



Twitter Traffic:

<http://www.YOUR-URL.com>

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Introduction To Twitter Traffic

With so many social communities online, it is easy to see why Internet Marketers with limited time have been drawn to the simplistic interface and speediness of the ever-growing community called Twitter.

Twitter is an online social community that allows you to broadcast short messages and updates to those on your list, referred to as 'followers'. Each time you broadcast a message, everyone who is following you receives your updates.

Twitter is a very simple network to get involved in, even if you have been unsuccessful with other social networking websites in the past.

In fact, one of the most common questions I've received from those considering building a twitter marketing campaign is, "***what is so different about twitter?***".

In truth, on first glance, twitter appears to be very basic compared to many other microblogging communities.

In fact, it's simplistic interface might actually give the impression that it's functionality and features are quite limiting. But Twitter is not only the most popular microblogging network, it carries a buzz that

few other social marketplaces can rival. In fact, due to twitter's popularity and sudden growth, dozens of other replicated communities have popped up, vying for their place in the social marketing scene.

Few have managed to establish themselves as even a viable option and even fewer have been able to generate enough interest to stay online.

For whatever reason, twitter is the most powerful, active and established microblogging network available at this time, and if you aren't exploiting its popularity to build or further your business, you're missing the boat.

Just by focusing on building a relevant, targeted followers base, and staying consistently active within the twitter community, you can easily build email lists, pre-launch products, promote affiliate products and even conduct all of your market research faster and easier than any other method online.

Twitter offers an incredible method of directly connecting to your prospective buyers.

You can channel traffic to any website you wish, and even if you are brand new to online business and have yet to establish an online presence, twitter is an

exceptional tool to help you develop credibility in your market, and develop your brand.

Twitter has proven to be a solid network that continues to grow each day. It's addictive, it's fun and it's a fantastic way to tap into your niche markets, find out what people are actively looking to purchase, and even keep a pulse on what your competition is up to.

This guide showcases the different strategies that successful marketers have used to drive fresh traffic to their websites, build their email campaigns and dive into new markets, all from within the twitter community.

From a personal perspective as someone who failed to see the value in spending my time marketing within other social communities in the past, twitter has broadened my horizons by providing me with an opportunity to expand my outreach **without having to spend hours of my time within the community.**

It's helped connect me to my buyers, build relationships with my customer base and is even responsible for connecting me with over 17 joint venture partnerships in the last six months alone.

It's an exceptionally powerful tool that can enhance

and expand your business tremendously, even if you have limited time to dedicate to your twitter presence.

In fact there are tools available that will help you automate the entire process, so that you can continue to focus on building your online business.

Let's get started.

Building Your Business With Twitter

The first thing you should do as a new twitter user is to set up your profile, so that those visiting your page see that you are active within the community and are far more likely to follow you.

One of the biggest mistakes that new twitter marketers make is in immediately adding contacts to their following list, without having issued out tweets, updated their profile or uploaded a photo of themselves.

This makes sense if you already have an online presence and are simply incorporating your current contacts from your address book or mailing list, but if you are currently working to establish your brand or grow your business, it's critical that you develop your twitter presence first, and then add or invite new followers.

This begins with your profile page, the entry point that every potential follower visits prior to adding you as a contact.

You need to make sure that you complete your profile and that you provide useful information about yourself

so that people can either identify you, or at the very least, know what you are offering, are involved in or are interested in.

There are a few different fields relating to your profile that should never be left out, including your full name and your website URL.

Since your username becomes part of your twitter profile's URL, you should also make sure that you use a username that is relevant to your market, niche or represents your business.

You can choose to use your name, if it's available for registration, your website URL, business name or simply keywords representing the market you are involved in. Personally, I recommend that if at all possible, use your full name as your twitter username, so that your profile URL is structured like this:

<http://twitter.com/Jane-Doe> or
<http://twitter.com/JaneDoe>

One thing that a lot of people don't know is that the keywords featured within your actual twitter profile URL tie directly in with twitters built in search utility, meaning that whenever someone searches for information using specific keywords, twitter searches

through profiles and usernames to pull relevant search results.

