

Twitter Profits



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Introduction To Twitter Profits

Twitter is the most popular social media community online, but it's much more than a place in which you can connect to friends and family.

Twitter is considered an information portal, and it provides you with the opportunity to find joint venture partners, affiliates and network with leading marketers in your niche.

Perhaps Twitter is so incredibly popular because of its simplicity.

Rather than having to set up detailed profiles, or post lengthy updates on your account, you can quickly blast out 140 character snippets and updates, leaving you plenty of time to focus on growing your business while still taking advantage of Twitters' global outreach.

Growing a following on Twitter is also very easy. You can incorporate existing contacts from your email address book, join Twitter based community directory sites, and even look for new contacts by simply following people in your market.

So, how can you set up effective, high performance marketing campaigns with Twitter that will skyrocket your income and maximize your exposure?

It all begins with setting up targeted twitter accounts that are designed to build brand awareness and truly connect with your target audience.

Let's begin.

Optimizing For Success

It all begins with your twitter profile, as it's the place where potential followers go to learn more about you, and to see what you are up to and what you have to offer. Your profile is a simple one page outline that includes a short bio, your website URL and your contact information.

You will want to optimize your Twitter account so that those visiting your profile page are motivated to follow you, and you can do that by including a direct URL to a page on your website that offers relevant, free content.

While many marketers attempt to utilize this area to secure customers, the most effective campaigns begin with establishing yourself within your market, and you do that by offering quality, free incentives.

You should design a landing page exclusively for those coming from Twitter. This will give you the opportunity to personalize their experience and to connect with them on a deeper level.

Greet them as a "Fellow Twitterer", and offer them something useful and informative based around your niche market.

The best way to monetize your Twitter activity is through "indirect marketing".

Twitter is primarily, a social network and people frequent the community to learn more about others who share their interests and passions.

They aren't there looking to buy products or sign up for service offers, so you need to take an indirect route in order to really maximize your income and stand out in the marketplace.

So, begin by creating a newsletter focused around your niche topic. Then, set up a simple squeeze page that offers an incentive to those who visit.

This could be a special report, a weekly newsletter or even a full length information product. Your subscribers will receive instant access to your incentive offer once they confirm their requests to subscribe to your list.

The next step is to build relationships with your subscribers, and you do this by following up with additional free content and resources.

You never want to start sending out promotional based offers until you've established your footing, and have really done your part in connecting with

your audience. People need to trust you, and see you as a viable source for quality information and while this takes time (and patience!), it truly will pay off in the end.

If you aren't able to create your own content offers, consider using private label content to develop high quality offers for your subscriber base.

You could compile a variety of products together to form exclusive compilations that offer training and information on topics that are important to your market. You could also use private label articles and even full-length newsletter sequences to quickly power up your mailing list and keep fresh content funneling out to your subscriber base.

Make sure that you include a direct link to your new squeeze page right on your Twitter profile account, and once you've established a following, start posting updates on your website so that you can begin directing traffic there.

Make sure your opt-in form appears on every page of your site, and if you really want to save time and money, consider downloading Wordpress and creating a niche oriented blog.

Not only are they exceptionally easy to create, but you can schedule

content to auto-post on a regular basis, freeing up your time and resources.

Tip: An opt-in box should appear on the side template of your Wordpress blog so that it's visible on every page.

You can quickly integrate an opt-in box with a free copy of Code Banter's "Autoresponder Blog Plugin" available at <http://www.Codebanter.com>

Growing Your Following Base

While this may seem in reverse order, first creating your squeeze page or blog and then looking for followers, it actually makes sense.

It's far easier to establish a following within Twitter when you have something to offer, and if people visit your profile page and they don't see that you're an active member of the community, chances are they'll be hesitant to follow you.

But when you have established a website, blog or squeeze page, and you have somewhere to 'direct them to', it gets a whole lot easier.

When building your following base, begin by incorporating your existing email contacts into Twitter. You'll probably be surprised at just how many

email contacts are already using Twitter and since they've already corresponded with you, they'll be far more likely to begin following your updates.

The next step is to participate in Twitter based communities, including <http://www.WeFollow.com>

We Follow is a full featured Twitter directory, and you can quickly add your Twitter account information to the directory, as well as categorize your focus, so that your Twitter account is placed within a specific area of the site (based on your market). This makes it easy for people to find you, and begin following your tweets.

