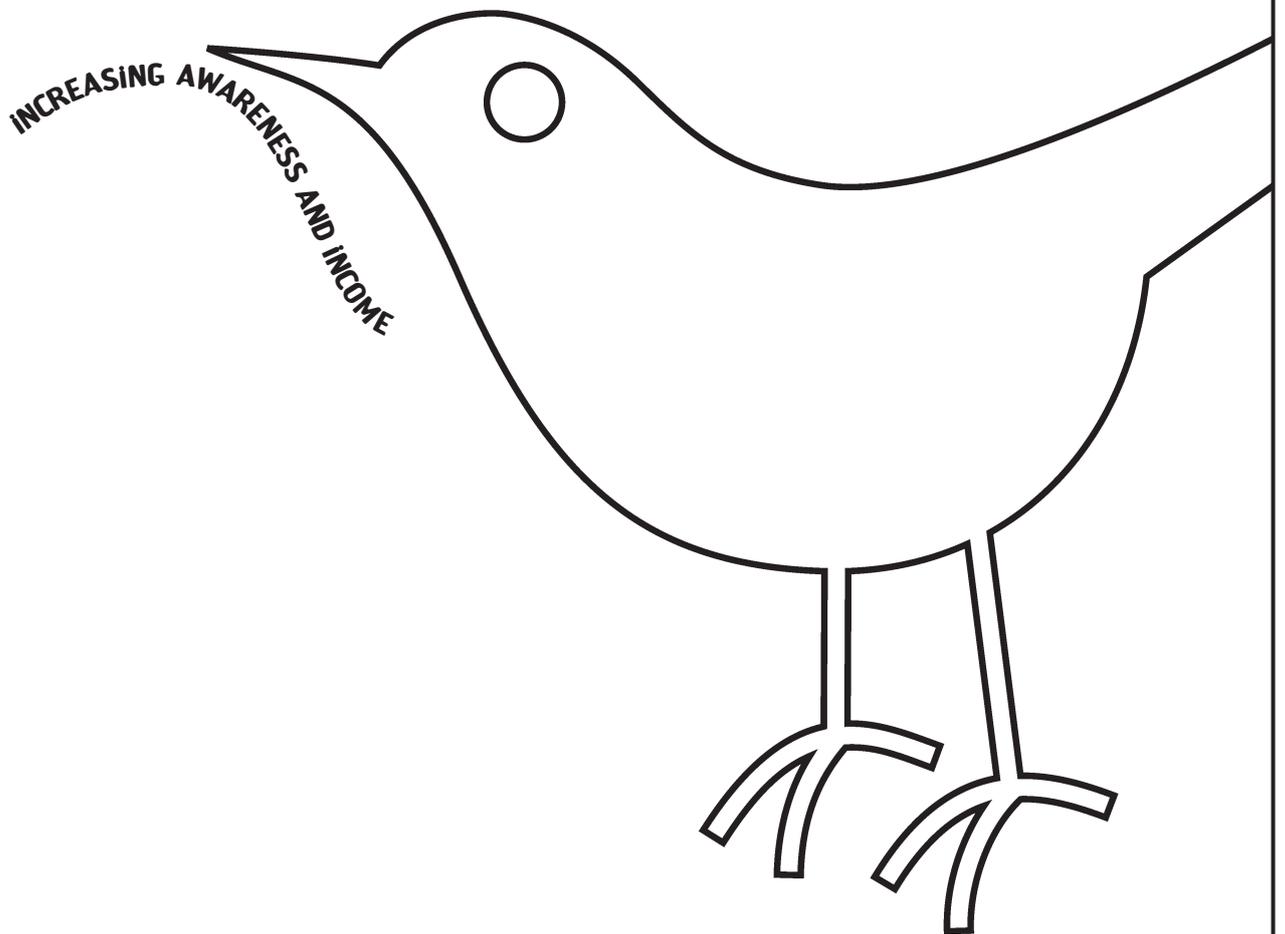


# Twitter for business



## Hello!

Welcome to your Twitter for Business handbook, an accompaniment to the Twitter for Business workshop that you have attended recently.

