



# **Tweet Traffic**

[www.YourDomain.com](http://www.YourDomain.com)

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## **Introduction To Marketing on Twitter**

It's likely that you've heard of Twitter, and perhaps you've even tried to become an active member of this incredibly popular information network.

With Twitter, people within the community post what are referred to as "tweets".

Tweets are short messages and updates that people send out to everyone who chooses to follow them. Each time a tweet is submitted, it shows up on the public timeline, and is pushed down as other, new tweets are circulated throughout the network.

And while Twitter requires consistent activity in order to really take full advantage of its incredible resources, you can begin building a targeted list in little time, while generating a massive "following" of those who are interested in receiving your updates.

Within the twitter community, people who choose to add you as a contact are referred to as "followers", and similar to a mailing list, each follower can be considered a "lead".

This is yet another way that growing a twitter following is similar to building an effective mailing list.

Each follower you receive should be interested in the niche market you are catering to, so building massive following bases isn't the way to go. Instead,

you want to build QUALITY lists of followers that are genuinely interested in your broadcasts and likely to respond to your offers and messages.

Think about twitter in a similar way as you would when building a mailing list or newsletter base.

If you have 100 targeted leads who have decided to subscribe to your ezine and actively respond to your offers, and on another list you have 1,000 leads who are not genuinely interested in what you are offering, which list do you believe would produce the best results or will be easier to monetize?

*Quality wins over quantity every time.*

So, how can you begin to take advantage of the twitter phenomenon and grow a targeted following of loyal readers, and buyers?

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.*

## **Tweak Your Account For Maximum Results**

With Twitter marketing, it all begins with identifying your market and then providing the connection between what your niche market wants with a solid, high quality product of your own, or if you have yet to develop a product, you can create a newsletter so that you can start collecting leads that can be monetized through affiliate offers!

In order to begin marketing your business via the Twitter network you need to first set up and optimize your twitter account. I am going to guide you through the process, step by step so that you can get it up and running quickly, before moving on to the next phase of the process, building a profitable list with twitter.

When creating your twitter account, you want to pay special attention to the username that you use, as it's not easy to change it later on.

For branding purposes, you might consider setting up a twitter account that encompasses your website URL, your username, your full name or even your company name.

You want people to identify you, and even if you are a new marketer or online business, you can still benefit from the recognition you'll receive, over time, by linking your twitter account to a name that you are interested in branding.

After you have chosen your username and registered your Twitter account, the very next step is to through your profile page and make a few adjustments.

You want to upload a photo of yourself so that people can easily identify you.

Remember, part of branding is in making sure people recognize you by either a photo, slogan, or visual image. A photo can go a long way in defining a brand so that it's recognizable and distinguished as your own.

Your profile area offers many different customizable elements, including the ability to add your website URL. (You can edit your profile by clicking on “Settings” once you are logged in).

Name

Enter your real name, so people you know can recognize you.

Location

Where in the world are you?

Web

Have a homepage or a blog? Put the address here.  
(You can also add [Twitter to your site here](#))



*Here is a quick-start list of a few things you'll want to make sure to fill out:*

**Name:** This is where you add in your full name or company name.

**Username:** This will showcase your current username and allow you to change it if you wish. Once again, be careful doing this as your former username will become available for registration.

**Your Email Address:** This is where all notifications, including Twitter updates and emails alerting you to new followers will be sent. You can choose to disable updates, to prevent excessive system messages.

**Your time zone:** Adjust this to reflect your current time zone, so that you can identify tweet times.

**More Info URL:** This is where you will add in your website URL.

**Your Bio:** A short description of yourself or your company.

***Important tTip:*** Use keywords within your bio field that relate to your products, services or market as these keywords entered into Twitters search bar will help people find you easier, or match you based on their specifications.

Think of 4-6 keywords that describe who you are or what you do, and include them, separated by commas in your bio field. This information will also appear on your main profile page.

**Your Location:** You can choose to include your city, or just your country, if you wish.

**Language:** Twitter is available in various languages, and you can change the current translation [here](#).

The last option is to Protect your Updates.



#### Tweet Privacy

☐ Protect my tweets

Only let people whom I approve follow my tweets. If this is checked, you WILL NOT be on the [public timeline](#). Tweets posted previously may still be publicly visible in some places.

Save

If you activate this option, all of your posts and messages (tweets) will not appear in twitter's public timeline, and will be visible only to existing contacts and new followers.