This means that you should always include your primary keywords within your profile fields, including your bio area, so that you are far more likely to be included in search results each time someone enters in a relevant keyword associated with your market.

It's important to determine what brand you are creating on twitter. If you run multiple websites or businesses, use different names (pen names) or business names, you will need to consider the best approach to take.

Do you want to create a single twitter account that serves as an all-in-one contact center for your different markets, or is it better to create multiple twitter accounts, each one focusing on your different businesses and markets?

Even with twitter's simplistic structure, and the vast amount of tools that are available to help automate your activity and in building a following, you'll still need to spend time actively participating within the twitter community, if you want to further your business and maximize your exposure.

This can be exceptionally difficult to do if you are running and managing multiple twitter accounts, so take that into consideration when you are developing your twitter account and choosing your main focus.

From personal experience, I find that by separating my tweets and activity for each of my main markets helps keep things organized and on track.

I manage four different twitter accounts, each serving a different community base, covering mainstream internet marketing to micro niche subjects.

Since the topics I cover are so different, the only way to successfully market my services via twitter, was to create multiple accounts that run independently from each other.

This also allows me to send out multiple tweets (messages) for each of my markets, rather than confusing potential buyers by using one account that randomly broadcasts messages covering multiple niches.

Twitter has absolutely no problem with people opening up multiple accounts, however you must actively use these accounts in order to keep them.

If you allow an account to go dormant and un-used for a period of time, twitter reserves the right to terminate the account and open up the possibility of someone else registering that username, so if you do intend on creating multiple twitter accounts, make sure that you log in regularly to keep them active.

From within your twitter account, you will be able to add in a short bio. This field is exceptionally important! Once again, with twitters search function, it pulls information from users' bios to match them up with keywords entered into the search engine.

This means that you should include keywords that are relevant to your niche market, so that you are able to maximize exposure by being included in search results whenever another twitter user enters in those keywords.

Your bio shouldn't showcase just keywords, however. You also want to ensure that you provide a bit of information about yourself, so that people who aren't familiar with you can get to know who you are, and consider following you.

Your bio field, just like any twitter broadcast you send out, is also limited to only 140 characters, so you'll need to take some time to determine the best terms to describe yourself and your business.

Separate keywords with comma's so that each keyword is individually placed:

Example: Social marketer, writer, online business, speaker

There are other settings that you can configure to suit your preferences, and to help you with the twitter commands and other customization options, I've included a "Twitter Handbook" in the zip file from this package, so be sure to go through it and make sure that your twitter account is set up and tweaked before going any further.

When you are satisfied with your account, it's time to write your first tweet! This can make people a little anxious, especially since once you post a tweet, everyone who visits your profile or chooses to follow you will be able to see it.

With twitter, if you ever want to delete a message that you previously sent out, all you have to do is click on the tweet, look for the trash can icon and click it, to delete your message from the time line.

There is also the option to mark specific tweets as favorites, which will make it easy for you to locate

that tweet later on, once you have multiple messages in the time line.

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.

Build Your Following

Twitter revolves all around following people that interest you, and encouraging people to follow you in return by offering quality tweets.

Quality messages could serve as entertaining, useful, funny, or helpful in some way.

Since you don't want to have to consistently monitor your tweets to stay on track of who is asking you questions and whether or not there are current discussions focusing on your niche market that you could possibly get involved in, you should always focus on building a relevant following base within the twitter community.

It's easy to build a massive following, if you simply want to add everyone you see but not only is that exceptionally time consuming, you will end up clogging up your twitter page with useless messages, all of which will take away from your twitter experience and make it even harder to effectively market yourself and your business.

Of course, you want a large following but they should

consist of people who are actively involved or interested in your market. After all, you are on twitter to market your business, communicate with buyers, and network with others within your market.