This handbook is intended to remind you of all the areas covered in the workshop and is specifically to help both new twitter users and current users to get more from using twitter to promote their business.

It covers crucial areas like good tweeting activity, how to find the right followers for you and correct twitter etiquette as well as how to build twitter activity into your overall marketing strategy. There isn't a how to set up part of the guide as such as it's a relatively simple thing to do and you'll have seen a demonstration on the workshop. If you're new to twitter and you do get stuck with this and need some advice please give me a call and we can go through it on the phone.

I hope you find both the workshop and this handbook useful. If you have any questions please do get in touch – all of my contact details are at the back.

Have fun! Happy tweeting!



**Sarah Raad**

Business Development Director, tent



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## Setting up your account – 3 key things to think about

Before you even start to tweet you should carefully consider the following;

- Twittername
- Your bio
- Page design

### Your name

The best name for your twitter account is your company or brand name. However this might not be available. If your business name is your own name and it's not that unusual, chances are it will be gone.

The main things to consider are;

- Keep it related to your business
- Keep is simple
- Make it memorable
- Don't use numbers unless already part of your name

We chose tentspitch because basically we couldn't have tent – too short for twitter! We had already come up against the problem with facebook that tent was already taken so tentspitch seemed a good enough compromise. We now call our blog tentspitch and our e-newsletter is called The Pitch so it all ties in.

You can change your name at anytime but once you have a lot of people following you this can be confusing and you could lose followers, so unless you have a real need to do this, don't.

When promoting your name on your marketing materials you can do it in two ways:

**[www.twitter.com/yourname](http://www.twitter.com/yourname)**

or more commonly **@yourname**

### Design

If you want a professional looking page you need to apply the same principles as you would hopefully to your website design or print design – get a professional to do it!

If you want to do it yourself, speak with whoever did your branding, explain what you are doing, and ask if they can help supply you with the colour references you need and a version of your logo to use if you are going to use that rather than a photo in your avatar.

Once in the design section of your twitter account it's fairly self explanatory as to how you change colours, choose a background or insert your own. Take some time to play around with it and make the best choices to fit with your brand and what image you are trying to get across.

**Tip: be careful which colours you use for text and backgrounds. Some combinations do not work well and can be very hard to read which will drastically reduce the effectiveness of all other efforts you put into twitter!**

### We can help!

Tent can help set up your twitter page. For just £90 you'll have a professional looking page that fits with your brand style and gives the right image for your company. Just get in touch and we can have you set up in no time at all.



## Your biog

What a company writes in their biog space is often overlooked. The biggest mistake you can make is to not put anything in. When someone is considering whether to follow you, they look at three things, your avatar, your bio and what's current in your twitter feed.

As with all communications this is an ideal place to tell people about the **BENEFITS** of what you do, rather than the **FEATURES**. Below is what a lot of companies do but it's fairly dull and doesn't express any personality or **USP**.

**“Manning & Wainwright, a firm of solicitors based in Cambridge”**

Put some personality into it. One way to approach it is to mix in some personal information along with how your business helps. For example

**“Sally Martin, I run House Martins, bringing complete beauty to your home through our friendly family firm of decorators & interior designers. Love my dogs, love life!”**

From her short bio we know the benefits of Sally's business, we see it's a family affair, that she is a dog lover and is a positive happy person.

You can change your biog as often as you like and it's a good way of getting across changes, new services & products, recent successes etc. Most people write their bio once and forget about it. It's worth changing it from time if it will help you communicate what you do more effectively.

## Avatars – logo v photo

There is no definitive answer as to whether you should have a logo or a photo. Larger companies who are on twitter almost always use a logo. When you are a small business, especially a service provider, a big part of what people are buying into is you, so it makes sense to show who you are.