I suggest that you do not protect your updates, if you want to broadcast your messages to a wider audience of potential followers.

That's it! You've set up your Twitter account and customized it so that it will attract more attention and begin to represent your business.

If you are interested in customizing your Twitter background image, there are several resources available both for custom twitter backgrounds and pre-made templates to choose from:

<http://www.mytweetspace.com/>

<http://www.twitterimage.com/>

<http://www.BrandableTweets.com>

<http://www.tweetstyle.com>

Now you are ready to begin growing your twitter following!

*Important Tip:*

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>

## **Building A Loyal Following On Twitter**

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](http://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



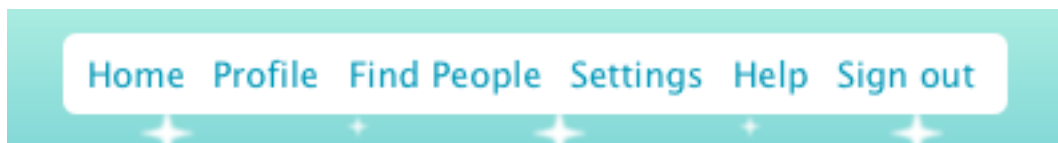
your online business.

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.

*Here is a quick-start guide to building a following within your niche market, using twitter:*

**Internal Search Options:**

From the main page of your Twitter account, click on “Find People” from the top navigation menu.



You will have a few choices to locate followers from this area, the first being to use twitter’s build in search utility to locate users based on keywords.

twitter

Home Profile Find People Settings

## Find people. Follow them.

Find on Twitter Find on other networks Invite by email Suggested Users

You can search for people you know who already have a Twitter account.

Who are you looking for?

search

Search for a username, first or last name

General Search based on keyword entry.


If I were catering to the work at home niche, my average customer would like use words like “freelancer, wahm, work at home, telecommuting, etc”.

Name results for: **work at home** 0.122 seconds


Search for a username, first or last name

Enter in relevant keyword phrases.


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 **workathometips** / Work At Home Tips Tips, Articles, Advice, Research, Lessons, Offers, Deals to work at home designed by small business experts  
**4,376 followers** · from Web · updated 35 minutes ago Follow


---

 **\_WorkAtHome\_** / Kade Work At Home I teach people how to work at home!  
**3,125 followers** · updated 12:51 PM May 21st ✓ Following

---

 **WAHMJobs** / Work At Home Mom Job Online Jobs for Work At Home Moms  
**1,141 followers** · updated 24 minutes ago Follow

---

 **work\_at\_home\_**  
**685 followers** · updated 6:46 AM Apr 2nd Follow

I can instantly choose to follow those featured within the search results, by

clicking on the “Follow” tab.

This is a great way to find people who share the same interests as you, or are likely to be your target audience.

Another way to locate followers is by choosing the second option in your profile area, “Find On Other Networks”.

What this will do is allow you to enter in your email address and password, and Twitter’s system will sort through your contact list, looking for people who are on Twitter. You can search through Gmail contacts, Hotmail, MSN, and even Yahoo.

### **External Search Options:**

An effective method of finding targeted leads within the twitter community is by taking advantage of the free directory available at

<http://www.Twellow.com>

From <http://www.Twellow.com> click on the search box from the top navigation system and enter in a primary keyword phrase that describes prospects within your target market (example: work at home, weight loss, etc)

Another great way to maximize your exposure within the twitter community is by adding your own profile to multiple twitter directories and networks.

One of these is available at <http://www.WeFollow.com> where you can

assign yourself into existing categories where people can easily find you based on keyword searches.

Automation is the key with managing your time and being able to effectively grow your business online. The more you can set on auto pilot, the more time you have, the more you can focus on the more important aspects of building a successful online business!

*So, how can you automate your marketing campaigns on twitter?*

**Here's how to do it quickly and easily:**

To set it all up, I use the affordable “automated twitter” service available at Social Oomph (they offer a free trial as well).