If your following base isn't directly interested in your market, it won't matter how much time and effort you put into writing quality tweets or staying involved within the community, no one will pay attention to your messages and your exposure will be minimal.

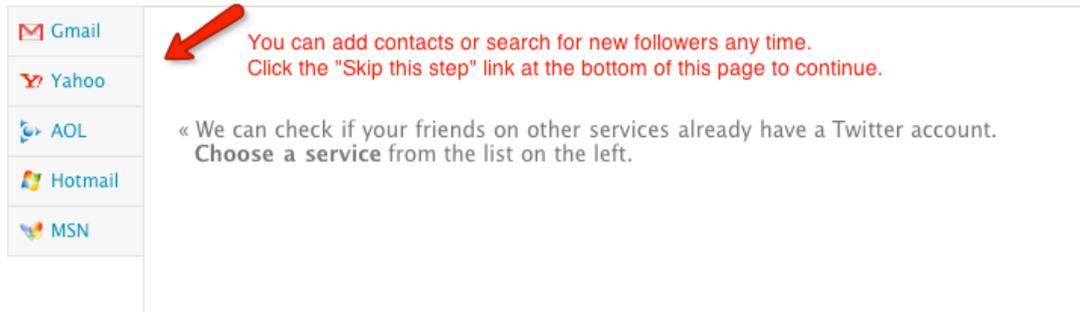
Finding people to follow that are based on your target market and subsequently encouraging these same people to follow you in return, is actually rather easy.

Here's how to begin:

If you have a mailing list of existing customers, you can email them with information about Twitter, encouraging them to join and follow you, or if they already have a twitter account, you can notify them directly that you are now using twitter as well.

While Twitter is quickly growing in popularity, there are still many people who have yet to find out about it or create an account so a quick reminder about how easy Twitter is to use may encourage your subscribers to join the site and stay up to date on your posts.

See if your friends are on Twitter



If you do not have a list of subscribers, you can still find people worth following by using the built in search tool.

When you log into your account you will see the search box at the very top of the page.

Entering in someone's name or location is an easy way to locate them, however if you are unsure what username someone uses on Twitter (since not everyone uses their real name), you can visit websites that serve as a Twitter directory, of sorts.

There are also blogs that list people and allow them to post their Twitter profile link, which can make it very easy to locate people in your specific niche market.

The Marketing Pilgrim blog created a post that allowed

people to leave comments with their Twitter account information.

Adding people who are associated to your market is the key to building a profitable Twitter network, and once you have a few people on your list, you will be able to find even more to follow by viewing those that follow them.

Here is the blog post on Marketing Pilgrim that includes over 250 Twitter users in the Internet Marketing industry:

<http://www.marketingpilgrim.com/2008/01/internet-marketing-experts-twitter.html>

I suggest leaving a comment with your own link to your Twitter profile there, and watch for people to add you to their list.

There are many websites online that make it easy to find people to follow and follow you back.

One of these websites is located 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>

As I mentioned earlier, once you have a handful of people following you, or people you are following, it is relatively easy to build up a network quickly by simply browsing their friends and followers and adding people who interest you, or who are involved in the same industry online.

From the main page of your twitter account you will see your status bar on the right hand side.

This area consists of a graph box that shows tiny photo clips of those who are following you like the example below:



marketchick

Features information about you, including your recent followers.

Free blog transfer guide for flippers:
<http://tinyurl.com/ckwph5>

5:05 PM May 4th from web

Displays recent updates known as 'tweets'.

Anyone ever use the Incremental Content Plugin for amember? Looking to see if it will work for my project and their forum is lacking..

3:08 PM Apr 17th from web

Shows your entire following base.

@JonathanRhys Heard Tudors was set for a 4th and final season. When do you guys start filming?

