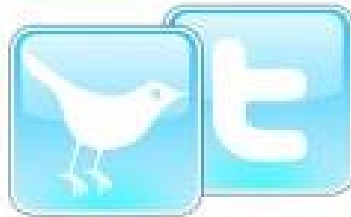


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**Chris Richmond**

**Project Management methods for Internet Marketing Success**

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Tweettastic Twitter Traffic Revealed!

## **-A No Nonsense Guide To Twitter Traffic-**



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# 1. Why Twitter Totally Rocks

I first heard about [twitter](#) in late 2007 when the infamous Dr. Mani announced on one of his newsletters that he discovered Twitter and found it to be a remarkably useful tool. He then encouraged everyone on his newsletters to sign up for an account and follow him on Twitter.

I was pretty burned out on the “latest and greatest” mumbojumbo and failed to appreciate Dr. Mani’s enthusiasm for the new micro-blogging service. It was nearly a full year before I actually looked into twitter and setup an account. I was immediately astonished at Twitter’s ease of use and how quickly you can begin to build a targeted list with very little effort.

Building a list on twitter is not exactly like building a targeted email list but at the same time it’s also very similar. When someone opts-in to your mailing list they have expressed an interest in your content and want to receive your messages.

Likewise, the same is more or less true of twitter except that your messages don’t go to anyone’s email but rather to a central conversation with many participants. Once your message is tweeted it can be seen by your followers as well as your follower’s followers all of whom can reply back to your tweet.

In the IM niche, where email open rates have plummeted, twitter can actually be *more* effective at reaching an audience than conventional email messages. Many twitterer’s, for example, often install a desktop client on their computers so they can be notified instantly of new tweets.

Twitter is also very similar to Instant Messaging (IM) but with a few crucial differences. First, with IM you can only send a message out to a single individual, not to a large central conversation like with twitter. Second, you can’t really build a large, targeted list with IM like you can with twitter, at least not very quickly or easily. Finally, twitter messages or “tweets” are strictly limited to 140 characters which means very concise messaging.

Twitter rocks because it combines the power of email listbuilding with the power of instant messaging. In so doing, twitter has created a new conversation, communication universe that has few parallels. Furthermore, Twitter allows for a kind of personal branding that really isn’t possible with other communication tools.

It wouldn’t be appropriate, for example, to email your list that you are currently watching a movie or listening to a certain song or playing a video game but *it absolutely is appropriate* with Twitter and in fact makes your followers feel like they know and trust you.

If you are new to twitter you will be surprised at just how easy it is to get started and start seeing real, quality traffic. Rather than unnecessarily waste precious pages on showing you how to setup your twitter account, here is a video that will show you everything you need to know if you are new to twitter:

[Twitter In Plain English](#)

The purpose of this guide is to show you how to use twitter to build relationships, build your following, and at the same time drive quality, free traffic to your blog (blogs work **much** better on twitter than static websites).



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If building and promoting niche blogs happens to be your core Internet Marketing activity, you will find twitter to be in an invaluable traffic tool particularly when your blogs are new and in desperate need of free traffic. If building and promoting niche blogs is not your core Internet Marketing activity, you may reconsider after reading this report.



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## 2. How To Build Your Following

Getting a list of followers on twitter is very easy to do, much easier than trying to build an email list. To get your list of followers started you simply need to find other twitter members who are interested in the niche you are targeting and then start following those members.



If you have \$50 to spare, you can purchase [twitter friend adder](#) which will automatically follow other twitter users for you without you having to lift a finger

By following other twitterer's you will get many of them to follow you back, either by default or because they think you are interesting. In addition, by following twitter members in your niche you gain exposure on their profiles for all of their followers to see.

Twitter traffic is basically viral traffic by definition and just by having some followers you are more or less guaranteed to accumulate more followers which will in turn accumulate more followers and so on. How fast your following grows depends upon how often you tweet and how well you establish yourself as an expert in your niche.

There are basically 3 ways to find twitter members to follow so you can start growing your own following:

1. Search by name
2. Search by tweet keywords
3. Follow other peoples follower's



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You can also find twitter members by email or by searching other social networks but this implies that you actually know the person you want to follow.

From what I have been able to piece together, you can follow as many people as you like and also have an unlimited number of followers. [Chris Brogan](#), [Robert Scoble](#) and [Jeff Pulver](#) have built enormous followings simply by following massive numbers of people. However, you can only follow a maximum of 2,000 people until you have a following in excess of 2,000 and then you can start following more people again.

### **Search by name**

Searching by name is a great idea if you know the names of the 'gurus' or experts in your niches. The experts will typically have very large followings and you can then start following all of the experts followers to build your own following.

In the fitness niche, for example, where I have a twitter profile setup I immediately started following Vince Delmonte because he happens to be a leader in the muscle building fitness niche. Funny enough, my following now exceeds his by more than 100 followers.

