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# To Tweet Or Not To Tweet

Deciding If Twitter Is Right For Your Business

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**BY JAIME ALMOND**

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# To Tweet Or Not To Tweet

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*“Twitter is a serendipity engine for the web, and maybe there’s a story in understanding that power. There might not always be profit, at least not in the business sense, but maybe there’s a lot more wealth in these hidden kingdoms than what you’re thinking about right away.” - Chris Brogan.*

### Introduction

The intention of this report is to help you determine if Twitter is a viable tool you can use to grow your business. You will discover 13 ways companies are using the social networking site to build relationships with prospects, customers and industry associates. At the end of the report, you will take a simple quiz. Your answers will determine if Twitter is right for you.

### What is Twitter?

Twitter is a social networking and micro-blogging platform where users “tweet” messages that are 140 characters or less. It’s a rapid way of sharing and receiving information with people you might not have access to otherwise. You have the ability to search for people and follow them, often causing them to follow you back. Your tweets are received by people following your account and can easily be shared with others (called retweets), becoming viral in nature.

Twitter is a relatively new social media platform that is growing in popularity every day. In fact, Twitter grew in users by over 1300% between February 2008 and 2009. It’s currently growing faster than Facebook, making it a serious social and business platform.

Many businesses are using Twitter creatively and finding it’s a great way to help establish them as experts in the marketplace, connect with potential prospects and sell more of their products or services.

# 13 Ways You Can Use Twitter for Your Business

While some businesses are riding the wave of Twitter popularity and having great success and opportunities created by the social media platform, others struggle to determine how to use Twitter to benefit their business. In fact, 60% of Twitter account holders stop using Twitter after the first month and many people report that they just aren't sure how to use it properly.

When embarking on the journey to Twitter success, it's important to establish upfront why you are using it and have a solid strategy to work from. This will help you to sort through the mass of information and focus on what is important to your business and interesting to your followers.

Since Twitter is a relatively new medium, many businesses are developing creative ways to use it. Here are 13 ways you could use Twitter for your business:

## 1. Branding

Twitter can help you establish a social networking brand for your business. Since Twitter is still in the early adoption phase, establishing an active profile can set you apart from your competition. With an effective tweet strategy, you can brand your business as personable, approachable, helpful and interesting.

## 2. Lead Generation and New Customer Prospecting

Using keywords that are relevant to your target market and Twitter search, you can find and follow people who may be interested in building a relationship with you and your business. There are a number of programs – both free and paid – that can automate this process, helping you grow your followers while you concentrate on keeping them with quality tweets.

## 3. Market Research

The options for market research on Twitter are limitless. Information about what your prospects are doing and what is

happening in the marketplace is available in real time, allowing you to stay up-to-date with trends. By engaging your Twitter following in 2-way conversations, you can learn a lot about what they like and dislike about your products and services and how to improve.

#### **4. Finding and Connecting with People**

Whether you are looking for employees, service providers, market leaders, mentors or to connect directly with company decision makers, Twitter gives you easy access to people you would never have been able to access in the past.

#### **5. Getting Traffic for Your Website**

Many people set up their website or blog to tweet automatically when a new article or information is posted. Followers will retweet this information if it is valuable or useful in nature.

#### **6. Sending and Receiving News Updates**

Since Twitter has real time updates, it's a great place to share and receive news. In fact, journalists and the general public often hear about breaking news on Twitter. You can use Twitter to keep your following up to date on the latest news in your industry or in your business.

#### **7. Connecting with Leaders in Your Market**

By following leaders in your market, you open the opportunity to start or participate in conversations with them. Since most people are on Twitter to engage with others, this often creates an openness that might not be available to you otherwise.

#### **8. Forming Strategic Alliances**

You have the opportunity to find businesses that offer complimentary products or services and create alliances to help each other reach more customers. Twitter is a great way to start relationships.

## **9. Researching and Analysis of Competitors**

When you follow your competitors, you can keep up with what they are doing and how they are doing it. You can even follow their followers, giving you direct access to their customers, associates and friends!

## **10. General Networking**

Twitter is ultimately a social network, so there's lots of opportunity to network and make new friends in your areas of interest.

## **11. Support and Feedback**

By searching for your company name or Twitter account, you can see what people are saying about your business. If something has gone wrong, you have the opportunity to fix the problem and turn around the negative experience with your company.

## **12. Event Marketing and Live Coverage of Events**

If you run events, you can set up a hashtag (#) to identify it. Participants, speakers and organizers are then able to communicate about the event before or even during the event. This is very popular with Internet run events such as Webinars and Teleseminars and has also started to gain popularity with offline events.

## **13. Boosting Popularity for Articles and Submissions**

On some article directories or submission sites such as Digg, the more popular your article, the more exposure it will get. By asking your followers to vote on your articles on other sites, you can reach expanded readership. Twitter is a fast way to get votes.

## **What It Takes**

Once you have established the ways you can use Twitter, you will need to commit to the following 5 steps:

### **1. Creating a Twitter Marketing Plan**

Like anything in business, without a plan, you have no direction and nothing to measure your success. Having a solid plan and strategy is the key to success with Twitter.

### **2. Setting up your Twitter Account**

You need to register and configure your account. Since you want people to find you, it's important to include appropriate keywords in your profile and your website. Updating your profile colours and background is an important step to establishing your credibility.

### **3. Planning Your Tweets**

The easiest way to keep on top of tweeting is to plan a percentage of your tweets in advance and put them into a tool that will send them out at a scheduled time. Then if you get busy, you won't feel pressured to come up with interesting tweets, because time got away from you and you haven't tweeted anything in a week.

### **4. Building Your Following**

Unless you are a celebrity, building your following requires regular action on your part. You can get software that will search by keywords and automatically follow people who are of interest to you, causing many of them to follow you back.

### **5. Taking Time Each Day to Interact with Your Followers**

Ultimately, Twitter is a social network. While you can automate some things, the personal connection is what makes it so powerful. Unless you make a little time each day to engage others in conversation, you will only see limited success with Twitter.

## Is Twitter Right for Your Business?

Just because it seems like everyone is using Twitter, doesn't mean it's right for your business. Before starting on any marketing activities, it's important to examine strategically whether the investment of time, resources and money is sound and will have a return on investment.

Start by answering the following 3 questions:

1. **Is your target market likely to be on Twitter now or in the immediate future?**
2. **Are there other valuable relationships you can build on Twitter that will create business or opportunities for you?**
3. **Are you willing to commit to learning Twitter and time on a regular basis to keep your Twitter profile active and engaging?**

If you answered *no* to any of these questions, Twitter may not be right for you at this time. You may want to re-evaluate in a month to see if your answers change.

## If You Answered Yes ...

Join Toronto Top Tweeter and Award Winning Copywriter, Rachel Foster and Jaime Almond, Internet Strategist & Coach for a special Toronto workshop, "**Network Your Way to More Business Using Twitter.**"

You will discover how to get maximum results from the time you spend tweeting. You will also learn how to create a simple strategy that can allow you to grow your business using Twitter – in as little as 20 minutes per day.

**For more information and to take advantage of the early bird discount, register now at:**

<http://www.twitterbusinessblueprint.com>

## About The Author

**Jaime Almond** is a Internet Strategist & Coach who empowers entrepreneurs to overcome challenges in their marketing or technology so they can use the Internet to build quality relationships and attract more clients.

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