When we started on twitter, we used one of the illustrations that's part of our brand. As time went on I realised that I was missing an opportunity to show the face behind the tweets and to make myself more human and therefore easier for people to feel they knew me. We then switched to a professional headshot that we'd had done for PR purposes.

If you use a photo remember the following;

**Headshot** – the image appears so small that anything like a head to waist means people can't see your face

**Professional** – means different things to different people but best to avoid holiday shots, happy snaps or anything you've taken yourself on a web cam or holding the camera out in front of you! Best idea is to invest in a professional headshot from a professional photographer.

**Smile!** Or at least look happy, confident, alert :) Looking straight to camera is best, you are trying to communicate after all!



# Starting your twitter marketing strategy

## Your target market

As with all marketing strategies, you need to start by considering your Target Market. Your initial focus when using twitter must be on who you are trying to engage with otherwise you will waste a lot of time and energy. Once you're on twitter, followers and people to follow can also be an organic process and you will slowly build followers and find interesting people to follow back just by being present. But If you want to build your followers in a more strategic way it helps to think clearly about this part of the process.

There are three kinds of people you want to follow and be followed by:

### Potential clients & customers

Obvious really! One of your reasons for spending time with twitter is to build new custom. You won't do this unless you are really focused on the kinds of tweeters you want to engage with and this will be unique to your business. As with other marketing strategies you don't want to spend time pursuing people who don't have a need for your service or product or who won't/ can't pay for it. If your target market seems to large, consider what niche group you might like to attract, who would make the most profitable clients? Who is easiest to sell to currently?

If your business is B2B and If there are companies who you would really like as a clients you could create a list of these prospects to ensure that you don't miss tweets from them in your general feed.

### Useful contacts, sources of knowledge, potential referrers & collaborators

Twitter is not just about selling; it can be an amazing source of information, it can lead you to all kinds of interesting people in your field or in related fields who you can help and who can help you be more successful in business. For example, a financial advisor might have need for a will writer. A graphic design company might be looking for someone to refer web-based work to. It can be very useful to find tweeters in your industry who regularly tweet links to interesting articles about changes and new ways of doing business.

## Clients, customers & competitors

Following clients and customers shows you are interested, is a way of finding out what they are up to and therefore how you might be able to help them further and hopefully if they follow you back then they start to build a better relationship with you, deepen their understanding of how you can help them and other people that they know.

You might wonder why following your competitors is a good idea but trust me, it is!

It makes good sense to see what your competitors are doing on twitter. By researching them you can find out how they are using twitter, what level of engagement they have, what kind of people are following them and what value there is to their tweets. If your target market is local, remember to check out other similar businesses to yours in different areas; they aren't competitors as such but you could learn something useful from those using twitter well and pick up ideas from them.

Like in real life, competitors can often be useful to each other as they might offer slightly different services or products or be able to pass work between them. For example, wedding photographers who can only take one job per day will often pass work on and make recommendations.

Look at their followers & follow those who seem interesting. This might seem underhand but lots of people do this and I can virtually guarantee someone else will do this to you. If you are good at what you do and are providing good quality in service and content them this should not concern you.

If your industry is very competitive, you could make a list of your competitors tweet accounts and use it as a way of checking up on what they are doing and making sure you don't miss anything important. You do not have to be following someone to add them to a list so they would not notice this activity. please if you have a competitors list do NOT call it competitors and make is a private list that others cannot see!



## What do i tweet about?

In order to be interesting and have people wanting to follow and engage with you, you need to tweet a range of kinds of tweets.

Remember, there are three kinds of tweets

- Self-originated
- Replies to others, those tweets that start with @twittername
- Retweets – sending an interesting, useful or amusing tweet from another to your followers

There are various kinds of tweet content to consider which are listed below and it's important to get a good mix of tweets:

### Questions

Twitter is all about conversations and what better way to start one than to ask a question?