Following experts and their followers is particularly effective in the Internet Marketing niche where everyone is essentially trying to build their following. You can typically build a large list of followers much faster in the Internet Marketing niche than in other markets, however, your response and click thru rates on your url's will typically be much lower

### **Search by tweet keywords**

If someone is tweeting with your keywords then it makes sense to follow them in the hopes that you will follow them back. To search tweets you can use [Twitter Search](#) or [Tweetlater](#), which is kind of like a twitter *super* tool that doesn't cost anything to use (amazingly).

With Tweetlater you can enter a huge list of twitter keywords and Tweetlater will periodically send you keyword reports to your email and show you the latest list of tweets that have your keyword in them. Better still, you can actually use Tweetlater's Power Keyword Wizard to generate dozens of keywords for your keyword alerts.



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## 3. Tweeting For Traffic

### Tweetlater

[Tweetlater](#) is a must have tool if you intend to have multiple twitter accounts for your niche blogs. It's also very helpful even if you are only going to manage a single twitter account.

Tweetlater's primary function is to automate the posting of tweets and messages and can also be set to automatically follow anyone who follows you. Tweetlater can be a little intimidating if you have never used it before as there are *a whole lot* of buttons and links on the site.

I'm going to quickly walk you thru the process of setting up your Tweetlater account and also show you how to use it's many, incredible features.

### Setup your account

This is really straightforward. Go to Tweetlater and click on the big button in the middle of the page that says 'Register Now.' Fill in your details, confirm your email, and log back into your Twitter account.

[Learn How To Unleash The Vast Power Of Facebook](#)



Set up alerts and track keywords in the public Twitter s  
the Twitter tweet stream and periodically email you a digest o

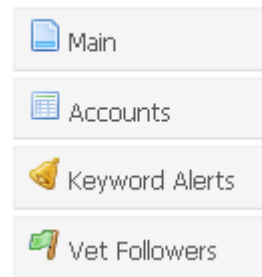
### Enable auto following and direct messaging

Enabling auto following and automatic direct messaging is optional but it's a great way to accelerate your listbuilding and grab some extra clicks on your url's. Once you have logged back into your Twitter account, click on 'accounts' on the right hand navigation screen.

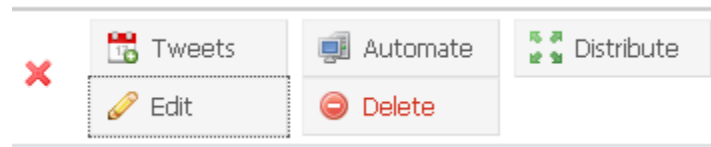


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## Navigate



A list of accounts will then appear. Select the account you want to edit settings for and click on 'edit.'



On the next screen you can enable the auto follow, direct messaging, manual vetting, and automatic unfollow options. Manual vetting allows you to manually review who you automatically message, follow, and unfollow.

Manual vetting is not recommended if you intend to follow large numbers of people across multiple accounts. Enabling automatic unfollowing automatically unfollows anyone who stops following you which is useful for making sure you don't have too much dead weight in your following list.



#### Auto Welcome

Automatically send a welcome message to new followers.

#### Message Sending Method

Send private direct message 

#### Send This Message (max 120 characters)

Check out my blog for muscle building advice without the hype: hi

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

Write a very simple welcome message. If you really want folks to unfollow you, then try and sell them something with this first welcome message. Very few people like that. Be careful even if you're giving away something for free. The purpose of this message is to say hello and welcome. Most people take a dim view of you when you do any kind of self-promotion with this message. If your message smells remotely like, "Hi, thanks for the follow, now buy my stuff or do something that will benefit me or check out how cool I am," then you really are misusing this welcome message. Don't send what you wouldn't like to receive from others.

#### Auto Follow

Automatically follow people (new followers) who have followed me.

#### Manually Vet New Followers

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.

#### Auto Unfollow

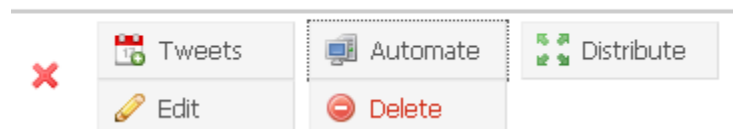
If you select this option, TweetLater will automatically unfollow those folks who unfollow you.







## Automated Tweeting

With this feature you can post an unlimited number of tweets years into the future if you are inclined. This feature is particularly helpful if you are managing multiple twitter accounts but it's helpful even with a single twitter account because it eliminates the need to login to your twitter account every time you make a tweet.

To setup your automatic tweets, go back to your accounts page and click on 'automate.'

#### Repls Actions



	 Tweets	 Automate	 Distribute
	 Edit	 Delete	

And then on the next screen click on 'add tweet' at the top of the screen.



