account, so they never see your tweets nor allow you to get in contact.

I see this a thousand times a day.

When I first started using Twitter, I was firing off several thousand messages each week to new followers of my account and managed to get my account blocked on several occasions. I was also receiving less likes and retweets from the community, as they saw me as a pain the butt and didn't want to have anything to do with me.



As you can appreciate, this was a serious problem. I needed to do something fast, because what I was doing wasn't working. I was probably doing more harm than good and both my business brand and my own were suffering badly.

I've always been pretty aggressive in my marketing efforts and they have always served me well. However, this strategy clearly wasn't working. Even though my intentions were genuine, my actions were not...!

So, I decided to take action and change my whole messaging philosophy completely. You could say I turned over a new leaf.

I mentioned lead generation earlier on in this book, and for good reason - lead generation is probably the single, biggest reason you are using Twitter. The aim is to extract as much as you can out of Twitter by attracting leads to your funnel.

The idea is not to sell your product and push it down people's throats - that's a short-term play and almost never works on this platform.

The best way to leverage Twitter is a 'softly, softly' approach.

Before we dive in, it would be a good idea to have a lead magnet to hand. If you don't know what a lead magnet is, you can read about it here:

[www.desdreckett.com/inbound-marketing/hands-up-if-you-dont-have-a-lead-magnet/#How can I set one up](http://www.desdreckett.com/inbound-marketing/hands-up-if-you-dont-have-a-lead-magnet/#How%20can%20I%20set%20one%20up)

Here are the action steps in messaging a potential client:

1. By now, you should know who your perfect client is, and



2. You should have a separate list of potential clients. If you don't, take another look at Chapter 10. This will explain the purpose of using lists and what a powerful tool it can be, when building a database of potential clients.
3. First thing you need to do is follow them.
4. Then you need to interact with them (start by liking their tweets and then starting conversations). It's important to do this via tweets first and not send them direct messages.
5. Do this for a few weeks.
6. Then, once you have a little interaction going, go for the softly, softly approach by asking simple generic questions like:

"I would love to learn more about your business, do you have time?"
or

"What are you working on for Twitter marketing this year?"

Now, you might not get a response to this question straightaway. So, be patient, wait a few days and then send the question again.

The response you get will probably be just as vague and generic. This is perfect, though - we can build on this by continuing the conversation and asking more detailed questions, now we have an open dialogue.

There should always be a structure to the questions you ask.

The next question could be:

"What are your goals on Twitter" or

"What tools are you using to manage your account?"

I'm giving an example from the point of view of my business messaging a potential client to offer our social media management service.



Depending on your niche, you would write your questions in the same way, but relating to your niche. Don't forget, use the industry words and jargon your potential client would use. By doing this, you lower their defenses, since you're obviously someone who works in the same field and this isn't just another spam message, nor is it an automated one.

For example, if you run an accounting firm you could ask:

“What accounting software are you using? Is it easy to use?”

Or if you run a car garage you could ask:

“Has your car been running OK recently, any problems? Starting, overheating for example?”

I think you get the idea... Simply change the nature of the question to suit your niche.

Tip: If you're not sure what questions to ask, you can always do a search on YahooAnswers.com or Quora.com and see what questions people in your niche are asking. This should give you some solid ideas of questions you can ask.

Don't ask any sensitive or personal questions with this strategy. Keep things nice and simple and always be polite.

Like any conversation, you can get a feel of how the conversation is going. This isn't a sprint - it's more like a marathon. If you think the client is quite open, then feel free to ask more questions to get a feel of where they are and if you would be able to help them

7. Any conversations you start with a potential client need to be recorded somehow. My advice would be to remove them from



the list. For example; from “Potential client” list to a list called “Potential client in Conversation” list. That way, you can divide the different type of potential clients depending on whether you have been in contact with them or not.

Your Perspective

When you start a conversation with a potential client, always have in mind that you are a consultant and reply as such. This isn't two friends having a friendly conversation - your voice and everything you write needs to be on a consultative basis.

The Lead Generation Part

If you get a reply, you can either continue this conversation on Twitter or simply ask them to call you on the phone (provide a number they can reach you on) or send an email.

Now this is a numbers game. The more people you contact, the more potential you have in gaining more business.

Just remember to follow, like and retweet and then engage in a conversation after a few weeks.



15: Brute Force Attack

I have left this particular tactic till the very end of this book, since it is quite an aggressive strategy and is recommended to those who aren't scared to crack a few eggs along the way.

What Is It?

This tactic is used to get both the attention and engagement from influencers in your niche.

In a nutshell, you are going to stalk this influencer (in the nicest possible way). This means you will like and retweet 10 of their posts EVERY SINGLE DAY and will leave a comment on each tweet that you have liked and retweeted.

Don't do this all at once. Try and space them out over the course of a day, otherwise you'll just come across as needy.

You are also going to leave 200+ word comments on their blog posts that add value to that post and also ask a question at the end of that comment, so it forces them to engage and reply to you.

The cherry on the top of this tactic is writing a new blog post which lists them as one of the top influencers. This will certainly get their attention, and the likelihood of them retweeting this post to their thousands of followers is extremely high.