Another popular directory is found at <http://www.TwitDir.com> and it features a search tool as well as the top 100 people being followed on Twitter, the Top 100 updaters (who updates their Twitter status frequently), the Top 100 followers and the Top 100 favorites.

You can check out the Top 100 Followers to find people who are willing to follow you, and the Top 100 Followed to find people that you would be interested in following.

Another popular Twitter directory can be found at:

<http://www.twitterholic.com>

Automating Your Marketing

One easy way of automating the list building process with Twitter is by using the services of www.SocialOomph.com

You can send out automatic direct messages to those who begin to follow your updates. These automated messages could include a direct link to your website, blog or better yet – your squeeze page where you offer each Twitter user a free incentive, such as a report, ebook, article content or guide based on your niche market.

When it comes to using Social Oomph to build your list and initiate first contact with those that follow you, be sure that the product you are offering on your squeeze page is extremely focused on your niche market and offers something of value.

You don't want to give away a product that is already saturated online, such as outdated PLR. Try to offer something original, even if it's a short report or mini-product, the more exclusive it is to your list, the more likely that your visitors will subscribe to your newsletter.

Just like with every other social community, your marketing campaign

needs to be tweaked and offered in a slightly very different format that caters to their desire to network with other like-minded individuals.

This means that you want to make sure your automated DM message, as well as every tweet you broadcast is seemingly written for the benefit of the reader, rather than direct advertisements.

Posting entertaining and useful tweets is an important part of successfully building your online business with twitter, however you want to focus on spending your time wisely and ensuring that each tweet is productive in helping you further your brand, right?

This is where twitter link bait comes into play. Rather than posting a link to a direct news story, post a summary of it on your blog and direct people to your page in order to read the message you are broadcasting.

This is a passive aggressive marketing tactic that works very well within twitter, because rather than directly trying to sell to your following base, you are simply posting about something you found interesting, useful or entertaining.

Once you have them on your blog, they'll likely explore your website and if you've done your job of developing relationships with your following base

and staying active within the twitter community, it will be a lot easier to convince them to subscribe to your newsletter or purchase your products.

Show people that you are interested in getting to know them, what they are interested in, what they are looking for.

Focus on giving, more than receiving and you will quickly discover, just how effective twitter can be in helping you further your brand and building your online business.

By answering questions and providing help, tips or advice on questions that people have, you can establish yourself as a credible source for information within your niche market, quickly and easily.

Tweet & Tweet Often!

When it comes to writing tweets, don't spend a lot of time worrying about whether it's creative enough, witty enough, or interesting enough.

Once you have become an active member of the twitter community, you'll find it easier to think of entertaining and useful tweets, and will also be able to respond to ongoing discussions from those you follow and who follow you.

For now, post whatever's on your mind. Working on a website? Post about it. Perhaps you've found an interesting website or news story, post about it.

The idea is to simply post enough so that you become comfortable with the twitter system, and more importantly, so that your profile page shows activity before you start inviting people to follow you.

Once you've posted your first tweet, it's time to start following people on twitter, so that you can build up your twitter presence, and encourage people to follow you in return.

Don't just sign up and blast out ads every few minutes expecting to achieve anything but annoying those on your list.

Take the time to talk to people individually by directing messages to specific people, post useful information or links to free products and resources that people in your various niche markets would appreciate.

Just like anything else you need to develop a reputation on Twitter as being someone who is interested in helping others, while developing your own Twitter presence.

A great thing about Twitter is the ability to quickly locate other people who are involved in your target market, or industry.

For example, if you are looking to find people to interview who may be experienced in specific things, you can find many people who are involved in nearly every topic and subject online.

It's like a rolodex of the entire online business industry, and as Twitter continues to grow, more and more people are jumping on board, so expect to see Twitter evolve and change to improve their system and add more interactive, productive features that will make it even easier for use to reach out to other users.

Posting subtle little updates about your current projects, websites, blogs and products is an easy way to keep people up to date on what you are doing, even people who otherwise might not know who you are, or what you do.

The way you present your updates, and the frequency in which you do it, (avoiding Twitter spamming) is critical in staying current and helping your brand become memorable, and noticed by the community.

Derek Arnold

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