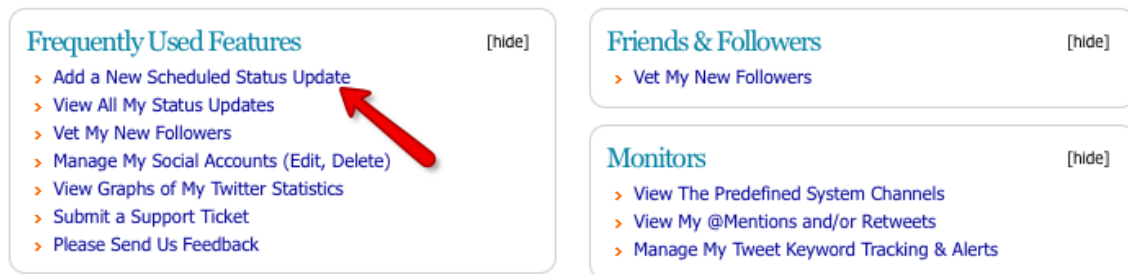
<https://www.socialoomph.com/register>.

Social Oomph will not only give you the opportunity to set up a direct messaging system that will automatically greet everyone who chooses to follow you, but you'll also be able to create a schedule of future tweets in the event you want your messages to appear at *specific times*.

***In other words, they AUTOMATE the entire process of both building a list with Twitter and keeping your followers up to date!***

Load Up <https://www.socialoomph.com/register> and create your free account.

From within your account, click on “*Add A New Scheduled Status Update*” to begin.



In order to synch your Twitter account with your Social Oomph account, you need to give your Social Oomph account permission to access your Twitter account.

You can connect your two accounts together from within your [www.SocialOomph.com](http://www.SocialOomph.com) account area by clicking on “Schedule New Update”.



*SocialOomph also allows you to add multiple twitter accounts to your account, so that you can set up and manage multiple marketing campaigns all from within one interface.*

Once you have connected your twitter account to your Social Oomph account, you will be able to create your ***automatic updates and messages***.

These messages will post on Twitter based on the date and time settings you’ve determined. You will also be able to automatically “greet” people

who follow you by having Social Oomph send each user a customized welcome message (this is where you will want to include a link to your squeeze page):

***The next step is to enter in your automated welcome message.***

Update Text:	<div>Shorten URLs</div> <div></div> <div>0 characters entered.</div>
Save As Draft:	<input type="checkbox"/> Save this update text as a draft that can be reused later.
Publish When:	<input type="checkbox"/> Publish right now (will be published within 60 seconds) <input type="checkbox"/> Publish <input type="text"/> hour(s) from now Or publish at this exact time: <input type="text" value="03/23/2010 07:40 pm"/>  12 (GMT) Greenwich Mean Time : Dublin, Edinburgh, Lisbon, London - <a href="#">Change</a> <small>mm/dd/yyyy hh:mm am/pm - <a href="#">Change</a></small>
Recurrence:	With <a href="#">SocialOomph Professional</a> , you can schedule recurring updates with spinnable text (not on Twitter accounts) and @replies, plus the 12 updates per hour limit does not apply. Make your updating even more effective and productive.
Account(s):	<input type="text" value="_RSSFeed (Status Feed) mainstreamventures"/> Publish update on these accounts 
<div>Save</div>	

You can then choose to publish the post automatically on Twitter, or to set it as a RSS feed where people who are interested in your updates will be able to browse through a collective directory of all your past and current tweets.

The next step is to set up your automatic “direct message” that will be sent out to everyone who chooses to follow you.

You can do this by clicking on “Direct Messages” from the side navigation menu.

Choose “Schedule New DM” and you can write up the automated message that you want sent out to every person who follows you!

Consider thanking the person for becoming part of your twitter network and then directing them to a free download via your squeeze page.

## **Stay Active And Engage Your Audience**

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.

## Expanding Your Outreach

Wordpress is a very powerful piece of software that you can not only use for blogs but is useful for pretty much any type of website you can think of.

More and more marketers are moving their operations to Wordpress because it is a much more hands free operation and has some very powerful features.

One that is of interest to us here is it can be easily integrated with Twitter.

You can add new functionality to Wordpress through what is known as a plugin. This is a small software tool written by a Wordpress user or marketer that extends the functionality of Wordpress and adds new features or improves existing ones.

There are thousands of different plugins available, but there are around 60 that are related to Twitter. They all do similar things in allowing Twitter and Wordpress to interact with each other.

The screenshot on the next page shows just some of the available plugins.

When looking for a plugin to use you need to look at the rating. Don't just look at the rating, hold your mouse over the rating to see how many ratings it has had.

**Twitter for Wordpress** 1.9.4 ★★★★★ (based on 26 ratings)

Twitter for Wordpress displays yours latest tweets in your WordPress blog.