Here's an example of someone I engage with on Twitter (Carmen Lascu) who has done exactly this in her blog post below:

Top 10 Digital Marketing Influencers to Follow on Twitter

INFLUENCERS TO FOLLOW ON

This entry was posted on 13/01/2017 by Carmen Lascu

Twitter Facebook Google+ Pinterest SoundCloud LinkedIn +

If you are new to online marketing or just want to learn more, these are the Digital Marketing Influencers you must follow on Twitter. They are experienced people that usually share useful information about social media, SEO, email marketing, blogging and much more. Some of them have their own business, published a few books and specialised articles on their blogs or on other publishing platforms.

I follow all these great influencers (individuals and businesses) on Twitter and personally been in contact with some of them. They are great people, with many years of experience who know their job really well.

There are many other influencers that I would be happy include them on my list, but on this occasion I used Klout recommendations. These Top Experts generated the most engaging content for a given topic in the last 90 days.

What is Klout?

Klout is an app that uses social media analytics to rate its users according to online social influence via the "Klout Score", which is a numerical value between 1 and 100. In determining the user score, Klout measures the size of a user's social media network and correlates the content created to measure how other users interact with that content.

Klout uses Bing, Facebook, Foursquare, Google+, Instagram, LinkedIn, Twitter, YouTube, and Wikipedia data to create Klout user profiles that are assigned a unique "Klout Score". While all Twitter users are assigned a score, users who register at Klout can link multiple social networks, of which network data is then aggregated to influence the user's Klout Score.

Top 10 Digital Marketing Influencers

Click on the images below to read more about these Digital Marketing Influencers and go to their Twitter account.

Top Experts

Recommended experts to follow

- 1 Jose Javier Garde Le...
✓ Following
- 2 jeffbullas.com
✓ Following
- 3 Sam Hurley
✓ Following
- 4 Dave Chaffey
✓ Following
- 5 Larry Kim
✓ Following
- 6 Susan Gilbert
✓ Following
- 7 Search Engine Land
✓ Following
- 8 Marketing Online R...
✓ Following
- 9 Michael Schiemer
✓ Following
- 10 Glen Gilmore
✓ Following

Her post can be found at: <https://carmenlascu.com/2017/01/13/top-10-digital-marketing-influencers/>



By writing a really in-depth and knowledgeable blog post on these influencers, Carmen will certainly get their attention.

Additionally, she can email them a link to this blog post and also tweet this blog post on Twitter including their Twitter handles.

Carmen is likely to get several retweets, comments on her blog post and a lot of new targeted followers.



Here's a tweet from Sam Hurley (one of the influencers she mentions in her blog post). Sam probably tweets this post at least once a week.



So, what is Sam's motivation to tweet this blog post on a regular basis? The blog post is naming him as one of the top influencers on Twitter for his particular niche.

Tweeting this regularly not only gets his name out there, it also enhances his reputation. In turn, Carmen will get a nice, steady flow of Sam's followers, who liked the post and are willing to follow the person who wrote it.



Here's a tweet from Marketing and Web. They have actually gone one step further and changed the picture of the original post Carmen tweeted.

Correction: This original picture has been changed, but I'm not sure whether it was Carmen or someone else who changed it.





Here's a few others who retweeted Sam Hurley's tweet of Carmen's post.



I don't know how long Carmen's post took her, but you can see that it was definitely worth it. I believe the other influencers Carmen mentioned have all retweeted this post (unfortunately, I couldn't find them).

Kudos Carmen!



If you're thinking of writing a similar blog post, make sure it's a well-written post and that the pictures used are of the highest quality (get them professionally produced). If you skimp on this little detail, there's a good chance that no one will share this (especially the influencers, whose attention you're trying to get).

Note: When you are posting this on Twitter, make sure you include their Twitter handles. I usually rotate 3 of these Twitter handles with every different tweet. That way, it's not overkill.

This is a more advanced tactic that should only be used, when you really want to get on their radar and actually want to work with them.

If you have nothing of value to offer them and haven't got a clue how you guys would work together, it would be advisable not to use this tactic.

Note: This should only be used, if you are ready to start working with them, and have a plan and strategy already worked out.

When do I use this?

- When I'm trying to do a guest post on their blog.
- If I want to interview them for a podcast or a blog post idea.
- If I want them to speak at one of my events.

This won't work, if you simply want them to like and retweet your tweets or comment on your blog posts. These guys have their own agenda and will only do this, if it works in their favour - tweeting about a nobody vary rarely happens in these circles.

I can't make this clear enough... This tactic should only be used if you are ready to start working with them! If you're not, it will just upset and annoy them, and you'll probably be muted or worse, blocked from interacting with their account!!

