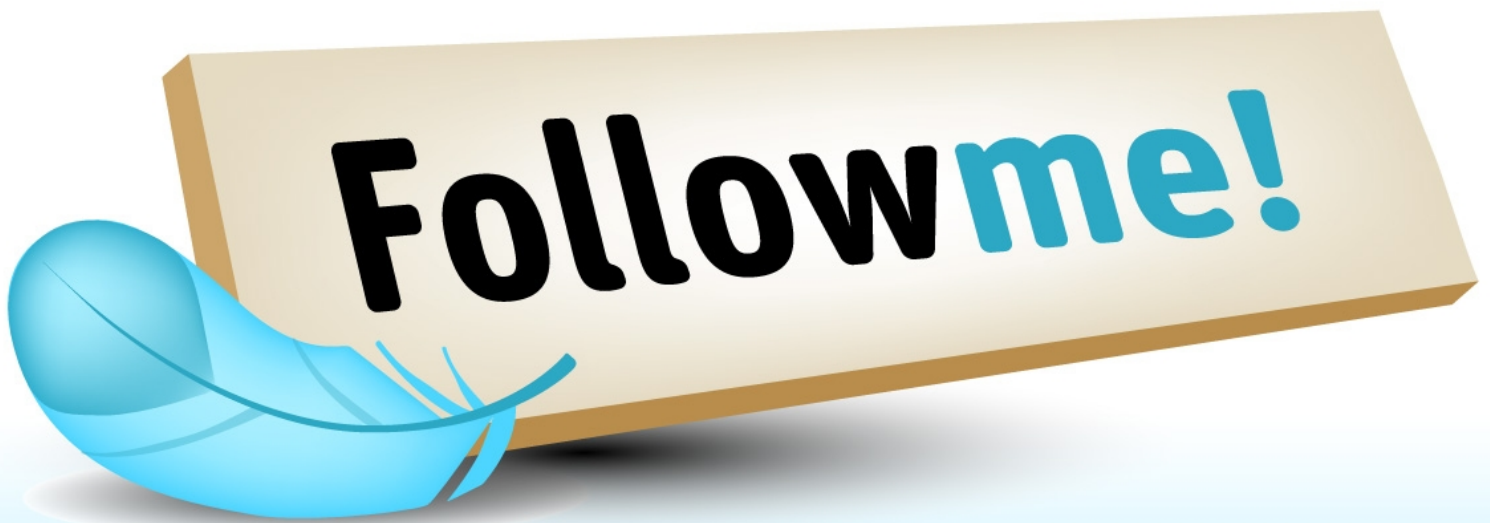




# twitter

## *Marketing Guide*



How To Use Twitter  
As A Marketing Tool

# **TWITTER MARKETING GUIDE**

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## Introduction

Twitter now holds third place behind Facebook and MySpace among the top 25 Social Networking sites, with 54,218,731 monthly visits, (completely overtaking MySpace in the process), according to Compete. ComScore's own study showed Twitter traffic increased up to 700% in the twelve months preceding its study. Functioning Form quotes 44.5 million unique visitors worldwide in June, 2009. Since Twitter use is multiplying daily, it's only common sense to consider Twitter as a crucial part of your marketing strategy.

But using Twitter as a marketing tool doesn't just mean slapping up links to your product and tweeting them (in fact, if that's your *only* Twitter marketing strategy, it's virtually guaranteed you'll fail miserably!) Instead, take advantage of the way Twitter allows you to diversify your marketing in a number of methods; some of them overt, some "behind the scenes".

It's also important to understand why – and how – Twitter works... and what is making it so successful; the hidden qualities that fooled so many "experts" busy nay-saying it last year.

1. It operates immediately, in "real-time". Even people on dialup can post a tweet pretty quickly (compared to the interminable steps to get to the point of posting on Facebook).

2. Participants actually drive the ship. It's **personal choice-based**, rather than solicitation based
3. It's 140 character limit and micro-blogging format make it sync perfectly with the modern "no time to breathe" mindsets and lifestyles
4. It's all about **communication** and **connection**.

All these factors can be used to your advantage when you plan your Twitter marketing strategy. But above all, **never lose sight of #4**: Get that right, and you've got a Twitter presence that people will (pardon the pun) flock to!

There are two key elements to Twitter Marketing: the way you approach it, and the tools you use.