7:58 PM Apr 16th from web

@goldclub24 Good stuff! If you have any questions about CG, just give me a shout.. :)

12:59 PM Apr 15th from web

Name Kate Anderson
Location Canada, eh
Web <http://www.Content...>
Bio I'm too complicated for 160 chars..
1,692 following 1,713 followers
Updates 35
Favorites
Following
View All...
RSS feed of marketchick's updates

If you click on any of their photos you will see just how many people they are following and in return, who is following them.

Twitter allows you to quickly add who they are following to your Twitter account by following them back, however at this time you are not able to add those who follow the people that you are.

To begin, click on the image of anyone on your list to load his or her profile page. Then, on the right hand side, view the section that contains their stats:

Stats	
Following	182
Followers	114
Favorites	0
Direct Messages	1
Updates	13

You will be able to click "Following" to load a list of every person that this specific user follows. It's an easy way to locate other people that you know or are familiar with in your industry.

Once you click on the "Following" link you will be able to tick off every person that you wish to follow and they will be added to your list automatically.

It's a very fast way to follow a ton of people and in exchange encourage people to check your profile out and perhaps follow you in return. This page will display 20 people at a time.

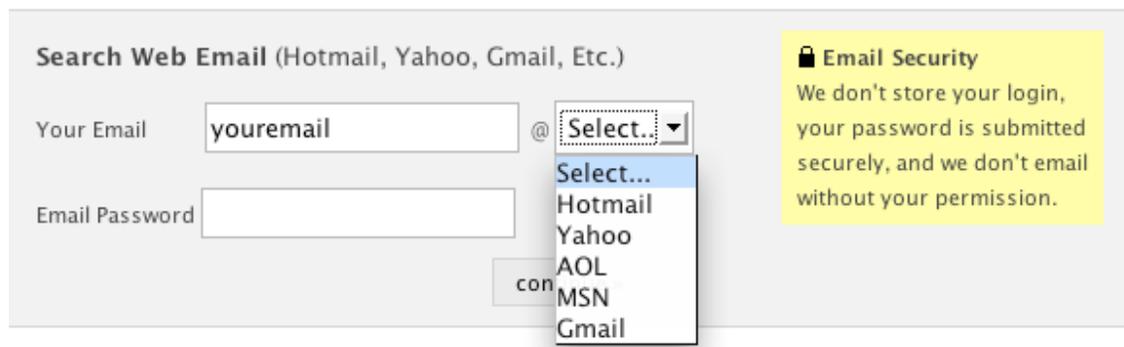
Click the 'follow' button to begin following people and when you are finished with one page, click the 'next' button to load a second page, or go back to your profile to choose someone else.

You can also find people to follow and follow you back

by clicking on the "Find & Follow" tab on your main settings page.

This search area allows you to find fellow Twitter contacts from your email address book and includes Hotmail, Gmail, Yahoo, AOL and MSN.

Retrieving a list of people who you have had previous contact with via email and who also might use Twitter is a super-fast way to locate instant contacts.



Search Web Email (Hotmail, Yahoo, Gmail, Etc.)