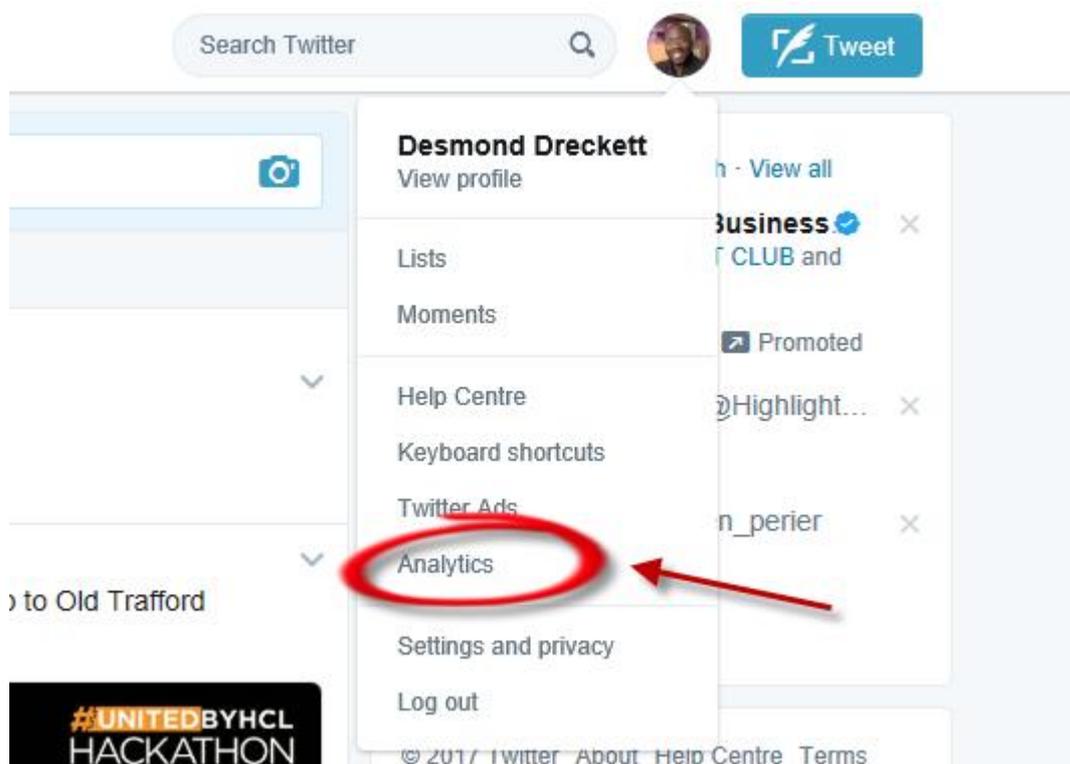


16: Analytics – The cherry on top

“Twitter Analytics - a window into the soul of your followers. Find out what makes them tick” #quote Des Dreckett

I can't believe how lucky we are - not only is there a mountain of free social media platforms to spread out content, there's also free analytics tools to help you become more efficient.

The main tool is Twitter's own tool, which can be found in the top right-hand section here:



(Click on your profile picture and it will reveal a drop down list)

Here are a few things you can look at within Twitter analytics:



The top 10 interests of your followers

Interests

Interest name	% of audience
Technology	88%
Entrepreneurship	83%
Marketing	82%
Leadership	76%
Tech news	74%
Startups	70%
Business and finance	66%
SEO	59%
Advertising	55%
Business news and general info	53%

This list shows you what the top interests of your followers are -this should help you with new content ideas.

Your follower breakdown by region

Country

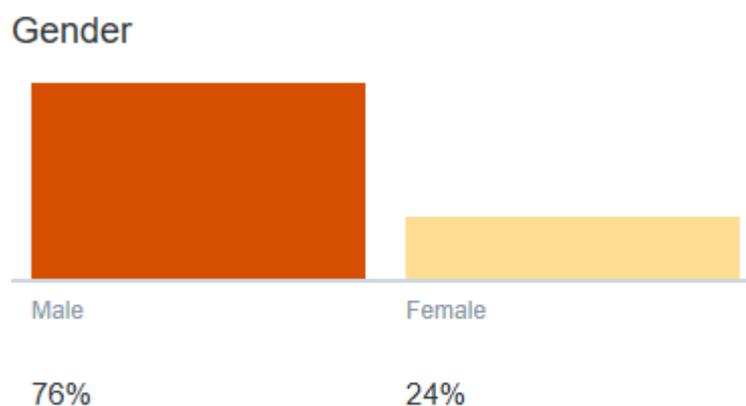
Country name	% of audience
United States	39%
United Kingdom	11%
India	8%
Saudi Arabia	6%
Canada	5%
Australia	2%
Bangladesh	2%
Spain	2%
France	1%
Nigeria	1%



This is an example of my follower-breakdown by country. As you can see, the vast majority of my followers live in United States, United Kingdom, India, Saudi Arabia and Canada.

These particular stats will give you an idea of when to tweet your content. If the vast majority of your tweets are read and engaged with by US citizens, it might mean you need to adjust your tweet strategy to be shown at the right times for the US.