Let's start with how to approach making your Twitter presence a powerful marketing aid...

## How To Do It

Twitter can help you:

- Find more clients
- Stay on top of trends
- Clue you in quickly to breaking news
- Do focused networking
- Discover the latest Twitter marketing tools and tips
- Establish your brand
- Drive traffic to your articles, blog(s) and website(s)

And it will do all this as long as you remember the social interaction component is a vital key. ([Jeremiah Owyang](#) shrewdly calls Twitter “a next-generation instant messaging tool”.)

You see, one of Twitter’s biggest secrets – and it’s as plain as the good old proverbial nose, there’s no excuse for not catching this one – lies in the fact that *everyone is so busy tweeting, they often forget to respond*.

And that’s inexplicable.

Thus an industry expert may have 2,237 followers, as you'd expect... but if you're the only one who responds to his post about getting up into the mountains that weekend, you have a much better than average chance he'll feel pleased enough to actually comment back (which probably wouldn't happen in the "real world", in a month of Sundays). A few interchanges like that, while he stares at your profile photo (and that's absolutely **Rule # 1** – upload an *actual photo of your face*) and he'll know exactly who you are. Your face will likely be stamped indelibly in his mind's eye.

If you wrote him an unsolicited email, he wouldn't know you from Adam. There'd be no face to put to the name – and you'd be right down there with Spammers in his "delete" queue.

## Check Your User Profile Passes The Test

So *Numero Uno* – follow these tried and true guidelines, when setting up your business profile.

1. Upload a professional headshot of yourself for your profile picture, if you want to make any sort of personal connection at all. Sure, don't be afraid to let your personality in the photo – but if you're into selling stocks and bonds, do you *really* want potential clients and business venture partners to stare at a photo of you in a sombrero with little teddy bears hanging all round it? (Mind you, if you're selling Joe's Pre-

Owned Fine Motor Vehicles in Baja, California, that hat might be just the ticket.)

2. You'll be allowed 160 characters to write a small bio of yourself, for your profile. This is the perfect opportunity to hone that one-sentence "elevator speech", explaining what you can offer your target market. Only now you have to also think of (a) potential joint venture partners or mentors (b) people who will mutually find you fun to hang out with. (Think of it as a "Mission Statement" for Twitter.)
3. Then – and this is a REALLY crucial step – when you've said what you want to say **professionally**, go back over it and make sure your bio feel more **personal** than business
4. This might seem rather obvious, but remember to put the URL to one of your websites or blogs into your profile. (*Not* doing so makes Twittering largely a waste of your time!)
5. USE KEYWORDS in your bio! (And even in your username, if you can do it naturally.) Everything should fit the image/persona you want to reveal, which will, I hope, also be at least an honest, strong facet of the Real You. Your **logo** (if you use one), your profile page **colors**, your **profile photo** – all should reinforce your Mission Statement.



6. DO make your Mission Statement part of your Twitter core values.

And if you haven't yet created a Mission Statement, now's a great time to do it! (A "Mission Statement" is just a simple explanation – sort of like your 'elevator speech' – stating what you or your company is all about. It can refer to the products you produce (*"My mission in life is make solid door handles that never break and look great forever!"*) – or it can touch on deeper levels of what drives you: For example, stating your core values. (*"My Emergency Nighttime Caregiver Relief service helps me give back to the community through creating trust and transparency by always providing reliable, caring service."*)

7. Concentrate on following people **who fit naturally** with you and your interests. While it's a really good idea to follow people who first follow you, be discerning: Don't follow anyone who hits you with a long link of nothing but hard-sell offer links – or someone who has 7693 people he's following, but only 43 followers. (Why? In a word, "spam"!)
8. If someone really doesn't fit, don't hesitate to unfollow them by going to their profile and clicking on the ticked "Following" button. They won't know you've done it (unless you "Block" them instead, and they actually value enough to realize one day they can't see your tweets any more.)

Once you realize you can **follow** or **unfollow** friends, the next logical step is **grouping** them. And from grouping, it's a short step to analyzing.

## Creating Groups On Twitter

[Twitter Groups](#) – This application allows you to tag each person as they follow you, and consign them to a group. You can then send a message to the group, without having to Tweet (or omit!) individuals in that common area of interest. (It's a great way to Tweet your list!)