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[Accounts List](#)
[Add Twitter Account](#)
[Buy RSS Feed](#)
[Bird's Eye View](#)
[All Tweets](#)

[Add Tweet](#)
[Vet New Followers](#)

**\*Tweet**

0 characters entered.

[Shorten URLs](#)

**Publish The Tweet How**

(Will be published within 60 seconds)

**\*Scheduled Time**

mm/dd/yyyy hh:mm am/pm - [Change your date format](#)

**\*Publish Tweet On The Following Account(s)**

exerciseguy

zakskinner

Now you can enter and schedule your automatic tweets. Notice how at the bottom you can schedule tweets to post to multiple twitter accounts. This feature is really useful for your “what I'm doing” posts like “Watching a video on home repair...” or “Learning how to do the tango...” or something similar and distributing them to all of your twitter accounts. The “what I'm doing” kinds of posts are what allow you to develop your personal brand and develop a sense of friendship with your followers.

When you want to tweet a link to one of your blog posts or anything with a really long url you will need to use a link shortening service as tweets are strictly limited to 140 characters. By far the best solution for this is something called [Twitpwr](#).

With Twitpwr you not only get a shortened link custom made for your tweets but you also get 'bonus' traffic from Twitpwr's homepage. Every time you generate a link using Twitpwr your link automatically gets posted to Twitpwr's home page under the 'recent url's' section where it will remain for several minutes until it is bumped off the list.






If your url happens to get a lot of clicks, it will be featured in the 'hot urls' section where you can get even more traffic. Twitpwr assigns a ranking score to every user where a point represents the number of times you have used the service. If you use the service often enough and make it into the top 25 you will be permanently featured on the sites home page.



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## TwitPWR Ranking

Top 25 Users with the most TwitPWR

1.  joelcomm
2.  SeanAMcAlister
3.  jasonfinch
4.  TimothyCarter
5.  treypennington

## Hot URLs

Top URLs with most clicks

- Marketing Joint Venture Gro...
- Joel Comm LIVE, Ustream.TV:...
- Amazon.com: The 5-Minute De...
- Facebook Booted Me for Havi...
- Tyson Foods Hunger Relief
- What Happens To Your Body W...

## Recent URLs

Most Recently Created URLs

- MediaPost Publications MySp...
- The Simple Code Manuscript ...
- <http://www.ceger.gov.pt>
- Amazon.com: SocialCorp: Soc...
- socialized » The myth...
- Social Media Club Spartanbu...

All of these benefits mean more traffic with no additional work. And the service is viral, so the more you tweet with it the bigger the network grows and the more bonus traffic you can get and so on.

### Setting up your keyword alerts

Keyword alerts eliminate the need to manually sift through posts every day looking for quality people to follow. To set up keyword alerts, select 'keyword alerts' from the right hand navigation menu.

On the next screen you can enter your list of keywords or generate a list of new keywords using power keyword wizard.

Notice that you can also enable different kinds of filtering including attitude, people, and location. You can select to receive email notifications every hour, every two hours, every four hours, or once per day.

Your email notifications will look something like this:



★ **TweetLater Service** Keyword: muscle building tresjoliestudio I need to 7:00 AM (5 hours ago)

★ **TweetLater Service** to me [show details](#) 11:00 AM (1 hour ago) [Reply](#)

**Images are not displayed.**

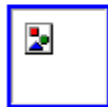
[Display images below](#) - [Always display images from emailservice@tweetlater.com](#)

Here's the digest of the keywords that TweetLater keeps an eye on for you. Tweet times are in your local timezone as selected on your TweetLater account. Check out our [step-by-step instructions](#) on how to use TweetLater.

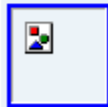
Advertisement

[Build a Social Media Strategy And Road Map For Your Small Business](#)

Keyword: **muscle building**



[Kong34](#) Looking forward to coach Smitty's new muscle building program, in the meantime you should all get BLUNT FORCE TRAUMA, I man it!  
Thursday, 05 February 2009, 9:31 am - [Reply](#) - [View Tweet](#) - [Retweet](#) - [Direct Message](#)



[dandelion101](#) [@SimplyPaul](#) No, you are building manly muscle. That's lush, that is.  
Thursday, 05 February 2009, 8:35 am - [Reply](#) - [View Tweet](#) - [Retweet](#) - [Direct Message](#)



[breakthrough11](#) Muscle Building Without Supplements - What You Ought To Know About Muscle Building Without Supplements | Abs Fat Burning Tips  
[http://tin ...](http://tin...)  
Thursday, 05 February 2009, 8:07 am - [Reply](#) - [View Tweet](#) - [Retweet](#) - [Direct Message](#)

## Automatically Tweeting Your Blog Posts

Whenever you update your blog, it's always a good idea to tweet your update several times on your twitter account. With [Twitterfeed](#) you can automatically have your blog updates and posts automatically posted to your twitter accounts. This saves you the time and trouble of remembering to tweet your new blog posts.