Questions can be both mundane and professional but both will get people responding to your tweets.

Twitter can be used to gauge opinion, to do research, to find the answer, to get recommendations. Mundane questions can seem on the surface pointless, like asking people what they think of a current news story, if you should go to the gym tonight or slob out etc but they are ways of starting conversations about things related to your industry or business, stirring your followers up, getting people agreeing and disagreeing with one another – in a light-hearted way!

### Answers

Once you have a few followers you'll notice that at least once a day someone will ask a question – and you might know the answer! Whether they are looking for a recommendation, need to know a fact, or want someone's opinion, take the time to help them out or engage in their more mundane questioning. You'll be more memorable and will become known as someone helpful, who has information. If the question is related to your field of expertise you cannot afford not to answer.

### Everyday life

The vast majority of tweets are just about seemingly meaningless things, opinions, what people are up to etc. Critics of twitter dismiss it as a load of people talking about what they had for lunch. They are missing the point. Yes it would be unproductive from a business building point of view to always tweet in this way, but gaining business through twitter is as much about people knowing and liking you as what service or product you offer. Tweets about your children, funny things that happen, opinions about popular TV, current affairs etc are how people start to build a picture of you as a person.

### News

Could be news about you and your business “I just won an award” “welcome to Jenny our new account executive” or it could be more general news, something that's just happened that you heard about that you want to share or comment on. Recently a lot of business tweeters got behind the Save Our Forests campaign. Whether this was their intention this would have made them seem community minded, environmentally concerned etc.

### Praise & recommendations

Everyone likes to be praised and public praise is, for most, the best of all! If you praise someone in a tweet, they see it and know everyone of your followers will get this tweet in their timeline too. Make it genuine though, insincere flattery will not win you favours.

Twitter is a great way to recommend someone's service or products. There is a twitter event on Friday's called #ff where you can recommend other people for your followers to follow (means Follow Friday). The best way to do this is focus a tweet on one person rather than putting lots of people in one tweet. Also, make sure you explain why others should follow them. You simply wrote a tweet that starts #ff, then their name and then why your recommending people follow them.

e.g #ff to @hillsoffice for speedy delivery of my new flipchart, excellent service as ever!



## Links

Twitter is an excellent way of driving traffic to your website, your blog, online articles you have written and other ways that your work and achievements have been shared online such as news articles, features on other company's websites etc. Twitter is by far the best way to drive traffic to blogs in particular and many types of company could benefit from writing a blog.

Tip: what you say before you post your link is important. Try and make it intriguing, pose a questions etc to encourage people to click through. If you just say 'here's my latest newsletter', it could get overlooked. Tweet 'click here to discover 5 ways to get more profit into your company' or 'want to boost your health without leaving your armchair?' and you'll raise much more interest!

To track how many times a link is clicked on you can use a website like [www.bit.ly](http://www.bit.ly) which not only shortens the link but allows you to see how many times the link was clicked and where. This is useful if you are using the same link on other media such as your blog, facebook, LinkedIn etc.

## Photos

A picture speaks a thousand words so they say and photos are a way of adding a new dimension to your tweets. Obviously if you are a photographer, linking to images is crucial but photos can be used in lots of ways;

- to show something behind the scenes
- to introduce your team or colleagues
- illustrate something humourous or surprising
- show your products or demonstrate your service
- Show before & afters

To tweet photos have a look at [www.twitpic.com](http://www.twitpic.com) or [www.plixix.com](http://www.plixix.com) Both websites work by you setting up an account which is linked to your twitter account and uploading images either from your computer or your phone. You then tweet the photo from that site and hey presto! A link to the photo appears on your twitter page and your followers timelines.

As with links to blogs etc, don't give away the whole story in the accompanying text, create intrigue and interest.