Along with keeping track of your different segments, you need to analyze:

- Trends
- Data
- Tweeter behavior
- Effectiveness and click-through rates of your tweets
- Effectiveness and click-through rates of your keywords
- Market segment attracted to your Twitter presence

(This is somewhat different from grouping your actual different Twitter accounts using an application like HootSuite, but we'll get to that shortly.)

Don't neglect this important part of your Twitter marketing strategy.

## **Twitter SEO**

There are several ways you can up your SEO for Twitter. They include:

### ***Forums***

Include your Twitter link with your signature, if the forum allows for it (and it's not against the rules, of course).

### ***Blogs***

Ditto with your signature on blog posts. And ditto with checking the blog rules.

### ***Directories***

Just as you would submit your website to online directories, do submit your Twitter link in appropriate Twitter directories. Most of the directories out there are more about Twitter clients and applications, but there are a few good, solid ones to help with your SEO efforts.

Here are 6 popular directories you might wish to start with...

<a href="#">EzineArticles Twitter Directory</a>	The way to get listed here? Set up your EzineArticles account to automatically post your new, approved articles to your Twitter profile
<a href="#">Just Tweet It</a>	Not the biggest directory, but easy to use and access. Sort of “grassroots”. You use WordPress to add easily add yourself, and decide what category you wish to appear in. I predict it will get bigger. The best part for marketers new to Twitter? It doesn’t rank you by number of Followers
<a href="#">Topsy</a>	Subsidiary directory for Ezine Articles authors. You can get yourself listed on Topsy, but to do this, you have to set up your EzineArticles account to automatically post your new, approved articles to your Twitter profile, as above
<a href="#">Twellow</a>	Twitter yellow pages. Users can search by name, bio, category or location. Downside? Over 800,000 Twits in the database. Plus it does

	not automatically update your profile. Filter by # of follows, recent activity or verified user.
<a href="#">TwitR</a>	This one's a "must". Slick, fast, professional. It wastes no time in displaying your photo, bio, website and Twitter links, # of Followers, and latest tweet. Great use of hashtags.
<a href="#">WeFollow</a>	I don't use this one myself, but it's one of the top 10,000 sites in the world, according to Alexa.

## Tweeting Effectively: More Tools That Help

Before we ever get to stats analysis, here is my personal recommendation for basic "must-have" organizational tools, to keep your marketing efforts efficient...

<a href="#">bit.ly</a>	Incredibly fast URL shortener to help you keep your tweets as short as possible. And if you're using Firefox, you can drag a button directly to it up onto your toolbar. Even though I use Hoot Suite to enjoy the <b>time-saving</b> and <b>organization</b> benefits
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	all of its other fabulous features, <i>I still use Bit.ly to shorten my URLs</i> (Hoot Suite has delay problems).
<a href="#">BubbleTweet</a>	Lets you post a short video "bubble" that opens in a pop up from your profile – how's that for boosting your web presence? (Works like a dream, too.) At time of writing, this app was running second (behind TwitPic) on Dean Hunts "Best Application" blog contest.
<a href="#">Future Tweets</a>	Automatic Tweet scheduler, rather like WordPress' ability to pre-schedule posts.
<a href="#">HootSuite</a>	If you have multiple Twitter accounts, this is the ultimate too for you! In addition to managing multiple accounts, this <b>free</b> service also allows you to track or shorten keywords, create groups and schedule tweets in advance. You can also organize Twitter streams, send pings and integrate Google Adsense into your Hoot-Suite-shortened URLs.
<a href="#">Tweepler</a>	Ever been annoyed by having to

	visit every new follower's profile, before you decide to block or unfollow them, or follow them back? Tweeper allows you to instantly see relevant stats on them. Can save a lot of time, if you're constantly fielding follow notifications
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<a href="#">TweetDeck</a>	Highly popular app that allows you to visually organize Twitter users into different desktop categories.
<a href="#">Tweet-U-Later</a>	Schedule tweets 1 minute or 1 year in the future. Recurring message feature by the day, week, month or year so complete advertising programs can be planned in advance. Access via web browser or via your unique securely encoded email address. Full functionality is free.
<a href="#">TwitPic</a>	An incredibly easy, fast way to share photographs. And when your follower comments on one in your blog (if that's where you're linking to), the comment will also appear in your timeline as a tweet.