Main Demographics

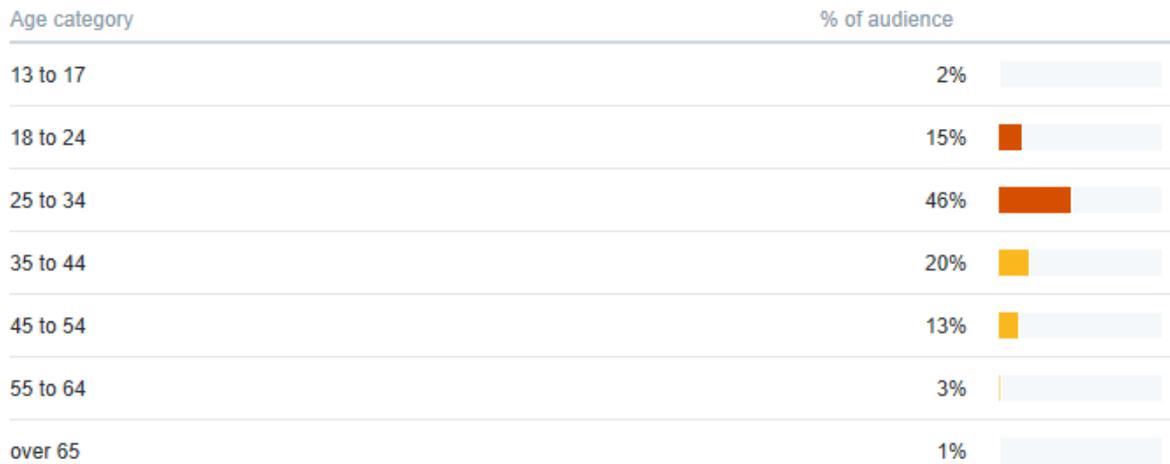


This shows the gender of my following

The vast majority of my followers are men. This gives me an indication of what I could tweet about to stoke their interest, i.e. sports, technology, etc.



Age



(The vast majority of my followers are aged between 25 to 34)

Knowing your followers' ages helps you craft the type of language you should use and what content to tweet about.

Most of my followers were born in the 80's. This means any topical news events, films or programmes that were being shown around this decade would resonate with my followers.



Bonus 1 (What very few people are doing right now)

It's nice to receive a bonus every now and again, isn't it?

Thankfully, I'll provide a few towards the end of this book as gratitude that you took the time out to read it 😊.

Did you know there is a way to channel more traffic to your blog FROM your blog?

Sounds like a strange concept, doesn't it?

It's totally true...

There's a bit of script/plugin which you can use called "Click To Tweet". Click To Tweet is the easiest way to promote, share and track your content on Twitter (and it's free)



So ,What Does This Do & Why Should You Care?

This script is easy to install on your website and makes it super easy for the readers of one of any one of your blog posts to share your content with the press of a button.



The idea is; you insert a small “Click To Tweet” box within the content of one of your pages or posts, encouraging your reader to share your content on Twitter.

The reason why this is so powerful is because there is little to no friction involved. If your reader is already logged into Twitter, they have the ability to share your content with 2 clicks of their mouse and without ever leaving that page.

If you’re a fan of inbound marketing (getting eyeballs to your content through promotion), then this should be right up there within your marketing mix.



Here's what it looks like on one of my posts:

At this point, you're probably a little bit skeptical (as you should be) and don't believe it's possible. With a few select strategies and a willing CEO, we were able to do magnificent things with this company and still do today.

Be r

Don

OUR

Larg

Dominating your niche takes courage, work
and a clear strategy. - Des Dreckett

CLICK TO TWEET 

Growing your business today doesn't mean doing all of the old traditional things you've done in the past – it means **thinking out of the box and testing different methodologies to see what works.**

Reader clicks to tweet

You can either use the main post title or choose an entirely different one.

I have also used a paragraph from my content to use for the tweet.

I normally space these out in 3 places:

1. After the first few paragraphs,
2. In the middle of the article,
3. Just above the last paragraph of the article.



So, where exactly can you get this from?

You can download it for free at <https://clicktotweet.com/> (I have no affiliation).

You have the choice of generating this link yourself on their website and then embedding the code (if you have no idea how to do this, ask your webmaster for help).

Or

If you have WordPress installed on your website, you can download a plugin. The plugin allows you to place what we call a “short code” within your article which produces this Click To Tweet button.

Not only does this encourage your readers to share your content, it also showcases even more of your content on Twitter that might not ordinarily have been shared.

I don’t use this technique on every single post I write (that would be overkill). However, I advise you to use it on every 3rd or 4th article you write.

A small caveat, if I may:

This strategy works really well, if you have quite high traffic levels coming to your site anyway. If your traffic is low, this probably won’t work that well for you. However (this is where I go back on what I said). I still encourage you to use “Click To Tweet” anyway.

The more promotional activity you generate for your blog, the better your traffic, conversions and ultimately, sales will be. It’s hard at the beginning, but if you take the time and work through what I’m suggesting in this book, you should achieve everything you set out achieve!



Bonus 2 (Tips to stop your account being banned)

One of the first documents you should read is Twitter rules:

<https://support.twitter.com/articles/18311>

Content Boundaries and Use of Twitter

Trademark – When choosing a username for your account, please make sure it's unique - don't claim someone else's name that hold a trademark. For example, calling yourself "Nike123" or "Sonyrocks" is a surefire way to get your account banned.