## Knowledge

Twitter is a great way of establishing your reputation as an expert. Both a simple tweet or a link to something online, use twitter to share your knowledge with others and demonstrate your expertise and show that you are up to date with what is happening in your field.

For example, accountants or financial advisors can tweet about changes to tax law, what's happening with mortgage rates, latest news on investments etc. An alternative health therapist could report on some research into benefits of alternative health for cancer patients etc. By sharing knowledge you are both passing on useful information and demonstrating your expertise, building trust in your professional status. Giving your opinion within your professional area helps to further create the right kind of impression in people's heads about who you are, what you know and what you think.



## Followers

Followers is the term for those people who follow your tweets. Quite simply, everything you tweet appears in their twitter timeline and so, as long as they are on twitter regularly, they will start to build up an impression of you and hopefully start to engage with you.

I asked a question on twitter recently about what influences people's decision to follow someone. Below are the most common answers I got;

### Why do people follow?

- To get information/ expertise
- They find the tweeter amusing, pleasant
- Keep up with offline acquaintances & contacts
- To share experiences & knowledge with others in their field
- To find new customers & clients
- To be social!

### Why do people unfollow?

Just because someone follows you, it doesn't mean they always will! Below are some of the reasons given as to why you might unfollow someone.

- Boring
- Bad language
- Too many sales pitches
- Moany – the odd rant is fine, but negativity is a turn off
- Controversial/ unpopular opinions
- Too many retweets – especially when not of interest
- No interaction
- Automated tweets
- Too many tweets in to short a space of time
- Not tweeting enough

It's important to look at the ratio between how many people you follow and how many follow you. If you are following too many twitter may stop you from following more people until you are being followed by more. So it's important to just follow people who are good quality and will be useful, not just mindlessly add 100 tweeters a day for weeks on end.

There is a website & application where you can look at who you are following who isn't following you back.

#### [www.justunfollow.com](http://www.justunfollow.com)

There may be people who you're following for reasons other than to get a follow back, sources of knowledge, keeping an eye on competitors, and that's fine. But if you've followed someone for a while and tried to engage but haven't been followed in return you can choose to unfollow them to help your ratio.

It's important to keep an eye on people unfollowing you as you might be able to spot any twitter activity which is turning people off.

#### [www.quitter.com](http://www.quitter.com)

This website will send you an email when someone unfollows you. Try not to get upset and take it personally! People can only follow and keep up with so many people and you might not be providing the content that they need. If lots of people unfollow you, you should look at whether you are doing something to create that. If you tend not to lose too many followers then you might want to spare yourself this knowledge!



## Building followers

In terms of followers, think quality over quantity. There's more value in having 500 followers who are interested and engaged with you than 5,000 who aren't really listening.

If you haven't started using twitter yet or you would like more follows then there are ways of starting to build a general following or people who will be interested in you and your business.

### 6 key ways of building followers

#### find people you already know

The most obvious thing to do, is to find followers within your offline networking. That could be customers and clients, suppliers, peers, friends and family. If you attend regular networking groups such as BNI or Network North or you attend more social networking dinner groups or speaking clubs, these are all idea ways to find followers. Ask people when you see them face to face or on the phone and start to follow.

Searching for people on twitter is notoriously difficult because the search facility only searches twitter names with any success. So you're going to have to be more creative!

- Check people's email signature strips, business cards and websites for their twitter names
- Ask people when you meet them if they're on twitter and make a note of their name so you can follow them.
- Look at who other people you know on twitter are following, the chances are you'll both know some of the same people.
- If people sign up for your newsletter or they send their details through your contact page, ask for their twitter name.
- When you collect data at exhibitions and shows etc add a field for twitter name to your form.

#### Be responsive

As you start to follow people and your time feed fills up, you'll notice that people ask questions, they give opinions, they do all kinds of things, creating opportunities for you to engage with them. From giving someone a phone number for a good insurance broker, to agreeing with their opinions about last night's TV drama, by being responsive you get their attention and hopefully a follow.