Your Email @

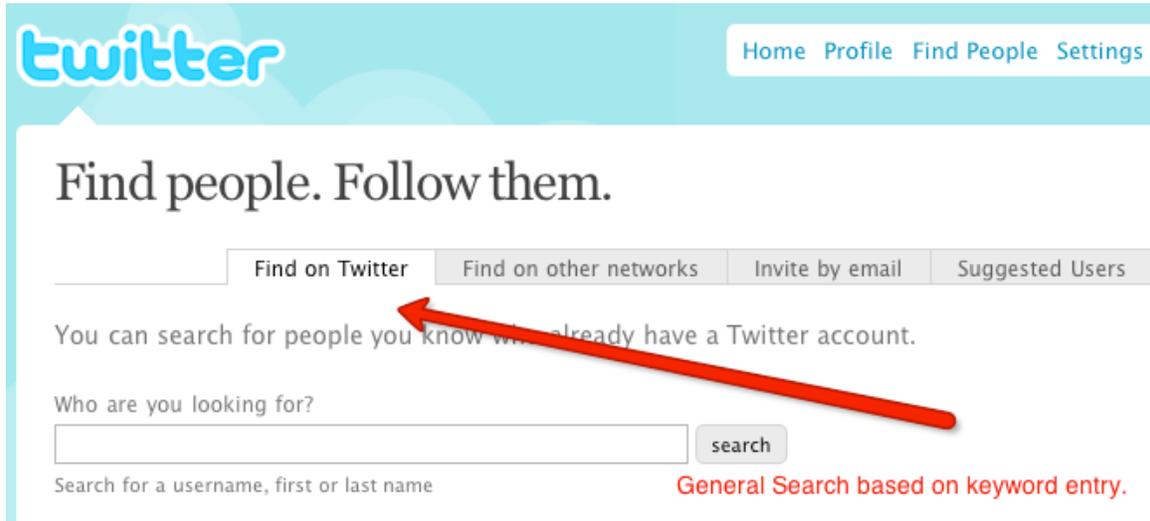
Email Password

con

Select...
Hotmail
Yahoo
AOL
MSN
Gmail

Email Security
We don't store your login, your password is submitted securely, and we don't email without your permission.

And yet another useful way to locate potential contacts is by using twitter's own built in search function, where you can enter in keywords that will produce a listings page featuring twitter profiles that contain that keyword within their bio field, website URL or from their overall tweet history:



This is a fantastic way of quickly finding potential prospects and relevant leads.

Simply enter in a keyword phrase or individual keywords that describe your niche market and browse through the results window, following people who share the same interests.

You can also use this search utility just to keep a pulse on past and current discussions by entering in an entire keyword phrase and browsing through the twitter archives.

Twitter Marketing 101

There are many things that you can do to set yourself apart from all of the other Internet Marketers attempting to use Twitter to grow their lists or attract new customers.

Aside from ensuring that you remain active within the Twitter community, you should spend some time developing a reputation amongst those that are following you.

Instead of posting links to your website or blog only to send them to a landing page for a new product, write a few articles on current news topics, gossip, controversial or comedic subjects and entertain your followers so that they begin paying more attention to your tweets.

The more active you are, the more exposure you'll receive, and the more entertaining or useful your tweets are, the more likely people will continue to pay attention to the broadcasts you deliver.

Some of the most successful Twitter marketers know that if they focus on sending out tweets that consist of current hot topics, people will notice them and

essentially check out their profile to find out more about them and the products they sell.

It's like any other social community, where you need to take an indirect approach to marketing, rather than a direct aggressive route, like you would with a sales page, or list building campaign.

Using Twitter to grow a list of responsive and targeted subscribers is also exceptionally simple, regardless of your niche market or current experience.

In fact, building massive lists of targeted prospects is easier to do with twitter than 99% of other methods online.

Twitter is an information network, but it's also a social community, and you need to remember to market yourself and your products in a different way than you would with traditional marketing.

First, create a squeeze page exclusively for Twitter followers and be sure to thoroughly explain exactly what they will receive in exchange for subscribing.

Just like you would structure a regular squeeze page, you need to offer a bribe or giveaway to entice them into handing over their name, and email address.

Offer them a free report or product to warm them up, and promote it via your tweets by emphasizing that your offer is available only to fellow Twitter members.

Take it a step further and use the free service of www.TweetLater.com to send out an automatic DM (direct message) to members each time they choose to follow you.

Where Do You Want To Go Today?



[Manage My Scheduled Tweets and Twitter Account Automation](#)

[Delegate the Management of a Twitter Account](#)

[View All My Scheduled Tweets](#)

[Add a New Scheduled Tweet](#)

[Vet My New Followers](#)

[Look At My @Replies Bird's Eye View](#)



Click Here To
begin the process.

This way, you are able to passively market your website and build your list by providing valuable free content

in exchange for a subscription. This works exceptionally well, especially if you focus on building a list that targets a specific niche, rather than creating a broad, generic following base.