It might not be today or even tomorrow, but I guarantee Twitter will hunt you down and suspend your account.

Copyright – I think I touched on this briefly earlier in the book - if you are using images, logos or content from another website, make sure you read their terms and conditions of use. If you get too many complaints of breaches of copyright, your account will be shut down.

Graphic content – I make it a rule never to share any pornographic or excessively violent media or follow any account that does. Guilty by association means that Twitter will suspend your account, even if it wasn't you who produced the content.

If you are asked to remove or delete any content by Twitter, make sure you do it straightaway!



Misuse of Twitter badges – You sometimes forget that most logos and images are copyright. The Twitter badge is no exception - check the terms of use for their logo and badges.

You may not use badges, such as but not limited to the “promoted” or “verified” Twitter badge, unless provided by Twitter. Accounts using these badges as part of profile photos, header photos, or in a way that falsely implies affiliation with Twitter, may be suspended.

Abusive Behavior

Violent threats (direct or indirect): Don’t threaten or promote violence

Harassment – Don’t engage with abuse or harassment. If someone is writing abusive tweets, don’t engage with them. Certainly don’t send them any private messages and get involved in a grudge match. Your purpose on Twitter is to provide valuable content and attract new leads for your sales funnel, period! Anything else should be left for others or Twitter to police.

Multiple account abuse – There’s no problem having multiple accounts. My suggestion would be to tweet slightly different content or swap out pictures, hashtags and titles. Do not, I repeat, do NOT post the exact same content at the exact same time over multiple accounts. Twitter will suspend not one, but ALL your accounts.

If you just have one account and that happen to be suspended, don’t set up a new one. Find out from Twitter exactly what you



did wrong by getting in contact with them. Delete any tweets they ask and try to get the account activated again.

Twitter doesn't care if you have one follower or a million - the rules are the same for every account, no matter how influential you are.

Using Crowdfire, I regularly unfollow several accounts which have been suspended that, on the surface, look like they have abided by the rules and their account looks legit.

I believe multiple infractions are the problem - Twitter will warn you several times, before suspending your account. Best to do what they say immediately...!

Private information & confidential information – Basically, don't publish other people's private and confidential information in *any* way, shape or form. This includes addresses, phone numbers and email addresses without their prior consent. You can read more about Twitter's private information policy at: <https://support.twitter.com/articles/20169991>

Spam

Username squatting – This is Twitter's nickname for inactive accounts (accounts that are inactive for longer than six months).

Some automation is fine, but 100% automation isn't adding any value to the Twitter community. You need to engage with other accounts.



This next section has actually been copied from Twitter's own terms page. I include this section because I believe there are grey areas, when it comes to spamming.

I don't want there to be any confusion about any advice I give you:

You may not use the Twitter service for the purpose of spamming anyone. What constitutes "spamming" will evolve, as we respond to new tricks and tactics by spammers.

Some of the factors that they take into account, when determining what conduct is considered to be spamming, are:

- if you have followed and/or unfollowed large amounts of accounts in a short time period, particularly by automated means (aggressive following or follower churn);
- if you repeatedly follow and unfollow people, whether to build followers or to garner more attention for your profile;
- if your updates consist mainly of links, and not personal updates;
- if a large number of people are blocking you;
- if a large number of spam complaints have been filed against you;
- if you post duplicate content over multiple accounts or multiple duplicate updates on one account;
- if you post multiple unrelated updates to a topic using #, trending or popular topic, or promoted trend;
- if you send large numbers of duplicate replies or mentions;
- if you send large numbers of unsolicited replies or mentions;
- if you add a large number of unrelated users to lists;
- if you repeatedly create false or misleading content;



- if you are randomly or aggressively following, liking, or Retweeting Tweets;
- If you repeatedly post other people's account information as your own (bio, Tweets, URL, etc.);
- If you post misleading links (e.g. affiliate links, links to malware/clickjacking pages, etc.);
- if you are creating misleading accounts or account interactions;
- if you are selling or purchasing account interactions (such as selling or purchasing followers, Retweets, likes, etc.); and
- if you are using or promoting third-party services or apps that claim to get you more followers (such as follower trains, sites promising "more followers fast", or any other site that offers to automatically add followers to your account).

Buying Followers – There are certain services from places like fiverr.com that will provide you with followers on your account. I believe the going rate is \$5 for 1000 followers. **PLEASE DON'T DO THIS!!**

Even though it's hard to prove that you have purchased these followers, Twitter doesn't look kindly on these tactics.

Moreover, these followers will be:

- Fake accounts
- Bot accounts (a computer-generated account that simply retweets content)
- Some hacked accounts
- Accounts with silly ratios like "following zero and ten thousand followers"



Ultimately, these accounts will be shut down over time and you will lose the vast majority of these followers anyway.

I can't categorically say that your account would be suspended. I'm guessing Twitter will investigate your account to see what other illegal practices are being carried out.

I'm pretty sure there's a clear pattern that can be picked up by whatever algorithm they use...



Bonus 3 Keep Your Name Front & Centre

Keep your name front and centre....