More than this, if they are a popular tweeter, one who's followers check their page to see who they are talking to and what about, you'll get noticed and hopefully more followers.

#### Advertise your twitter account

With all communications channels that you can change straight away, add your twitter name. Put it on your email signature. Have a link on the contact page of your website, or even better, have your twitter feed showing on the welcome page. Insert a twitter feed panel into the side of your blog and add a link on your email newsletters from now on.

The next time you get your business cards and stationery re done have your twitter name put with your contact details. If you exhibit at an event such as a trade fair and have new exhibition materials made up, display your twitter name prominently on your banners or display boards.

At tent we have our twitter account on everything that we can and have found it a great way of getting new followers from the people we meet at networking events, exhibitions and those we send direct mail to.

#### Follow the followers!

As you have already checked out your competitors and started to follow and engage with some of their followers, you have begun this process already. However, if you think more laterally, there are other people on twitter whose followers might be of interest to you.

What you are looking for here are other tweeters whose target market for customers and clients is similar to yours.

E.g. A photographer who specialises in family portraits in a particular town might look around for other companies who are attractive to families with young children such as local leisure attractions, independent children's clothing stores, an organic fruit & vegetable scheme.

Someone offering financial services to professionals might want to look at who is following a local law firm or accountancy practice.

Remember: twitter will notice if you start trying to follow loads of people in a short space of time and might think you are a spammer. Also, you'll spend ages doing this too! Try following 50 new people a day to begin with. This gives you time to start to engage with them too which will encourage a good rate of re follows from them.



### freebies & competitions

You don't have to spend a lot of money to get new followers on twitter in this way, in fact if you do choose to go down the prize draw to win an ipad for new followers route, you will just end up with new follows who want an ipad, Not new followers that have an interest in or a need for your service or product.

By giving away something free that is related to your business and of low cost to you but relative high perceived value to the follower you have a fantastic way of engaging new potential customers.

For example, a nutritionist could giveaway an e-recipe book, a financial planner could give away a phone consultation on someone's current pension plan, a marketing consultant could give away a place on their latest teleseminar.

By doing this you demonstrate your expertise, offer something of value and pick up new followers. If you stick to the same offer for any new follows for a while you could include this in your bio so that when people look at your page they are encouraged to follow so they access the freebie.

To find more new followers with a freebie you can ask your current followers to retweet the offer (and of course extend the offer to them too).

### Competitions can work in two ways;

1. have a competition that you promote to your followers. Encourage them to retweet the prize tweet in order that your message and competition goes viral. They will retweet and hopefully their followers will and so on. It's best to have a time limit of this and to be very specific about how people enter the competition – are they automatically entered when they retweet? Do they have to reply back to you? Make it simple.
2. Competitions through related companies. Choose a company or companies who have a different product to you but the same target market. For example, a wedding florist could approach a wedding dress boutique to tweet a competition on their behalf, where new followers would be entered into a prize draw to win their wedding flowers. This can work very well as it's a win win – you get new followers and exposure, they get a good prize to give away and the followers get the opportunity to win something of value. Unlike with the freebie, the prize ought to be more valuable.
3. Competitions can give you valuable market research if you employ the tried and tested complete a slogan method. For example, an organic vegetable box company asks people to reply a tweet beginning I'd love an organic box delivered to my door because... The answers give good insight into the perceived benefits of their products which will help with future marketing activity.

### Lists

You can use the list function to create groups of people that you wish to keep a closer eye on. for example people in a networking group you attend, other exhibitors at a trade show, potential clients in a certain sector, even as mentioned before your competition!

The reason that lists are so useful is that once you've started following a few hundred people, which is very easy to do, it's hard to keep track of people you are very interested in for a specific reason - lists allows you to segment your overall list. You cannot however tweet just to one group but it certainly makes following them easier.