**Features**

- \* Customizable
- \* Widget support
- \* No options page (yes, its a feature)
- \* Uses Wordpress resources (no extra files needed)
- \* Detects URLs, e-mail address and @username replies

**Usage**

If you use WordPress widgets, just drag the widget into your sidebar and configure. If widgets are not your thing, ... By [Ricardo González](#).

It is much better to have a slightly lower rating and a high number of ratings that a rating of 5 based on 1 rating.

Name	Version	Rating	Description
<b>Twitter Tools</b>	1.6		Twitter Tools is a plugin that creates a complete integration between your WordPress blog and your Twitter account. By <a href="#">Alex King</a> .
<b>Twitter Sharts</b>	0.3.2		'Shart' your twitter status anywhere within your wordpress blog posts or pages! Configure Twitter Sharts By <a href="#">bboyredcel</a> .
<b>Twitter for Wordpress</b>	1.9.4		Twitter for WordPress displays yours latest tweets in your WordPress blog. Features * Simply * Customizable * Widget support * No options page (yes, its a feature) * Uses Wordpress resources (no extra files needed) * Detects URLs, e-mail address and @username replies Usage If you use WordPress widgets, just drag the widget into your sidebar and configure. If widgets are not your thing, ... By <a href="#">Ricardo González</a> .
<b>Twitter Widget</b>	1.0.3		Adds a sidebar widget to display Twitter updates (uses the Javascript Twitter 'badge') By <a href="#">Sean Spalding</a> .
<b>Elegant Twitter Widget</b>	1.0b		A WordPress widget that displays twitter updates in yummy valid semantic XHTML code. The code is heavily commented and the output is in template functions so everything is fully customizable. In this version, the plugin grabs the XML twitter feed and parses it using the PHP XML parser, instead of SimpleXML, to support PHP 4. By <a href="#">Paul Shen</a> .
<b>Twitter This</b>	1.0		Allow to your readers sharing your blog post at twitter. By <a href="#">Andres Artux Scheffer</a> .
<b>Twitter Widget Pro</b>	1.3.7		A widget that properly handles twitter feeds, including @username, #hashtag, and link parsing. It supports displaying profiles images, and even lets you control whether to display the time and date of a tweet or how log ago it happened

As you can see from the above picture there are a lot of different plugins.

Which you will choose will depend on your needs.

Do you need something that posts your Wordpress posts in Twitter?

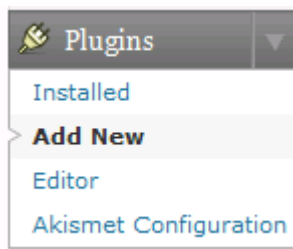
Do you need something that will take your Tweets and post them in Wordpress?

Or do you want something that will just display your Tweets in the sidebar of Wordpress?

There is no right or wrong answer here. It is entirely up to you how you want to use this functionality.

If you are stuck for which is best then Twitter Tools or Twitter for Wordpress are both good plugins.

To add a plugin to your Wordpress blog all you need to do is select Add New from the Plugin menu within your Wordpress administration panel.



Then in the search box all you need to do is type in Twitter and all the Twitter related plugins will appear.

#### **Search**

*Search for plugins by keyword, author, or tag.*

Term

Each plugin will require some configuration but this varies from plugin to plugin. None of them are difficult to configure as they usually contain instructions and are intuitive. Most require little more than your Twitter user name and password!

Once you have your plugin installed and configured you will have your Twitter account and your Wordpress integrated.

## **Twitter & SEO**

You are not just limited to using Twitter for communicating with your followers. Twitter.com, like every other website gets indexed by the search engine spiders, looking for fresh food.

This is potentially incredibly valuable for you.

If you have a website that you want indexing quickly, then Twitter.com is a great way of getting it indexed. If you put links to your website in your Tweets then you will find that the search engines will follow them to see what is on the other end.

This means that you need to announce your websites in your Tweets so that they get the attention from the search engines.

There is a downside to this. If your followers consist of some of your competitors and rivals in your niche then they will be able to see exactly what products and services you have in your portfolio.

This could potentially open you up to be copied and get competition you weren't perhaps counting on.

You may want to have a different Twitter account with no followers in order to "announce" your websites to get the SEO benefits.

When posting URL's to Twitter, post the full URL in your Tweet. You then want to include some of your keywords around the Tweet. Make sure you write naturally as that is what the search engines are expecting from Twitter.