What the hell is Des talking about now?!

On the left-hand side of Twitter you have a list of all the trending topics in real time. By these topics are a few names of accounts that you follow, who are tweeting about this.

Periodically I like to either share a post using the hashtag that is trending or, better still, retweet a tweet that is also using this hashtag.

So, what does this do?

By either tweeting or retweeting this trending hashtag, it puts your name next to the tweet as someone tweeting about this.

Unfortunately, you won't see it, but anyone who follows you will.

What I retweeted:

Desmond Dreckett @DesmondDreckett

TWEETS	FOLLOWING	FOLLOWERS	LIKES	LISTS	MOMENTS
3,534	5,265	5,342	4,354	30	0

Equipment & let other people fix it!
#NotMVJobAward WINNER!!

You Retweeted

Joanna D Foss @joannadfoss1 · 4h
Good to learn about #innovationstories #virtualreality tiny.cc/dm

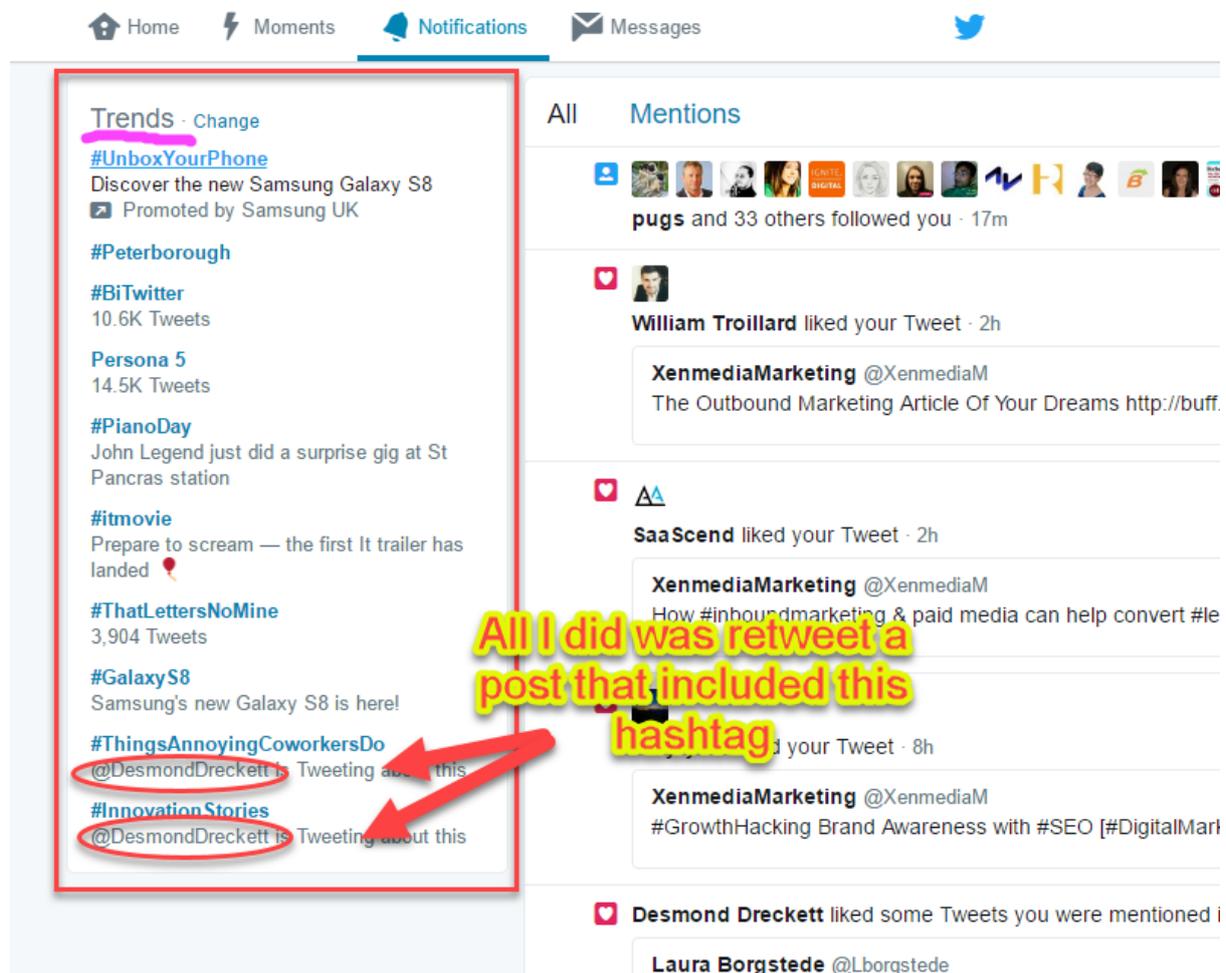
Desmond Dreckett @DesmondDreckett · 1h
Not the best PR for a major retailer @Lexia2010. Unbelievable 😞
#madness

Sky News @SkyNews
Waitrose causes stir with free drink shift dubbed 'coffeegate'
news.sky.com/story/waitrose...