Once you have setup your Twitterfeed you can basically forget about it and never again have to worry about tweeting your latest blog posts again.



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## 4. Viral Tweeting

As I have already mentioned, Twitter is a viral social network that grows the more you use it. Even without doing anything extra, a good tweet can easily become viral and spread around the twitter community. There are several relatively new, free tools that can help make your individual tweets become viral and maximize your traffic.

### Viraltweets

[Viraltweets](#) is a new, self hosted software that was just launched a few months ago. It's super easy to use and comes in both a free and paid version. To use this software you will need a self hosted blog like Wordpress or something similar.

Once you have taken the 5 minutes required to upload the software to your host, you will have a viral tweets page that looks this:

**Fill out this form to generate your code**

Default Message site visitors will re-tweet:

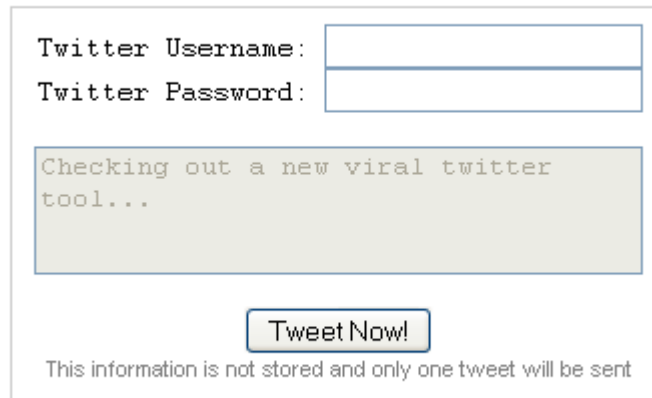
Redirect URL:

You can then easily generate a [viral tweet](#) and post it to your website for others to see and retweet. To retweet, visitors will be taken to your website where they will see a screen that looks like this:



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## Here is How Your Retweet Form Will Look



Twitter Username:

Twitter Password:

Checking out a new viral twitter tool...

This information is not stored and only one tweet will be sent

Powered by [Viral Tweets](#)

After a visitor has entered their information and clicks on the Tweet Now button, your message will be retweeted and visitors will be taken to the redirect URL that you entered above, which can simply be a link your blog or whatever you like.

[Viraltweets](#) is a very powerful tool that can explode your twitter traffic with very little additional effort on your part. If you intend to have multiple twitter accounts you should really consider upgrading to the paid version although the free version works fantastically for a single account.

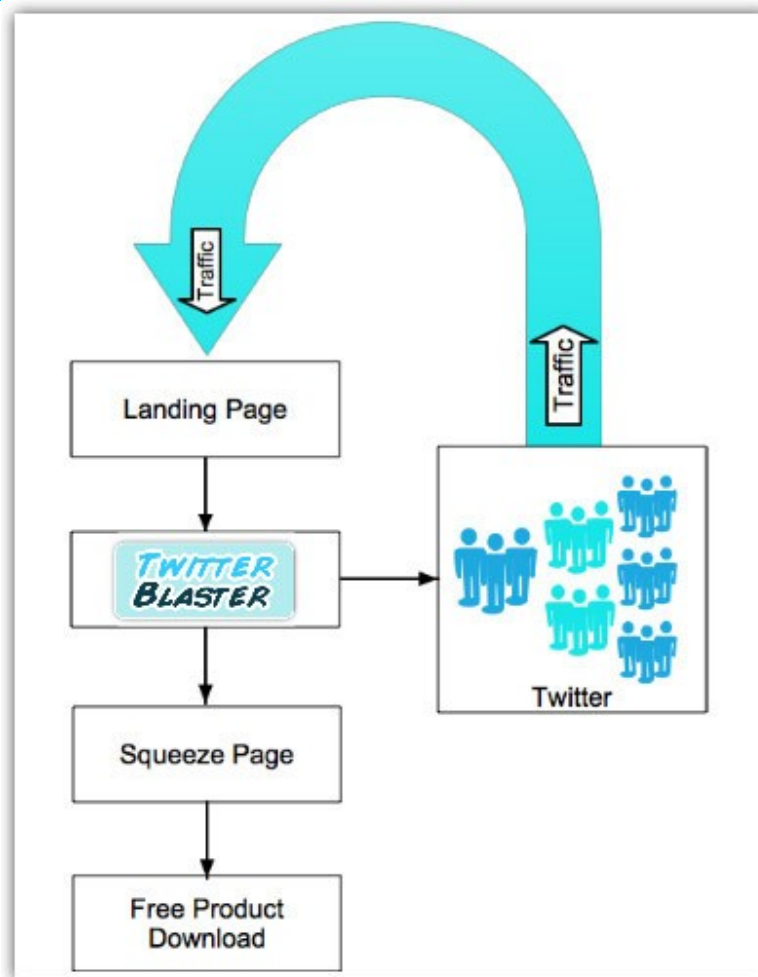
### Twitter Blaster

This tool is perfect if you have ebooks, software, or reports that you want to promote. Basically, the software works by forcing visitors to tweet your link in exchange for having free access to your digital download.