To create a list simply use the list function and to add someone, click on their profile, hover over the head icon and click to add them to a list and select your list. It is sometimes a good idea to make lists private and again, this is very easy to do.

### Searches

You can search tweets relating to a subject or keyword you are interested in or a hashtag simply by adding that to the search box at the top of the screen. However this is global so will find all tweets from everywhere and by anyone. It is very useful for research or narrowing down people using a specific hashtag, be that about a news event or perhaps an exhibition or conference you are attending.

You can do more advanced searches by going to <http://search.twitter.com> and selecting to use advanced search. Here to can narrow things down geographically, use multiple keywords and even select tweets that are seen as being positive, negative or asking a question.



## Twitter is a cocktail party!

Twitter is a social networking tool. The clue is in the title!

I have often heard twitter compared to a cocktail party or drinks reception when people are trying to sum up what appropriate behaviour is;

So imagine yourself at a drinks reception, it's a business networking opportunity sure, but it's a chance to meet new people, see some old faces and catch up.

### **if you are anything like me i am guess things you would do at a cocktail party are:**

- be friendly
- listen
- ask questions
- be polite
- steer clear of contentious topics with strangers or acquaintances
- offer to help
- thank the host/ess

### **And things you definitely wouldn't do at a cocktail party are:**

1. talk about yourself all night
2. try to sell to everyone in the room
3. thrust your opinions at people especially if they're controversial
4. forget to thank people who offer to help you out
5. Ignore people if they spoke to you!



## Tweetiquette – tweeting like your grandma would

Getting the etiquette right is very important. Get it wrong and you'll really limit how successful you are on twitter and the results that it gives you.

### Mind your Ps and Qs

The good thing about twitter is you can show your personality and extend your personal brand to your associates, customers, clients and suppliers. The bad thing is... yes, the same. You can switch people on or off with the smallest of things. If you want people to like, respect and trust you, be nice, respect others, it's that simple. That doesn't mean you can't be yourself, just be aware of the impact of written words that can be read and interpreted in different ways. twitter and other social networking platforms are just an extension of real life so don't do something on twitter that you wouldn't be prepared to do face to face.

### Help others

I see twitter as an amazing way to help others, to encourage people to connect with others, to help people promote their businesses and share their achievements. So instead of tweeting primarily about yourself, how about devoting a percentage of your tweets to tell the good news about your clients, your colleagues or your suppliers? If someone asks for help with information or a contact and you can help, take some time out and do so. You never know when you might need help and if you build relationships with people on twitter, help can be just 140 characters or less away.

### Don't show off

There is a massive difference between sharing your good news with others, tweeting links to your achievements such as an article published, a successful pitch won, a new website launched and just plain bragging, often about stuff that if you were being completely honest with yourself, is not that interesting to anyone else but you.

I am also all for positivity and truly believe it can change the world HOWEVER. Millions of relentless 'why my life is so great' tweets can be a little nauseating, even to your biggest fans so be REAL. Nobody has a good day, every day and by sharing concerns, problems and plain old cock ups you become human. Also, you might get some help which leads me neatly into...

### Say thank you

Thank you. Two short words, big impact, especially when you forget them. If you gain a new follower that you find interesting, say thank you.

If you ask for help, for info, to be re tweeted etc, acknowledge the help you have been given. Everyone misses the odd thank you, twitter is very fast moving but if you make a habit of it, the goodwill of others will wear off.

It's a good idea to check tweets that contain your twitter name every day to make sure you don't miss something important.

### Don't be pushy

If you use your tweets to primarily sell, you'll very soon turn off your followers. If you're constantly asking for retweets, again, people will switch off to your tweets and not bother to read them. Make sure there is real value in what you are selling and as in all good marketing communications, sell the benefits, not the features.