Make a few posts before and after your URL post that are related to that URL and include keywords. This takes advantage of what is known as Latent Semantic Indexing (LSI) which looks for related keywords around a link to see how relevant the link is for the keywords.

### **Twitter Marketing Tips**

Ultimately you want to make money with Twitter, and the ultimate goal is to build your business by marketing your products and services through its micro-blogging services and by building up a list of followers.

You are unlikely to make money directly from Twitter. You are more likely to make money indirectly, i.e. people go from Twitter to your website where they then sign up for a list and are sold to so you make the sale.

Twitter is not about marketing directly, it is about a much more indirect, subtle approach to marketing. You can't market here like you would with a sales or squeeze page. You have to take a slightly more softly softly approach and draw people in slowly.

You have to remember that Twitter is first and foremost a social network that has been co-opted into being a marketing tool. As such you market your products here differently to how you would traditionally market a product.

Twitter is an excellent tool for marketing and this chapter will give you some advice and tips on how to make the most from Twitter in order to maximize your effectiveness and profit.

Firstly, it is important you remain active on Twitter and Tweet daily at a minimum. Make sure all your Tweets are professional in their approach. Try to aim for 80% of Tweets to be related to your niche and 20% to be personal to build yourself up as a “real” person that people can trust and work with.

You don’t have to Tweet constantly about your websites or blogs. Send people to articles you have written, to landing pages and so on. It works well to Tweet a teaser or two about an article and then point people to the article page.

Of course, this page is monetized in some way and probably also has a way of capturing their email address too!

The more informative and entertaining you are when you Tweet, then the more you will find your followers will listen to you and click on your links. You really do need to have a great personality to succeed on a service like Twitter. Let the personality sign through and almost be larger than life and you will find it much easier to market your products and services.

If you can tie your Tweets in with current hot and popular topics then you are more likely to get yourself noticed. This is because these topics are on people’s radar and they are looking out for information on these subjects even if it is only sub-consciously. Therefore, when you post something on this topic it stands out to them.

You can create a squeeze page specifically for your Twitter followers to capture their email addresses. Naturally, you are going to have to offer them something of value in return for their email address.

You could tie this in with a service such as [www.TweetLater.com](http://www.TweetLater.com) so that all your new followers are sent a direct message (known as DM in Twitter speak) sending them to this squeeze page.

If you remember that Twitter is a social network and is about building relationships then you will do ok with your online marketing. Those who rush into Twitter like a bull in a china shop and expect people to drop everything to buy their products are the ones that fail to make any money from it.

By taking the time to cultivate personal relationships with your followers and to establish yourself as an expert you will be in the position where you are going to be able to make sales and drive traffic to your websites. Marketing with Twitter is entirely possible and you can make some good money from it.

### **Twitter Traffic**

If you have ever heard of link bait before, you know that these are pages set up to draw attention based on current events.

Whether this is a recent celebrity scandal, or an outrageous news story that just broke, people use this information to generate traffic to their blogs and websites by spinning the information so it applies to their niche market.



Link bait also works exceptionally well on twitter, and if you've spent any amount of time within the community watching other marketers in your niche, it's likely that you've seen this in action.

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.

Connecting with your followers is one of the most important aspects of a successful twitter marketing campaign, and the more you do it, the easier it

is to direct people to your website each time you post a new message, launch a new product or are simply looking for feedback on a potential project.

I've seen marketers directly asking their following base to critique their website, complete a survey or poll in order to generate feedback, to test drive a new script they developed or beta test their software.

Because they have worked to develop relationships with their followers by staying active within the twitter community, offering helpful advice or information, the response they receive whenever they directly ask their following base to visit their website, is phenomenal.

People pay attention to their broadcasts, they visit their websites regularly, and they click on every link sent out within their tweets simply because they spent the time developing an active twitter presence and more importantly, gave back to the community first.

When it comes to generating traffic from twitter, you need to be willing to put in the work of first developing a history on the network itself.

This means that rather than instantly start posting tweets directing potential followers to your website, you want to fill up your time line with personal tweets, that are not focused on selling, but instead, focused on letting people learn more about you.

Once you've done that, those visiting your profile page will see your recent activity and that you have been consistently active over time, and are

focusing on being part of the community, rather than just promoting your own business.

If you do that, you will be able to grow an active following base who will pay attention to your tweets and subsequently, respond to your messages and click on the links that direct them to your website.