On your sales page you would place a “free download” button next to your order button. An order button is optional just in case that visitor doesn’t have a Twitter account, but still wants your product. Once the visitor clicks that free download button they will then be taken to a new screen where they will be asked to post your message and URL on their twitter profile in exchange for the free download.

Many of this visitors friends will inevitably see your link and also download your digital product in exchange for free access. In this way, you are getting more and more traffic from each and every download as each download leads to more and more exposure.





With 2 simple clicks a visitor is posting your message and in the next step has to write his Twitter username. The script then checks if your message is on the visitors Twitter page and if it is, sends him to the download page. Before they reach the download page you can add an opt-in form to build your list or you can create a One Time Offer, It's all up to you.

To get best results with this method you need some initial traffic on your sales page to start the viral twist. That could be traffic from your mailing list or PPC. Even if you don't have a list you can find a JV partner and offer him 100% commission of the OTO sales if he wants to send your offer to his list.

[Twitter Blaster](#)

### Twitter Storm

This tool is particularly useful for interacting with your followers and building relationships. Twitter storm is ideal for staging a debate, making some kind of prediction and seeing who agrees, asking for advice and feedback, as well as many other uses.

To use this tool you need to have a [Squidoo](#) account setup. If you don't have a Squidoo account, it only takes



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about 5 minutes to setup an account. Then you will simply fill in a few blanks and you will be good to go. This tool is not as effective as the other tools but it does come in handy once in awhile.

[Twitter Storm](#)



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## 5. Building Your Following The Super Fast Way

The absolute fastest way to build your twitter following is to stage a twitter competition. Matthew Magain from [sitepoint.com](http://sitepoint.com) was able to use this technique to build a following of more than 13k followers in a single week! To put that in perspective, 13k followers is more followers than CNN and The New York Times currently have.

Here is how Matthew Magain pulled this off in his own words (courtesy of [twitip.com](http://twitip.com))...

### Dangling The Carrot

Everyone loves free stuff. At SitePoint we publish around 10 books in a year (yep, of the dead-tree variety). We decided to make one of our best-selling titles available as a free PDF to anyone who followed us on Twitter within a 14-day period.

It was a somewhat risky proposition for us—it's both expensive and time-consuming to produce a high-quality book. We were therefore faced with the very real possibility that we might be giving away something of considerable value to thousands of people, only to have them un-follow us immediately afterwards (luckily, this hasn't happened!).

However, the fact that we offered a free book is only one reason our campaign has succeeded. If you're thinking of running a similar promotion, here are six tips, based on our own experience:

#### 1. Give It A Name.

Any successful marketing campaign needs to have a catchy name. Before this venture, our marketing manager had jokingly used the phrase "Twitaway" a couple of times around the office, to mean a "Twitter giveaway". We realized that this was in fact quite a catchy compound, and decided to run with it. We quickly registered the [twitaway.com](http://twitaway.com) domain, and referred to the Twitaway promotion in all marketing material that went out.

#### 2. Do Your Homework.

We hit a couple of hurdles on the first day we set our campaign live—primarily due to the fact that we weren't aware of Twitter's throttling of the number of Direct Messages you can send in a day (as you can guess, we hit our limit pretty quickly).

It is possible to get around this limitation (it requires that you submit a request to Twitter for your account to be whitelisted). If we had done our homework better, we'd have realized this before embarking on such a project. Perhaps you'll learn from our lesson, so you're not scrambling desperately to get hold of Twitter support at odd hours, requesting that your request be accelerated in the queue. Not that we would ever dream of doing such a thing...

#### 3. Have a Plan B.

We knew from the beginning that there would be visitors for whom signing up to Twitter would be a friction point. We gave these folks the option of submitting their email address instead of forcing them to sign up to Twitter—as a result, we've ended up with 60,000 email addresses as well as our 13,000 Twitter followers (and counting!)



---

#### 4. Roll Your Own.

We opted to auto-follow every one of our followers, and sent them their download link immediately after following us. Initially we made use of the third party service Tweet Later, but it became obvious early on that auto-follows and Direct Messages were getting dropped.

Luckily, we have some smart developers on the team, and they were able to throw together a custom tool based on the Twitter API that duplicated the auto-follow and Direct Message functionality in about a day. We also added the ability to send mass Direct Messages (so we could send the download link to our existing followers, as well as new ones).

We're currently running both tools—Tweet Later does the majority of the grunt work, and our custom tool steps in and picks up the crumbs whenever Tweet Later drops the ball, which gives us the added benefit of a crude form of failover.