## Twitter Analytics And Tracking Tools

Your most effective Twitter analysis strategy involves combining more than one application. That being said, there are a number of handy tools available:

<a href="#">cli.gs</a>	Useful for tracking click rates re: shortened URLs
<a href="#">TweetEffect</a>	Matches tweet timeline with gain/lose followers timeline to determine which tweet made you lose or gain followers. You should be aware that a tweet alone might not be what lost or gained a follower – but it’s interesting, nonetheless.
<a href="#">Tweetburner</a>	Helps you track your tweets – and links. (Does shorten URLs).
<a href="#">Tweetscan</a>	Sends you an email alert, when your keywords are mentioned on Twitter. (NB: Can be very annoying, if they’re mentioned a lot. Only you can decide if this is worthwhile.) No spam, no ads, and you can turn it off at any time. 14 day free trial; after that, \$20/year.

## [Tweetstats](#)



Shows Twitter user tweeting patters.

Presents Twitter activity data in visually easy-to-grasp graphs. Has

Tweet Timeline that shows month-by-month total tweets since you joined Twitter

Also shows:

- Total tweets by day
- Total tweets by hour
- hourly Twitter action over 7-day period
- Top 10 persons you've replied to
- Top 10 clients used to access Twitter
- Tweet Cloud allows you to see which popular words you used in your own tweets (as well as a Hashcloud, if you've used hashtags)

<a href="#">TweetVolume</a>	A search tool that allows you to see how frequently a name (person, product, API, <i>et cetera</i> ) is referred to in Tweets.
<a href="#">Twitalyzer</a>	<p>Easiest Stats/Analysis app - provides activities analysis of any Twitter user,</p> <ul style="list-style-type: none"><li><b>(a)</b> Influence score - your popularity</li><li><b>(b)</b> signal-to-noise ratio</li><li><b>(c)</b> how many times you 'retweet'</li><li><b>(d)</b> velocity – how often you update</li><li><b>(e)</b> clout – how many cites you get in other people's tweets.</li></ul> <p>Its time-based Analysis of Twitter Usage produces a graphical representation of progression on various measures. Speed of analysis is dependent on the size of your Followed and Followers lists. It's simple to use – as the picture says, just enter your Twitter username and click "Twitalyze". It doesn't provide heavy-duty stats... but its main attraction lies in being able to spark</p>

	ideas
<a href="#">Twitter Connections</a>	Allows you to see which app sites have direct access to your Twitter account (mostly apps like Bit.ly, Twitermeme)

## Marketing And Promotion Tools

Next, we move beyond the stats and into tools that directly benefit your marketing efforts...

<a href="#">Twitter Safe</a>	One-click back up that restores your list, if it's ever compromised for some reason
<a href="#">Twit This</a>	A popular application that allows visitors to your website or blog to instantly post Twitter messages about you or your business. Insert the TwitThis button on your website/blog pages along with the instructions and coding that TwitThis provides on their site. (Many people get great testimonials this way.)
<a href="#">Woot.com</a>	Reach your followers instantly with hot news tips and things they may

	need to know
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Additional tips and strategies you can employ to boost your Twitter marketing:

1. Run both a **business** and **personal Twitter account**. This allows you to invite people you have built relationships with to join your personal “inner circle”, thus strengthening those relationships even more (as well as allowing you to discuss subjects too specialized or not quite right for a more public forum).
2. Set it up so that tweets that contain links to your blog posts automatically turn into comments on your blog, and vice versa. (Don’t forget to point out that your tweeters will get “double exposure”).

## Affiliate Marketing On Twitter?

There seems to be strong opinions on both sides of the fence. An October 2008 post by blogging megastar Darren Rowse on [ProBlogger](#) used Joel Comm as an example of someone who tried to get his affiliates to post automated links, and received a lot of criticism for it.

No matter which side of the fence you prefer to straddle, take note of the fact that the subject of Twitter affiliate marketing itself garnered a whopping 131 comments, with one commenter intelligently questioning whether spamming Twitter with unsolicited sales requests violated Anti Spam laws.

The best way to handle affiliate marketing on Twitter?

