

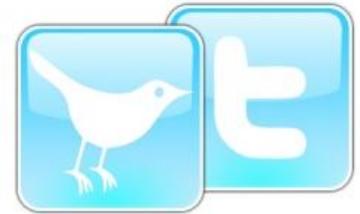
# Using Twitter for Social Marketing

## How Twitter Can Help You Succeed In Social Marketing

Source: <http://www.squidoo.com/Social-Marketing-3>

Twitter has become tremendously popular for many different types of people in a very short period of time and its popularity shows no sign of slowing down any time soon. For Social Marketers Twitter's popularity offers a significant opportunity to reach hundreds if not thousands of prospects with a single "Tweet." If you want to learn how to effectively put Twitter's power to work for you to meet your Social Marketing objectives and generate the kind of income you are looking for, read on.

First of all, you need to make your homepage look attractive and professional to your followers. Be careful not to make it look too much like an advertisement since this may give prospects the impression that all you are trying to do is sell something. Keep in mind that your primary objective should still be to provide value. To design your own Twitter background for free, check out [twitbacks](#) and make sure you add a photo of yourself to give your prospect an idea of who they are dealing with. Also add your contact info so that your prospects will have additional ways to contact you.



As you build your list of followers the proper Twitter etiquette dictates that you should also follow your followers. However, in order to keep this list manageable, consider following only those who you think are interesting and will add value to what you are trying to accomplish. If you follow too many people, you will have a hard time keeping track of all of the tweets and you may miss a lot of what is being posted. Remember to thank those who start following you and consider using [Tweet Later](#) which will allow you to automatically send welcome direct messages to new followers as well as schedule tweets and automate following those who follow you.

Of course , what you tweet will help determine how many followers you will be able to retain, so make sure you provide value in your tweets and try to refrain from sharing things like what you ate for lunch. An example of adding value might be to share a link to online content that adds to a conversation that may currently be taking place. Share your own links when applicable but also try to share links to sites other than your own so that it doesn't look like you are only trying to promote yourself. Also make sure you post regularly to make sure that your followers really get the opportunity to know you and that you have an active presence on Twitter. Try to mix in some personal information so that your followers will have the opportunity to get to know you, which will help to build trust. As you read through the conversations taking place on twitter, take the opportunity to start your own conversations using the "@" command followed by the follower's username, which will direct your tweet at that user. Don't be afraid to jump into conversations and ask questions or provide answers to questions and provide feedback. Also take the time to respond to those who have tweeted you but take care not to spam your users with unwanted solicitations.

Finally, promote your twitter name by posting a link to your twitter profile in your e-mails, on your business cards, on your blog, and other social sites, such as Facebook. You may also want to try using [Twitter Search](#) to see who is talking about you and what they are saying. If you see a conversation that mentions you, take the opportunity to jump into the conversation.

If you would like to learn more about using Twitter to build your list of leads and how to use it to generate new, sizeable streams of income just visit the [Renegade MLM Expert Blog](#) to sign up for FREE additional training.