

## Twitter for Businesses



The first step is to set up a Twitter profile for your business. Even if you have a personal Twitter account, it's a good idea to create another one for your business. This way you can separate your personal and business interests.

Even if you are just a one-person shop, it's a good idea to have a separate business Twitter account.

When choosing your account name or "handle", consider that this is part of branding your business.

Twitter will use your account name as the extension of the Twitter.com URL, so if you set up an account name/handle like -- "JoeMortgageCA", your Twitter URL will be -- [www.twitter.com/JoeMortgageCA](https://twitter.com/JoeMortgageCA).

Also note that Twitter allows you to change or modify your account name any time, so don't get too caught up on this step.

Create a new Twitter account by going to the link below:

<https://twitter.com/account/new?lang=en>



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Once you've setup your account, it's important to customize all the available areas. You can customize the main photo, your profile page's header image and background.

Make sure all these images match your brand. Then fill out the areas that give more information about your business, location, website and bio.



Twitter is one of the most popular social media websites. While not as popular as Facebook, there is still a substantial amount of traffic and people who access it everyday. 23% of people in the US use it daily and 60% use it weekly.



# Twitter Terminology

To get familiar with Twitter and what it can do for your business, it's important to understand the basics -- what makes Twitter tick, and how it's different from other social media websites.



Here's a listing for Twitter Terminology that you'll want to get familiar with:

- **Tweet** - a tweet is essentially a message on Twitter. This is the foundation of what Twitter is all about. People come to Twitter to tweet or read tweets. Tweets are limit to only 140 characters, and you can include a link or image. When creating a tweet, it's crucial to make your point concisely since your tweets are limited to 140 characters.
- **Retweet** - retweeting is basically sharing a tweet. When someone retweets your tweet, they're sharing it with their following. Retweeting is a goal for all your tweets since this a great way to increase exposure for your business.

Also, retweet anyone else's tweets you find interesting. Not only could that tweet be appreciated by your followers, but it might get the attention of the original person who tweeted and they will be more likely to return the favor.



# Twitter Terminology

- **Feed** - your Twitter feed is where you will find a continuously updated list of tweets and all other updates. It is the main page where you can go to see what's been happening on Twitter.
- **@** - when you want to address a particular Twitter account, place a "@" sign before their account name. So if you want to mention a particular Twitter user in a tweet, you want include the "@" sign before their Twitter name along with your message. They will get an alert when you do so.
- **Hashtag** - the hashtag symbol, "#", is added to a tweet when someone wants to emphasize a specific word or phrase. People on Twitter also search by hashtags, so if you hashtag your posts, there is a chance that someone searching that hashtag might find your tweet.

Think: keywords, similar to SEO. What keywords would you like your tweet to be found for if someone were searching?

For example, if you use a hashtag like #mortgage, and someone searches "mortgage" there is chance of you being found. It's a great strategy to use hashtags within your posts to potentially get more exposure for your tweets and business.



# How-To-Tweet

When using Twitter for your marketing, it's imperative to understand how successful business have used it to generate more business.

- **Why Do People Use Twitter?** – Twitter is like a rolling news stream, where people and companies are constantly sending updates. People come to Twitter to see what's been going in the world of Twitter accounts they are following. When you are using Twitter for business, keep that idea in mind. You want your tweets to be specific to your business, industry, and areas of expertise.

For example, if rates are going down, this would be a good tweet to share. Or say you have a new loan program available to help first time homebuyers with their down payment... that's an excellent update to share with your followers.

When tweeting, remember to include a link to your landing page or Funnel!

You want to generate business from your Twitter efforts, and integrating your lead capture tools will help convert potential clients reading your tweets into tangible, qualified leads.

- **Making The Right Connections** - one of the best ways to get familiar with how to use Twitter successfully, and also build up your own Twitter following, is to ride the coattails of influencers in your industry.

Find industry experts that have a large following and start following them. Once you've started following a several, Twitter will learn more about your interests and will suggest more similar accounts to follow.



# How-To-Tweet

The idea here is get these influencers to notice you and take a liking to your business. This way, they could like your tweets, and retweet/share them with their following, helping you grow your following and build connections. To get noticed by influencers, take these steps:

- **Tweet @ Them** - when you find your industry influencers, tweet at them, whenever they make a post that you find interesting or valuable, thank them for it.
- **Retweet Them** - when these influencers tweet something that you find interesting or valuable, retweet it. In many cases, they will notice you doing this, and in turn they will notice you. Also, it will bring value to your own followers.
- **Use Their Hashtags** - look at what hashtags they are using and use them in your own posts to get more traction for your tweets. Chances are they are popular hashtags, and if potential clients are searching that hashtag, your tweets will also be found in those searches.
- **Twitter Chats** – these are group discussions where Twitter users meet to discuss certain topics. They are set at prearranged times and have a designated hashtag, which is how you could find one.

These are a great way to network with other like-minded Twitter users and build up your following. They can also help fast track building up your brand as an industry expert. You can find scheduled chats by going to this link:

<http://tweetreports.com/twitter-chat-schedule/>



# Conclusion

Twitter is an excellent place for you to build up your brand and grow your business. The key is to understand what Twitter can and can't do for you.

Twitter is not going to be a place that will drive a ton of traffic to you when compared to other marketing tactics, but what it can do is get you in front of more people, and really build up your reputation as an industry expert.

To book a marketing consultation on this topic (or other), go to:

[www.leadPops.com/consult](http://www.leadPops.com/consult)

Keep in mind, expert marketing consultations are included FREE with your Funnels Membership.

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