#### 5. Plaster It Everywhere.

Once our giveaway had launched, we did everything we could to get the word out—we emailed customers who had purchased the print book or who had downloaded sample chapters from [sitepoint.com](http://sitepoint.com); we blogged about it, posted in our forum, modified our email signatures ... everything short of screaming from the rooftops (although I'm pretty sure I saw our marketing manager doing that, too!). Most importantly, our download link encouraged the recipient to help spread the word, so retweets formed a huge part of the viral momentum that gathered.

#### 6. Give It Some Iron.

There's no point inviting tens of thousands of people to visit your site if your servers aren't up to the challenge. We'd run similar giveaways in the past, and had our fair share of being slashdotted or dugg. We knew in advance to host our landing page on a scalable, fast infrastructure (read: a cloud computing service such as Amazon) so that this would be a non-issue. And it was.

#### Conclusion

Regardless of your initial follower count, it's possible to grow a large Twitter following by giving people real incentive to begin following you—such as an exclusive offer for Twitter followers. The SitePoint Twitaway reinforces the notion that Twitter is more than just a tool for attention-seeking individuals looking to forge personal relationships and discuss breaking news—it's a legitimate channel that companies can leverage to strengthen their brand, expand their customer base, and increase traffic to their web site.

Of course, once you've attracted these followers, it's up to you to keep them by delivering timely, relevant content to the Twitter feed. That part is up to you.

#### Pros of Twitter Competitions

If your goals are to simply build your following in the shortest time possible then competitions like the one outlined above can and do work. Another example of a successful twitter competition was the one recently staged by [@shoemoney](https://twitter.com/shoemoney).

Building your following by using a contest is a great way to establish social proof that you are some kind of expert. Nothing will make you seem more authoritative on twitter than having thousands upon thousands of followers.

While twitter competitions can significantly boost your following in a very short period of time, twitter competitions are not a very good long term strategy. However, this also depends on your goals and whether or not your interested in establishing a long term presence on twitter.



If, for example, you simply want to gain maximum exposure to a new software launch then a twitter competition would be a great short term way of doing this. The primary con of building a twitter following using a contest is that you will end up with a ton of followers with little interest in you or what you tweet rather than a network of very interested followers.

Whether a twitter competition is worth your time and effort ultimately depends upon your short term and long term twitter goals.

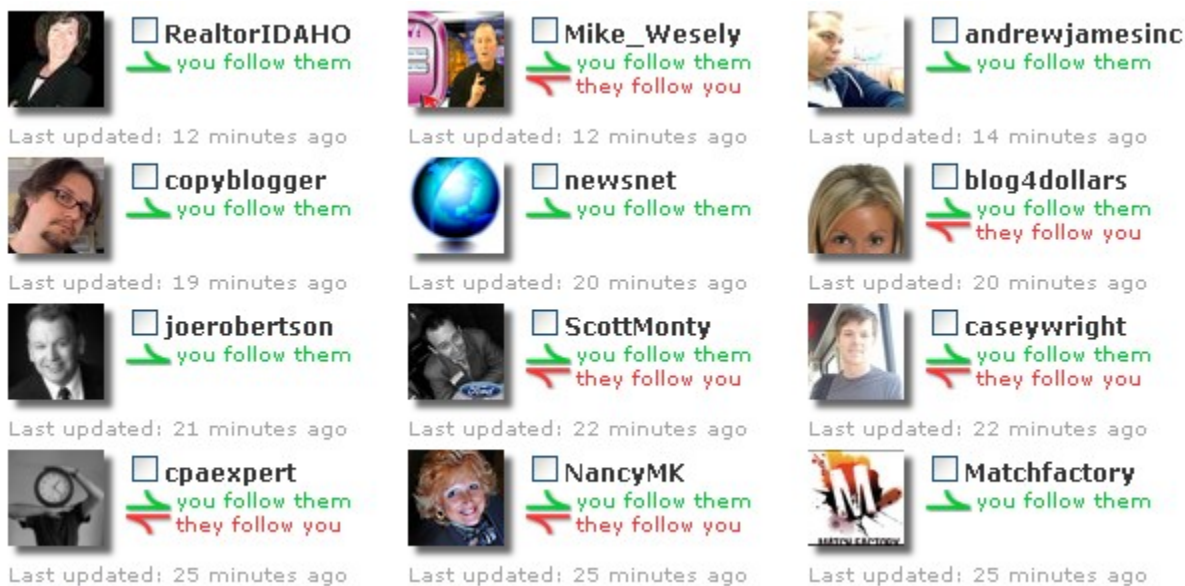
### Sorting And Filtering Your List

Unless you plan on staging a twitter contest, you will most likely be getting the bulk of your followers by following vast amounts of twitter people who might be interested in what you have to say. To recap twitter's rules, you can only follow a maximum of 2,000 people until you yourself have a following of 2,000 or more people. You can also only follow a maxium of 200 people per day.