- If you *must* do it, don't repeat-tweet verbatim from the person whose product you're promoting
- Do write a personal recommendation in your own words
- Consider saying up front "I'm an affiliate for..." If your affiliate link is provided as a genuine personal recommendation, you are less likely to annoy people into blocking you or unfollowing
- Remember – Twitter is about **building relationships**. Not pimping products.

## Twitter And Adsense

There's been talk for quite a while now about incorporating Adsense into Twitter. [Hoot Suite](#) does have integrated Adsense.

Now Google has launched [Adsense Twitter](#), but don't get too excited. It's basically just Google's Twitter Account, giving you news about everything they're doing with Adsense.

(An example: One of the links on Google's Adsense News account offers a chance for AdSense publishers to participate in an [eMail interview](#) (and receive \$50 in Adsense credits). (This offer remains open till 12/31/2009.)

## Create A Twitter Twestival

Ever taken part in a [Twestival](#)? In case you don't know, Twestivals are: "Global events organized \*by\* twitterers \*for\* twitterers. Connecting amazing people offline for a great cause", according to Twitter itself. In other words, Twestivals are fundraisers for worthy causes involving not-for-profit and non-profit agencies.

If the idea of organizing an offline event locally excites and doesn't daunt you, consider creating one for your pet cause and promoting it through Twitter.

It won't directly add to your own piggy bank – but a big part of marketing with ethics (and being a fulfilled human being) consists of "paying it forward".

## Twitter Marketing Mistakes

1. **No profile photo** (or one that doesn't jive with the persona you want to showcase).

Good (Proven click-through rates)	Bad (Low click-through rates)



<ul style="list-style-type: none"><li>• Professional or approachable headshot</li><li>• Friendly shot of you with your pet</li></ul>	<ul style="list-style-type: none"><li>• No photo at all</li><li>• Cute avatar (cartoon character, pointing finger, flower, etc.)</li></ul>
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(Of course, if you were a cartoonist or illustrator, the “no cartoon character” might not apply.)

2. **Following 2873 people – with only a handful of** auto-follows following you back. Any experienced Twitter user looking at your profile would shudder and click away on the spot, thinking: “*Ugh! A spammer!*”
3. **Automating Twitter functions.** There’s absolutely no place for Auto-anything on Twitter – and according to many articles on the net, nothing can be as damaging!
4. **Having a “selling” link every 5 tweets (or less!)** Remember that the social part is a huge component of Twitter. Yes, it *is* about networking – but too much hard-sell will drive people away.
5. **Spamming.** Look at the definition for spam: “Unsolicited bulk advertising”. And what are all those unrelenting links after links some marketers bombard you with? Let’s call a spade `a spade’ here: It’s spam, plain and simple. (I just unfollowed a marketer like this right this minute, which sparked this very point here.)

6. **Bombarding people with messages** – period! No one likes a Space Hog. If there are 24 tweets from you, bumping out the other people they're interested in, your followers will soon unfollow. (It makes you look really, really egotistical and/or really, really boring.)

The bottom line? Remember that Twitter is **first and foremost about building relationships**. Don't do anything that takes advantage of that function and destroys trust.

But *do* remember to **use it for your marketing research, networking** – and **fun**.

There are 2 more tools I'd like to mention that can boost your Tweeting success... by helping you naturally attract people you'll find it easy to engage with, or help you capture fleeting thoughts and turn them into real-time Tweets.

I'm including them here in case you're not familiar with them already...

<a href="#">Twitter by Voice</a>	Ever think of the perfect Tweet while driving, only to have it go out of your head later? Well, this app lets you speak your thought, and it gets automatically converted into a Tweet. Providing you have Bluetooth technology, this makes Tweeting on the run almost safe.
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	Well, okay: a lot safer than texting your Tweet.
<a href="http://twibes.com">twibes.com</a>	Enter keywords for your target market users to find like-minded people. Follow a few – and hopefully they'll follow you back! TIP: Twibes even gives you a list of what's hot right now!

## Twitter Tidbits

What Twitter client do you use for reading or accessing your Twitter account? And is it important?

According to [Matisse's Glossary of Internet Terms](#), a "client" is just: "A *software program that is used to contact and obtain data from a Server software program on another computer, often across a great distance.*"

Here are the top Twitter clients, in order...