After creating your TweetLater account, the next step is to connect your twitter account to your Tweet Later account.



TweetLater also allows you to add multiple twitter accounts to your TweetLater 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 Tweet Later account, click on "Edit" to customize your account settings.

This is where you will be able to choose to send out an automatic message to each person who follows you (instant DM, direct message).

You will want to enable this feature, so that you can automate the process of thanking those who choose to follow you, and in directing them to your squeeze page where they can download your free offer.

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

Optional Twitter Account Automation

Auto Welcome: Automatically send a welcome message to new followers.

Message Sending Method: All welcome messages are sent as Direct Messages.

Send This Message: [How to rotate welcome messages \(and why you should\).](#)

Hey! Thanks for the follow :) - I have a special gift for my followers only focusing on building high profit landing pages. Download it FREE from: [TINYURL.com](#)



You can edit this at any time.

Best Practise: The message should not be about you, it should be about your follower and your future interaction with your follower.

You are limited to only 120 characters, so make sure that you use this space in the best possible way, by thanking them for following you and inviting them to download your free product.

Auto Follow:	<input checked="" type="checkbox"/> Automatically follow people (new followers) who follow me from this point forward.
Vet Followers:	<input type="checkbox"/> If you select this option, the above automation actions will only be executed once you've manually approved a new follower with our Vet New Followers feature. If you do not select this option, the above automation actions will take place without your intervention. <u>Selecting this option without selecting at least one of the automation options above does absolutely nothing.</u> If you don't automate your account with the options above, then there is nothing to vet.
Auto Unfollow:	<input checked="" type="checkbox"/> If you select this option, TweetLater will automatically unfollow those folks who unfollow you. To protect you from any system glitches, we will never unfollow more than ten people in one single go.

It's always important to reciprocate when people follow you, so that you can build relationships with your target market, however you are not required to follow every single person that chooses to follow you.

Remember, you want to build a targeted list of followers that are likely to purchase your products and follow your tweets.

When it comes to using TweetLater 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.

You have to remember that twitter is a social community and information network, which means that people don't join the community with the intention of buying nor do they want to be constantly marketed to.

You need to balance your tweets so that you are offering something of value or interest to your followers, as well as consistently building your brand.

If you aren't sure how to do that, take some time evaluating the way that seasoned twitter marketers have created their system.

While they effectively use twitter to maximize their exposure, establish new business and keep their brand in front of a captive audience, they also focus on giving, rather than taking with valuable tweets and helpful advice.

When they do this, they stand out and more and more people will follow them, re-tweet their broadcasts, join their lists and buy their products.

People join social networks to make new friends, connect with old ones and from a business perspective, to possibly network with others in their markets.

They do not join social communities to be sold to, and you need to remember this so you can approach it from a different, less aggressive angle. You have to focus on warming up your following base as you would an email marketing campaign.

You would never send a cold email out to a new list without knowing what they are interested in and in spending the time developing a relationship with your customer base, right?

Twitter needs to be handled in the same way. Focus first on developing a twitter presence, on building a

relevant following base as well as developing relationships with those followers.

Then, balance out helpful tweets with promotional based ones while actively staying involved in the discussion.

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.

Twitter is an exceptionally valuable resource for building your online business if you use it correctly.

Building a large following of relevant contacts takes time, but if you focus on quality over quantity, the exposure you do receive will pay off.

Traffic Generation Tactics

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:



The screenshot shows the Twellow website interface. At the top, there is a navigation bar with buttons for "Browse", "All Categories", "Search", "TwellowHood", "Friends", and "Followers". Below this is a search bar with the placeholder text "enter in keywords here" and a "Within:" dropdown menu set to "Search All Profiles". A red arrow points to the search bar. Below the search bar is a welcome message: "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!". To the right of the welcome message is a link: "Looking for local people? Try Twellowhood". Below the welcome message is a grid of category links, each with a red arrow pointing to it. The categories are: Aerospace & Aviation (Pilots, Air Force, NASA...), Arts (Music, Design, Painting...), Associations & Organizations (Nonprofit, Animal Welfare, Masons...), Automotive (General Motors, Ford, BMW...), Biotechnology (Pharmaceuticals), Business Services (Hospitality, Brokers, Distributors & Wholesalers...), Business Travel (Air Travel), Classifieds (For Hire, For Sale), Communications (Telecommunications, Public...), Energy (Oil & Gas, Conservation, Alternative Energy...), Entertainment (Movies & Filmmaking, Television, Fashion...), Family (Daughters, Babies, Sons...), Financial Services (Accounting, Investing, Loans & Lending...), Food (Beverages, Cooking, Vegetarian...), Geeks (Gamer Geeks, Mac Geeks, Microsoft Geeks...), Green! (Vegetarian, Environmentalist, Global Warming...), Health (Alternative Medicine, Fitness, Beauty...), News (Journalists, Reporters, Weather...), Politics (Conservative, Liberal, Republican...), Publishing (Authors & Writers, Photographer, Books...), Real Estate (Realtors, Mortgages, Foreclosure & Short Sales...), Recreation (Games, Pets, Travel...), Religion & Spirituality (Christianity, God, Yoga...), Retailing (E-Commerce, Antiques & Collectibles, Retail Merchandising...), and Science (Engineers, Agriculture, Environmentalist...).

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.

The screenshot shows the WeFollow website interface. At the top left is the logo 'we follow' with the tagline 'A User Powered Twitter Directory'. Below the logo are two main columns of account listings. The left column is titled 'celebrity' and has a total of 6,293,104 followers. It lists five accounts: TheEllenShow (1,600,328 followers), britneyspears (1,538,278 followers), RyanSeacrest (1,065,146 followers), THE_REAL_SHAQ (1,050,534 followers), and jimmyfallon (1,038,818 followers). The right column is titled 'tv' and has a total of 4,943,304 followers. It lists five accounts: TheEllenShow (1,600,328 followers), RyanSeacrest (1,065,146 followers), Oprah (1,019,191 followers), MarthaStewart (654,845 followers), and chelsealately (603,794 followers). Each listing includes a profile picture, the account name, follower count, a short description, and an 'INFO' button. At the bottom of each column is a 'More »' link.

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.

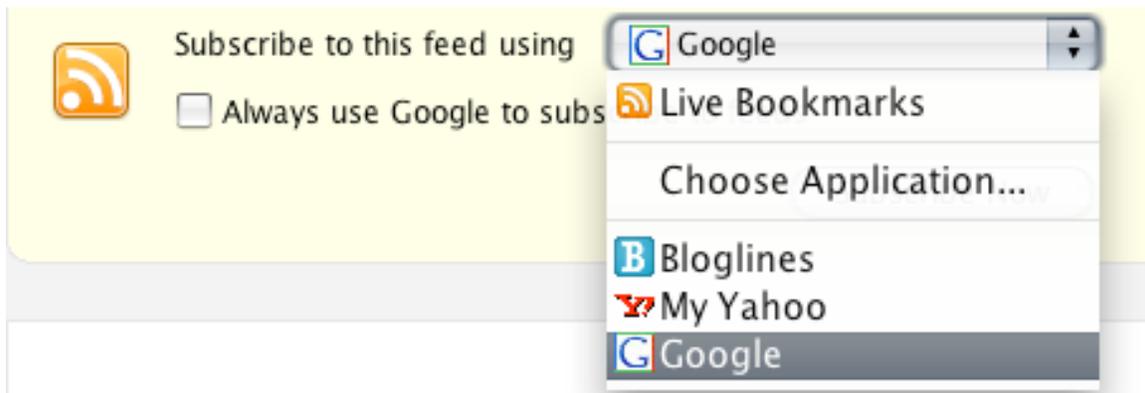
Here are a few other tools to help you stay on top of

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 And Resources

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.deanjrobinson.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>