I suggest limiting yourself to 50-100 follows a day otherwise you could be suspected of spamming. As you are only limited to 2,000 followings, you need to occasionally sift through your followings to find your 'dead weight' and purge yourself of those who are not following you back.

The best way to do this is to use [Twiter Karma](#).

With this tool you can analyze who is and who is not following you. This allows you to get rid of those people who you have followed but who are not also following you back.



Remember that you are only limited to 2k followings until you have more than 2,000 followers. What I have found to be effective is to follow a few hundred people over the course of a few days and then wait a week or so and see



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who is or is not following me. Then I use twitter karma to get rid of those people who are not also following me back, a task that only takes a few minutes to perform each week.



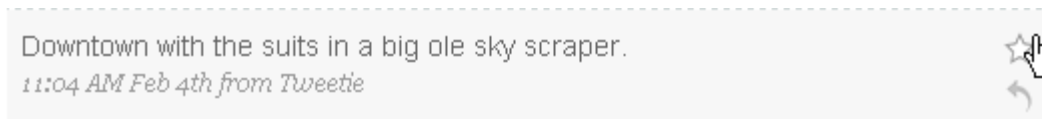
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## 6. Interacting With Your Followers

As I mentioned earlier in this report, one of the distinguishing features of twitter is that it allows you to build a personal brand or sense of authenticity with a select group of people. Interacting with your followers by responding to your @replies, asking questions, and posting mundane personal information throughout the day all help you build a sense of authenticity and trust. As Internet marketer's, authenticity and trust lead naturally to sales and traffic.

### Responding to @replies

Every time you tweet, other people can view your tweets and reply back to them by hitting the arrow in the tweet box.



If you are tweeting more than a few times per day and have more than a few dozen followers you will likely get several @replies per day. You should really try to respond to several of these replies per day per account which, as with everything twitter, will only consume a few minutes of your time.

Remember to be 'loose' with your tweets and @replies, that is, don't be serious all of the time and constantly act like an expert. Joke around with people and try be like a friend, or better yet, actually try to build meaningful relationships with your followers.

### Questions and Polls

Twitter users love to be asked questions and respond to polls, just like with blog users. Tweeting polls and asking questions a few times a week is a great way to interact with your followers *and* collect all kinds of useful information in the process.

For polls, you can either post a poll directly on your blog and then tweet a link to your blog or you can use something called [poll daddy](#). With poll daddy you can utilize their advanced polling features and nothing needs to be posted to your blog.

If you post a poll to your blog you will generate traffic that you won't likely get with poll daddy. But with poll daddy you will typically get a much higher response rate. So, if the information being collected in your poll would provide you with some valuable insight, it's probably a good idea to use poll daddy rather than posting a poll to your blog.

In addition to polls, you should post open ended questions from time to time. Twitter storm can be really helpful for gathering lots of responses to open ended questions, although just a simple tweet posted a few times with tweetlater will do the trick.

### Tweeting mundane personal information

The kinds of things that you think are not the least bit interesting to anyone are *exactly* the kinds things you should be tweeting through out the day. If you are listening to music, tweet what you are listening to. If you are playing an online game, tweet what you are playing. If you are simply surfing the internet, tweet about it. If you saw or thought of something funny, tweet about it.

For example, here is a small slice of tweets from Internet super marketer [Frank Kern](#):



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Good stuff for music lovers: <http://www.youtube.com/user...>

*12:51 PM Feb 5th from web*

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@[jasonmoffatt](#) just go to a sedation dentist. Seriously. I'm phobic like you and they're not too bad. Plus, you can get a gold tooth! Yeah!!

*11:28 AM Feb 5th from twitterrific in reply to jasonmoffatt*

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I think what we need here is simply ...MORE COW BELL.

*10:12 AM Feb 5th from twitterrific*

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@[gildam](#) needs more car chases. Maybe a Kung Fu battle or something too.

*10:11 AM Feb 5th from twitterrific in reply to gildam*

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@[treysmith](#) DOUBLE PATSY!

*10:08 AM Feb 5th from twitterrific in reply to treysmith*

If Frank Kern is doing it on twitter, chances are you should be doing it too! The more personal you get with your followers and the more emphasis you put on building relationships, the more traffic and sales you will experience. You will likely discover as I did that the more you use twitter, the more fun it becomes to use.

### **Adding a video to your profile**

As you surely know, video is a fantastic way of personalizing your websites and boosting sales and leads. [Bubbletweet](#) allows you to add a video of yourself to your twitter profile. I stumbled upon this tool while writing this report and was totally blown away by it. Bubble tweet doesn't actually insert a video into your profile. What it does is create an overlay for your profile that you can then link to on your blog or across your various social networking sites.

[Here](#) is an example of bubble tweet in action

Once the video is done playing the overlay redirects back to your main twitter profile page without the visitor ever noticing. If you already have a video greeting made, you can use bubble tweet to create an overlay in less than 2 minutes!