It's as simple as that. People try to over complicate the entire process of marketing on twitter, but what it all comes down to is developing relationships first, a business second.

You want your twitter account to represent you, who you are, where you're from, what you are interested in so that you are able to successfully connect with potential buyers on a more personal level than with direct marketing.

Once you have a presence on twitter and are interested in directing people to your website, you should use twitter's current discussions as potential topics for your blog posts. What better way to create curiosity, or address your following base directly than by writing about what they are currently interested in?

By browsing through the time line of your entire following base, you will be able to instantly come up with a lot of fresh, new ideas on what to blog about.

Furthermore, it's a lot easier to generate traffic to your website when you are able to post a link to a message that addresses a current discussion.

After all, that shows you are paying attention to discussions, are interested in the same topics, and are willing to participate in the community.

If you are interested in developing a presence as an expert or authority in your niche, creating blog posts that address questions or discussions currently taking place within your following base is an exceptionally easy way to help you build your brand.

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.

One way of exposing your website to new business is to add your twitter account to the free directory available at <http://www.twellow.com>

Twellow offers the option to search through specific groups of twitter users, based on category. This makes it exceptionally easy to locate potential prospects in your market, as well as maximize your exposure by including your own twitter profile within the directory's feature page.

From the twellow.com's main page click on the search box in the top menu, and then enter in relevant keywords that describe your market:

**Twellow** .com The Twitter Yellow Pages.

Browse | All Categories | Search | TwellowHood | Friends | Followers

Search:  Within:

**Welcome to the new Twellow!**  
 We've been working extra hard over the last few weeks to bring a new look and feel to the "Twitter yellow pages", as well as prepare Twellow for new features to come. Take a look around, and [let us know what you think](#) via Twitter!

[Looking for local people? Try Twellowhood](#)

<p>» <b>Aerospace &amp; Aviation</b> Pilots, Air Force, NASA...</p> <p>» <b>Arts</b> Music, Design, Painting...</p> <p>» <b>Associations &amp; Organizations</b> Nonprofit, Animal Welfare, Masons...</p> <p>» <b>Automotive</b> General Motors, Ford, BMW...</p> <p>» <b>Biotechnology</b> Pharmaceuticals</p> <p>» <b>Business Services</b> Hospitality, Brokers, Distributors &amp; Wholesalers...</p> <p>» <b>Business Travel</b> Air Travel</p> <p>» <b>Classifieds</b> For Hire, For Sale</p> <p>» <b>Communications</b> Telecommunications, Public...</p>	<p>» <b>Energy</b> Oil &amp; Gas, Conservation, Alternative Energy...</p> <p>» <b>Entertainment</b> Movies &amp; Filmmaking, Television, Fashion...</p> <p>» <b>Family</b> Daughters, Babies, Sons...</p> <p>» <b>Financial Services</b> Accounting, Investing, Loans &amp; Lending...</p> <p>» <b>Food</b> Beverages, Cooking, Vegetarian...</p> <p>» <b>Geeks</b> Gamer Geeks, Mac Geeks, Microsoft Geeks...</p> <p>» <b>Green!</b> Vegetarian, Environmentalist, Global Warming...</p> <p>» <b>Health</b> Alternative Medicine, Fitness, Beauty...</p>	<p>» <b>News</b> Journalists, Reporters, Weather...</p> <p>» <b>Politics</b> Conservative, Liberal, Republican...</p> <p>» <b>Publishing</b> Authors &amp; Writers, Photographer, Books...</p> <p>» <b>Real Estate</b> Realtors, Mortgages, Foreclosure &amp; Short Sales...</p> <p>» <b>Recreation</b> Games, Pets, Travel...</p> <p>» <b>Religion &amp; Spirituality</b> Christianity, God, Yoga...</p> <p>» <b>Retailing</b> E-Commerce, Antiques &amp; Collectibles, Retail Merchandising...</p> <p>» <b>Science</b> Engineers, Agriculture, Environmentalist...</p>
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Just by browsing through existing categories, you will be able to find hundreds of people who are interested in your niche market based on the keywords that appear within their description and bio fields. Since you are focused on building a relevant following base, this is a great technique to jumpstart your campaigns:

29. **Darren Scott Monroe** | ( [darrenmonroe](#) on Twitter ) *Registered!*  
Entrepreneur, Blogger, Marketing, creator of #twitterhug FYI: I tweet A LOT of Entrepreneur info to educate Entrepreneurs Online  
[Follow](#) **Followers: 36,199** **Location: Las Vegas, Chicago, Dallas** [View my full profile!](#)