Desmond Dreckett @DesmondDreckett · 2h



Here's an example of what I mean, after I retweeted:



As you can see from the picture above, these hashtags were already trending. All I did was retweet one of the posts that included this hashtag - the result is my name shows beneath this trending hashtag.

So, why do this?

This keeps your name front and centre to those who follow you.

Don't get me wrong, your name won't stay there forever - the more people using the hashtag, your name will probably disappear after a few minutes or even hours. It's just something I like to do from time to time. Especially if I have an opinion on the topic of the hashtag.



Now, I only tweet this once. However, if you continue to tweet and retweet using this hashtag, your name will stay up there for longer.

Note: Only do this if you're passionate about the topic and have something useful to add. I recommend simply doing this once.

You won't be the only person doing this – there are plenty of others who have cottoned on to this little technique. It's just a simple way to get your followers to have a look at your profile again without you doing any serious work.

Note: Unless you have two accounts, you won't be able to see your name next to the trending hashtag - only your followers can see it.



Bonus 5 – Slow & Steady

As I mentioned earlier in the book, not everyone wants to adopt such an aggressive strategy as the one I have outlined in this book.

You might be a coffee shop owner or a local electrician - world Twitter domination *probably* isn't part of your plan and that's absolutely fine - It doesn't need to be...!

Having a large following on Twitter not only gives you more eyeballs on your content, it also gives you instant respect. A person or brand with a huge following on Twitter, puts you head and shoulders above the herd, and your tweets are liked and retweeted more than your competition.

This is great, but there are so many entrepreneurs and business owners out there who just can't dedicate the time and effort to build this following, and just want to laser-target both prospects and joint venture partners.

For that reason, I have added this chapter for those who want to build the following slowly.

The concept is really simple:

1. Only follow those in your niche.
2. Like and retweet those in your niche.
3. Make sure you unfollow those that unfollow you.

Will you attract followers who aren't in your niche? Absolutely... Do you follow or engage with them? Maybe...The choice is yours. I would encourage any type of engagement, no matter who the person is, or what brand they represent. However, I wouldn't go so far as to start retweeting their tweets. This would be a big no-no!



Only follow those in your niche

If you're not interested in building a huge following on Twitter, simply follow the people you are interested in. By interacting with these accounts, you can really streamline your engagement and have meaningful and productive conversations with them.

If it is a potential client, my advice would be to go a step further and actually read their content and comment on their blog posts. When you combine this with a high engagement on Twitter, they can't help but notice you (it's impossible for them not to).

Like and retweet those in your niche

This is as simple as it sounds. If you want to go the slow and steady route, then only like and retweet those people in your niche. Fairly soon, you will get a lot of unfollows from people, who are not interested in what you tweet about, or who have zero engagement from you. And you know what, this is fine. It actually helps your overall strategy. Keeping a tight group of accounts that you interactive with on a regular basis, will make your Twitter account so much easier to manage (I'm jealous).

Make sure you unfollow those that unfollow you

Twitter marketing 101: unfollow those who unfollow you!

No matter what techniques you choose to follow in this book, the number one rule is to unfollow those who have unfollowed you.

Have I said that enough times?

There really is NO point continuing to follow them, they can't see what you are tweeting about and will never engage with you. For whatever reason, they have chosen not to see your tweets.



If this is a potential client, you then have 2 options. Either continue to like and retweet their tweets, in the hope that they will engage with you again. Or, give up and try another potential client.

Let me let you in on a secret... Not everyone understands how Twitter works, and don't really understand how the follow and unfollow system works. For that reason, it's probably not a good idea to give up just yet.

The amount of follows and unfollows I receive in a week is unbelievable. I'm convinced that some people make a mistake unfollowing people and then correct it later on. There isn't an exact science to this - what does your gut tell you? Should you roll the dice and see what happens, or try another account to see if you get any joy with them? The choice is yours.

By adopting this slow and steady strategy, your potential clients will be able to see what you are really all about with just a glimpse of your Twitter profile. In fact, they'd be hard pushed not to be impressed with just how engaged you are, and how "on topic" you are.

I personally haven't worked with any companies that insist on adopting this strategy. Not because it doesn't work - it's a simple numbers game. In my opinion, if you have a free social media platform which can be accessed 24 hours a day, why not leverage the hell out of it?



Conclusion

You now know everything I have done from day 1 to grow my following on Twitter, and how I use it to increase leads for my business.

I've been as upfront and honest as I can be about Twitter, shown you both the good and bad bits about this social network.

The main advantage is the fact that Twitter is absolutely free to use. It can be used for personal reasons or business. A tool that enables you to broadcast to the entire world about any of your products, or services in a millisecond, 24/7/365. Not only can you reach a local audience, you can reach clients in a completely different country. Wow!

Nothing in the history of time has been so powerful or so instant in getting your message out there in front of both your new potential clients and potential joint venture partners.

Don't forget, you have the ability to upload pictures, blog posts, GIFs and videos. If you have an inbound marketing strategy, then Twitter will provide you with the ability to publicise your content in whatever format you choose. As long as the file is small enough to be uploaded and it's not of a sexual nature or promoting hate, you're good to go.