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## 7. Networking On Twitter To Increase Traffic

When I first started using twitter, my only focus was on getting as much continuous free traffic as I could get my hands on. But the more I tweeted the more I noticed bloggers like myself trying to get exposure to their blogs also.

I quickly realized that I could network with other bloggers in my niches and in so doing obtain crucial backlinks as well as get more content for my blog. You can even use twitter to schedule local “tweet ups” where you can network with other local business people who also savvy enough to be using twitter.

### Using Twitter to get backlinks

When you are checking your tweets from those people you are following, occasionally check out links to blogs that may be similar to yours. When you come across a professional looking blog that is similar to yours @reply or DM the person the following message:

“I really liked your blog. Would you be interested in swapping links or doing a guest post on my blog?  
[www.yourblog.com](http://www.yourblog.com)”

More often than not you will get a cheery response to this query because most twitter users who have a blog also want content and backlinks. If they are interested in doing a link swap then you can simply swap links in your blog rolls.

Always be sure to ask if you can use a keyword phrase for your backlink and in return offer them the same benefit. If they are a novice blogger you can even explain why a keyword targeted backlink is superior to a simple URL link.

### Guest blog posts

Guest blog posts are great to do and receive because you get either a link back to your site or free, useful content for your blog. If you refer a fellow twitter user to your blog and they like what they see, they will likely allow you to do multiple guest posts on their blog because they are also likewise desperate for content.

Once you do one guest post you can likely turn it into a full time gig and do several guest posts per month on one blog. Once someone has agreed to accept one of my guest blog posts I will usually send over several articles at one time and tell them that, if they are so inclined, they can post the additional articles whenever they like on their blog.

Getting lots of backlinks, doing link swaps, and having a steady supply of quality content posted to your blog is critical to your success as a niche blogger. Twitter allows you to effortlessly do all three of these things because all you really have to do is periodically send out some @replies to other twitter users.

### Getting Others To Retweet Your Tweets

This is something that I discovered totally by accident. Another twitter user who I had done a link swap with asked



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if I would retweet his blog posts and in exchange he would retweet mine. I immediately jumped on the opportunity and now I have a network of twitter users who retweet my blog posts in exchange for me retweeting theirs.

The best part is that it only takes 3-5 minutes extra per day to retweet others blog posts, I simply copy and paste the Direct Message that they send me into my tweet box. The more followers you have the easier it is to develop retweeting relationships. The first few days or weeks that you are on twitter you should really just focus on building your following, but as your following grows to more than a few hundred you can easily develop several retweeting relationships.

**Helpful hint:** If the person whose blog posts you are retweeting is not using a link shortening service, then use [Twit Pwr](#) to generate their blog URL. That way you can build your point score and get extra twit pwr exposure at the same time.

### “Tweet Ups”

A tweet up is where you network with other twitter users by inviting them to meet up with you at some local location. If you live in a major metropolitan area, the chances are very good that there are quite a few twitter users in your backyard. Because twitter is currently a tool for the web savvy, the average twitter user tends to be an educated professional.

To organize a tweet up, schedule a meeting a week in advance and start tweeting about the event a few times a day every day in the week leading up to the event including the day of the event. That's all there really is to it. You might be surprised at what kind of useful, local twitter users you can meet by organizing a tweet up.



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## 8. “Tweettastic” Twitter Tools

Here's a recap of some of the great twitter tools and services mentioned in this report as well as some really cool ones that I didn't get the chance to mention:

[Twitter Friend Adder](#) – A paid tool that automatically follows other people for you on twitter

[Twitter Search](#) - Allows you to search by keyword all tweets published within the last few days

[Tweetlater](#) - Twitter “super” tool that you have to be a fool not to use.

[Twitterhints.com](#) – Offers a free report on how to ethically obtain targeted traffic from twitter

[Twitpwr](#) – Allows you to shorten your URL's and get extra bonus traffic to your blog

[Twitterfeed](#) – Once setup will automatically tweet all of your latest blog posts to your various twitter accounts

[Twitter Grader](#) – Measures the power of your twitter profile and gives you a grade that you can then retweet

**[Viraltweets](#) – Allows you to turn individual tweets into viral machines that can generate huge amounts of traffic**

[Twitter Blaster](#) – Allows you to build an email list by using the viral power of twitter

[Twitter Storm](#) – Allows you to create a viral squidoo page through twitter

[Twitip.com](#) – Awesome blog that is totally devoted to twitter marketing, communication, and promotion

[Twit Pic](#) – Allows you to share pictures on twitter

[Twitter Karma](#) – Allows you to analyze who you are following and who is following you and remove those who are not following back

[Poll daddy](#) – Allows you an interactive poll that you post right to twitter for maximum response

[Snitter](#) – A very cool desktop client that allows you to tweet and reply to tweets right from your desktop. This also has some very cool features built in as well