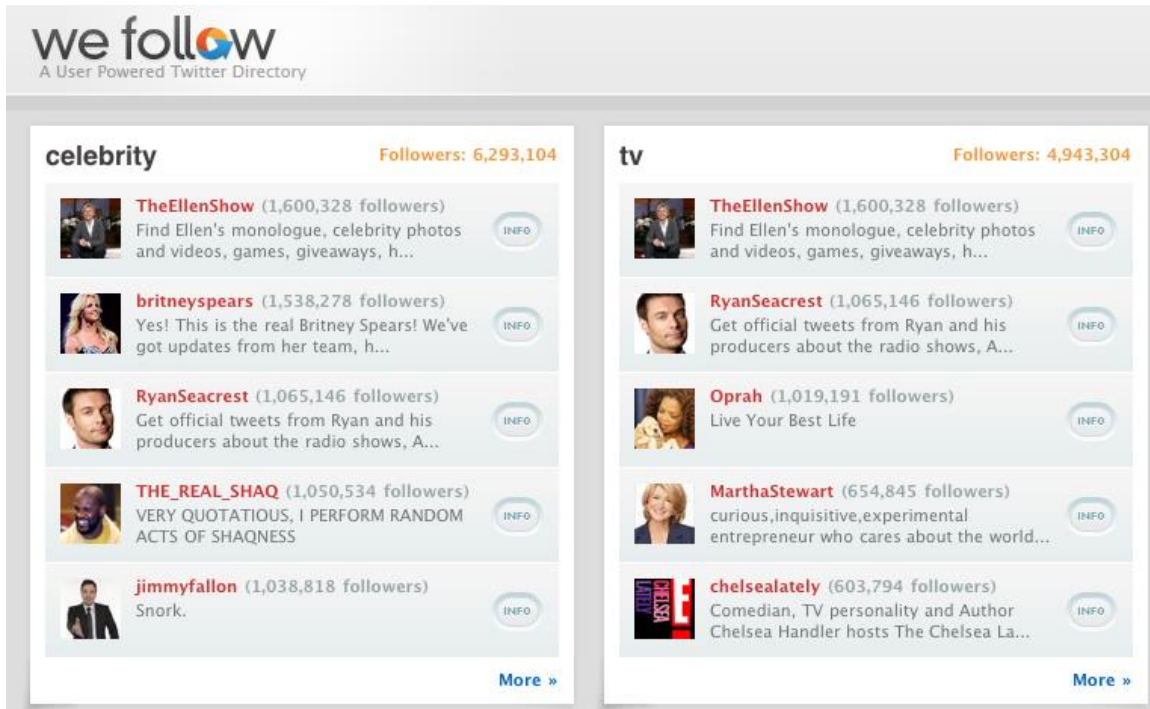
30. **Steve Weber** | ( [steveweber](#) on Twitter ) *Registered!*  
Internet marketing mentor and professional coach for online business entrepreneurs - Strategies for SEO, Google AdWords Advertising, e-commerce websites, Adsense income, and affiliate marketing. Also, WAHM WAHD PPC list building, social media, and blogging  
[Follow](#) **Followers: 36,150** **Location: Oklahoma U.S.A.** [View my full profile!](#)

You can begin following people simply by clicking on the “follow” link that appears within each description box.

You will also be able to preview an overview of each member, including how active they are within the twitter community, when they last posted a tweet, and what types of discussions they have participated in.

This is important because you want to focus only on following those who are active within the community, as well as building your following base around those with genuine interest in your market.

There is a similar directory available at <http://www.WeFollow.com> that showcases twitters based on the categories and descriptions they assign to themselves.



We Follow is a great way to generate traffic to your twitter profile and maximize your exposure, just be sure to choose relevant keywords when creating your description and account summary.