### If you don't have anything nice to say...

We all have our little issues with others and sometimes even fall out with people from time to time. But twitter is not the place to air your grievances. Even if you don't name and shame, veiled insults and insinuations aren't pretty and will only reflect badly on yourself so...keep shtum and sort it out offline! Some people might find public snipes amusing; most will think the worst of you and be wary they might be on the receiving end of your next tweet...



## Automation or, you are not a robot!

Automation is a hot topic with the social media 'gurus'. Some of them swear by it, pointing out the time saving virtues, you can schedule a whole host of tweets to happen while you sleep, while you are on holiday etc. never miss thanking another new follower by setting up an automatic direct message to the thanking them for their follow!

However, others, and a lot of twitter users in general hate automation and see it as a real turn off – and who can blame them?

To me, twitter is about interaction, building relationships and getting to know people and you don't do that by using automation tools.

Still the lure of less time on twitter is strong so if you must automate to save time, the best use that I can see is to schedule your tweets that are concerned with

- Sharing knowledge
- Sending links
- Promoting competitions & freebies

You still need to be present on twitter to do the most important relationship building tweets which are;

- Asking questions
- Answering the questions of others
- Making general replies
- Your own everyday/ mundane tweets

**www.socialloomph.com** is a good place to start exploring how you might automate your tweets.



## Getting started

This is advice for new tweeters so if you're already using twitter feel free to skip it!

- Before you start tweeting it's best to follow some people and get some follows back. Friends, business colleagues and associates, people you know well through your existing business network are all ideal people to follow as they will generally always follow you back.
- Then write some tweets! Remember to start replying and retweeting as well as writing your own and creating a good mix of types of tweets.
- Once you have a few followers then it's safe to start your strategy of building new followers. They will look at your page, see interesting content and that you get involved and see that others already value your tweets by following you.

**So, you're off!**



## So is it all good?

### Yes! And no :)

We have seen how twitter can be extremely useful for business owners of all sizes and in all sectors. However there are a few reasons why twitter can potentially have a negative effect when not used correctly;

#### Time management

twitter can suck time! From the outset you should decide how much time to spend on twitter and stick to it. If you can tweet through a smart phone then you can make use of dead times like waiting in queues, tea breaks etc to catch up on tweets. If you are mainly tweeting through a computer or laptop you'll only be able to do that when at your workspace.

If you spend too little time on twitter then your tweets won't have much effect. If you spend too much time you could be neglecting other parts of your business.

Decide how much time you're going to devote and stick to it. But remember, not tweeting enough is counterproductive. I recommend a minimum of 5 self originated tweets a day with at least 10 replies and a couple of retweets, or your twittering will all be in vain!

#### Not a marketing panacea

You still need to keep on with your other marketing activity, be that direct mails, advertising, networking, SEO etc. Twitter alone is not enough to effectively market a business it's a part of your overall strategy and should be treated as such. If we at tent stopped face to face networking, direct mail, chasing leads and exhibiting at events etc we would not have enough new clients in our pipeline. Twitter has been very effective in both a quantifiable and a non quantifiable way but we have still needed to work hard at our other marketing activity.

### More exposure means more exposure!

As you become more well known through your tweeting, often with people you wouldn't have otherwise engaged with, you become more visible. Whilst that means that there are more opportunities for people to get to know you, decide they like you, think you and your service or products are great and therefore buy from you, it also means you are more open to criticism. Twitter is an easy space for people to criticise, dislike your opinions etc and you have to learn to take it on the chin. If you stay true to who you are, follow the etiquette and learn to avoid getting engaged in online debates which could reflect badly on you, then you can reduce the risk of any negative effect greatly.



## Any questions?

I love to hear from you and how you are getting on with tweeting and please do follow me **@tentspitch** !

If you feel you need extra assistance to pull together a plan for using twitter to build business I do offer 121 sessions where we can sit down and look at the best ways for you to use twitter specifically for your business. A two hour session either at tent or at your office usually costs £210 but workshop attendees can access this training for just £150. Just call me if you'd like to set up an appointment.

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