Since writing this book, I have encouraged my clients to increase their tweets to between 50-100 tweets per day and to ensure they gain the minimum leverage to stop spinning wheels like so many other business accounts. Done properly and by picking the right content, this should give you a competitive advantage *unlike any other*.

If your business is struggling or you're finding it hard to find new leads, there really is no excuse now. Granted, there are a lot more



fake accounts on Twitter now, and breaking through the noise has been harder than it ever was.

Don't let this discourage you - this is still the number one platform to get your content out there in front of as many eyeballs as possible, as quickly as possible.

Twitter's better than Facebook (it has decreased the organic reach to your friends), better than Snapchat, which is practically aimed at a younger audience and lastly, Instagram. Instagram is great for videos and images, however, the break-neck news flow that is Twitter, is extremely hard to compete with.

I've already mentioned lead generation, haven't I? Of course, those leads once converted lead to sales; sales that haven't cost you anything other than your time - No other platform can provide you with so much for so little.

Your website conversions and email marketing packaged together with Twitter should help you gain even more sales. Unfortunately, this is beyond the scope of this book (maybe I'll write another book on how we do this for our clients?).

Looking for new staff? Twitter might just be the answer - there are many potential interns or future staffers who are reading your tweets and commenting on articles and who could be a good fit for your business.

Looking to carry out market research or just snoop on what your competition is up to? You now have the ability to do this in just a few clicks of a mouse - the possibilities are endless.

Don't forget, your clients now have the ability to communicate with you directly and you also now have a chance of replying to them like never before. This is more powerful than a generic email - this is communicating in real time, just shy of talking directly with them on



the phone. You have the choice of doing this privately or in public as an open forum... The choice is yours.

We've talked a lot about leads, conversions and sales. What you shouldn't forget is the sheer amount of networking or joint venture opportunities Twitter has to offer. Not only can you find potential clients on Twitter, you can also find other like-minded businesses and people you might want to partner up with at some point.

I'm no Twitter expert – I'm not going to lie and say, I know everything that Twitter has to offer. Like you, I'm still learning... The perfect formula I went through in Chapter 5 outlines what has worked for me and what was effective. I can't guarantee the same level of success for you. It all depends on how committed you are to making this work, and how much time and effort you put into the strategies outlined in this book. If you do, there's no reason you can't leverage Twitter for more leads, like I do.

I mentioned things like the best times to tweet, using automation to help you. Using tools like Manageflitter, Buffer and Crowdfire to help you with the heavy lifting. Most have free trials or a low minimum monthly fee. Try to use all of these tools to help you manage your account. If they're not free, the monthly cost should be quite low.

Don't forget that you have the ability to repurpose your tweets (tweet the same content on a different day), use Feedly for new content suggestions, and tweet your own quotes from previous blog posts you have written. Combine all 3 strategies and you have a pretty powerful and diverse selection of tweets to display to your followers.

Engagement

None of your tweets, posts, pictures, GIFs or videos will ever make any difference to your account without some serious engagement with your Twitter followers. It's really important that you tweet and



message your followers on a daily basis. Not only is this good for etiquette, it's also good for business.

The way the Twitter algorithm works, the more interaction you have, the higher your tweets will be shown in their timeline. The more interaction, the better.

If your follower retweets one of your tweets and they have never interacted with you before, your tweet will be shown further down their stream, underneath whoever they have interacted with more in the past. That's why liking tweets of accounts who have liked yours is a pretty strong strategy.

Your Content

Lastly, let's talk about your own content. I realise writing articles and blog posts may not be high on your agenda. Let's face it, there are more pressing matters to attend to, when running or helping run a business. I understand this, however, I can't stress it enough; Tweeting mostly posts from your own websites and blogs is key! The more you do, the greater the chance of someone clicking on your tweet and then navigating to your website.

From there you have the possibility to engage with potential clients, place them into your funnel, and then sell them something. Your odds seriously multiply, if the vast majority of your tweets are your own content.

If you haven't got a lot of your own content yet, don't fear. Simply tweet and retweet content that isn't your own, until you do. The timescale and pace of content-creation is up to you. I advise you to slot in a few pieces of your content between the others you're tweeting. More importantly, make sure your pinned tweet is a promotional one which takes you to a lead generation page. This



way, anyone who stumbles across your profile, will see this tweet first.

We've talked about organising your followers into specific Twitter lists. This helps you manage your Twitter followers, so you can strategically like, retweet and comment at will. There's no need to hunt through (what should be a large following) one by one. These lists allow you to pinpoint one of your followers in seconds.

Include their Twitter handle in every tweet that they have either written or tweeted - every time you do they'll receive a notification. This gets your name and brand front and centre.

Talk is cheap, action is where it's at!

So, are you ready to take action?

As long as your account isn't of a hateful, abusive or sexual nature you can pretty much guarantee a follow back from [@desmondreckett](#) [@XenmediaM](#). Feel free to like or retweet one of my tweets. I'm always looking to engage with new and interesting people. Again, I can't guarantee to answer all messages (so please don't take offence), I do try to answer the vast majority of them.



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