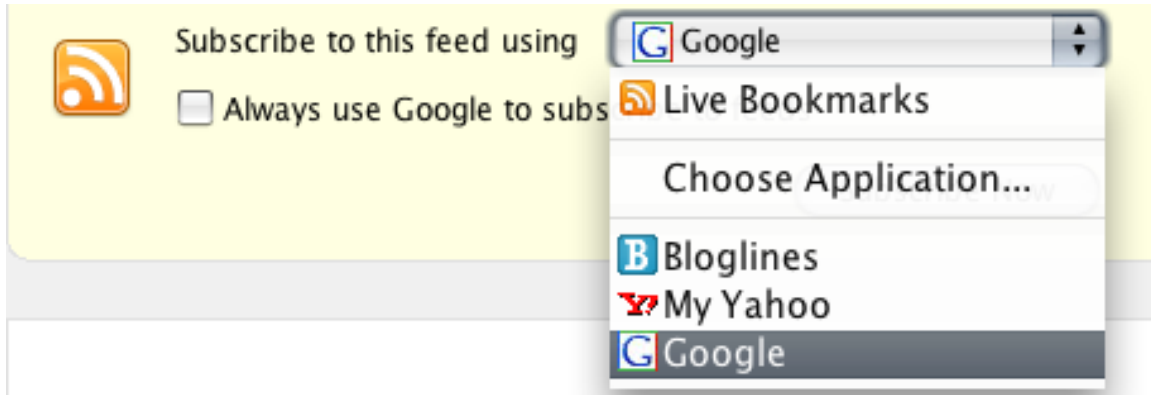
Here are a few other tools to help you stay on top of current discussions, as well as to connect your blogs and websites to your twitter account:

## Twitter RSS

You can publish your tweets via an RSS feed. Simply log into your Twitter account, and scroll to the very bottom of your profile page where you will see a **RSS** button available.

Click on the link to load the page where you will be given the option to

subscribe to the feed using a variety of RSS readers including Google, Live Bookmarks and Bloglines.



## Browser Plugins

There are also Firefox plugins designed for use with Twitter that make it even easier to stay up to date.

**TweetBar:** One of the most popular plugins that displays Tweets within a sidebar in your browser.

<http://www.mikedemers.net/projects/tweetbar>

### TwitterBar:

<http://spatialviews.com/twitterbar>

This app makes it easy to post tweets based on current websites that you are browsing. You can easily add notes to the websites that you showcase.



**TwitterFox:** Displays a pop-up notification when new tweets are posted on the Twitter network.

<http://www.naan.net/trac/wiki/TwitterFox>

**TwitBin:**

This Firefox extension features all of your friends tweets within your sidebar, similar to other Twitter browser plugins.

<http://www.Twitbin.com>

## **Twitter Tools & Add-Ons**

### **Taking Notes With Twitter**

this application enables you to jot down notes or ideas that can be made visible only to you or the entire community.

<http://www.TwitterNotes.com>

### **Twitter Directories**

<http://www.twibs.com>

<http://www.trackingtwitter.com>

<http://wiki.beingpeterkim.com/>

<http://www.socialbrandindex.com/>

### **Email Twitter**

This site allows you to post Twitter updates and retrieve your Twitter timeline via your mobile phone or other email enabled devices without incurring SMS fees.

<http://www.EmailTwitter.com>

### **Twitter Snooze**

This application lets you temporarily hit the snooze button on people you are following on Twitter. You can select the length of time you want to stop following specific people.

<http://www.TwitterSnooze.com>

## **The Twitter Black List**

An updated directory of Twitter spammers to avoid.

<http://www.TwitterBlacklist.com>

**Sociagami:** Allows you to manage multiple social network accounts from one Windows application.

<http://www.Sociagami.com>

Free tool that will provide suggestions on who you should follow based on your current followers and messages: <http://mrtweet.net/>

Twit This

<http://www.TwitThis.com>

Twitter Badges

<http://www.Twitter.com/badges>

Twitter Glossary

<http://twictionary.pbwiki.com/>

External Twitter Management Tool

<http://www.TweetDeck.com>

Twitter Directory

<http://www.twitterholic.com>

<http://www.twitterdir.com>

<http://www.Twubble.com>

Twittangle

<http://www.twittangle.com>

De-follow Tool

<http://www.Hwitter.com>

Retweeter

<http://www.Retweetrank.com>

UnTweeps

<http://www.untweeps.mobeezy.mobi>

Fire Fox Plugin for Twitter

<https://addons.mozilla.org/en-US/firefox/addon/9591>

Wordpress Plugins:

<http://www.deanrobinson.com/wordpress/twitt-twoo>

Sidebar Widget: <http://www.velvet.id.au/twitter-wordpress-sidebar-widget/>

Twitter Conversation Tracker:

<http://sideline.yahoo.com/>

Twitter Trends:

<http://twist.flaptor.com/?tz=-4>