<a href="#">The Web</a>	Believe it or not, came in first, garnering a whopping 56% on GoBiz' 2008 <a href="#">survey</a> .
Instant Messaging	2 <sup>nd</sup> , capturing 8% of the votes
<a href="#">Twhirl</a>	Came in 3 <sup>rd</sup> , at 7%

Text messaging came in at 5%, and [Twit](#) 3%.

(For a complete listing of all clients surveyed, check out GoBiz' actual [survey](#).)

And remember, it's up to you to keep on top of all Twitter tweeting trends.

Finally, this section wouldn't be complete without introducing you Web Tips' blog list of [Twitter Tools](#) – a dazzling array of links to over 100 Twitter plug ins, widgets and web services for you to consider.

## Twitter Advertising

Twitter itself provides links to 6 Advertising options. One of these is [twitRobot](#), which they describe as: "An arsenal of Twitter Marketing tools which are mainly intended for corporate users". Several other "benefits" are also listed, such as the ability to add RSS feeds to any Twitter account.

In my opinion, there are better apps and widgets that can help you perform these individual tasks. I don't know how corporate users rate twitRobot, but I for one will automatically *not* follow (and instantly block) anyone I meet through a Twitter follow notification powered by twitRobot. That decision is purely based on the [lack of] quality of such follows, which have mostly turned out to be from impersonal, low quality marketing sites whose tweeting history shows them repeating the same half-dozen sales messages over and over again (obviously by automation).

## Twitter Design: The Visuals

A quick word about your Twitter page and profile...

The world won't end if you don't totally customize your Twitter profile page – but why would you put real effort into your profile pic and bio – and not tweak your Twitter pages to match the image you want to project?

We've talked about your photo, When it comes to your background, at the very least, change that and/or default colors to your Twitter pages.

In addition to the basic Twitter background templates, you can access independent sites like the ones listed below to help you “one-click” change your default Twitter background to a more customized theme:

<a href="http://TwitterBackground.com">TwitterBackground.com</a>	Creates custom Twitter background for companies and businesses who advertise on Twitter. Price at time of writing: \$95.00 USD – though they also have <b>a good selection of free backgrounds.</b>
<a href="http://Twitter Gallery">Twitter Gallery</a>	Similar to TwitterBackground.com. Great selection – and many “Follow Me On Twitter” buttons too. Price at time of writing: \$50.00 USD for custom background.
<a href="http://TwitterGraffiti.com">TwitterGraffiti.com</a>	For the Creative. Allows you to create

	your own custom/personalized Twitter Background/Wallpaper.
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## Keeping In Touch With Your Market

While it's true that you want to soak up news and trends for your specific niche like an enthusiastic sponge, Twitter also allows you to build trust and authority by keeping your niche informed about things they need to know – things that are of high perceived value to them. Using a Twitter app like [PR Squared](#) does this – and it also allows you to create a specific community in the first place.

### *The Art Of Tweeting: It's Not About The Apps*

Don't fool yourself: You can use all the cleverest Twitter applications and tools in the world, but if you don't write tweets that please people, it won't matter.

Writing a great tweet is rather like Haiku poetry: It boils everything you want to say down to one or two short lines that really pack a wallop and grabs your followers by the eyeballs.

The other thing people often miss about tweets... they're **cumulative**. You may not think it's exciting when you write: "*Sitting on the patio watching a dragonfly*" – but personal tweets like this mixed in a healthy balance with more business or marketing oriented ones gradually give your followers a real feel of **who you are as a person** – and reinforce **why they like to follow you**. It helps them to actually care if you tweet: "*Broke my ankle! Got a turquoise cast. Looks like modern sculpture*" and forgive you if you tweet anything as utterly banal as: "*Eating toast.*"

With tweets like these mixed with the serious business of marketing, you're injecting:

- Personality
- Humor
- A little zaniness
- Human contact
- Friendliness

These small nuggets of information about you – including the business ones – can say more about who you are than entire biographical essays.

But how do you make them interesting, and not yawn-makingly mundane?

There are a few tricks and tips you need to master...

## ***10 Tips For Writing Great Tweets***

1. If you're tweeting an URL, always include **a short phrase** (the filler to your URL sandwich) letting the reader know what to expect – even when you're trying to pique their curiosity
2. **Do** your best to pique their curiosity



3. Be sparing with the “[someone]” tweets. If it’s just between the two of you, consider if DM’s (direct messages) wouldn’t be better
4. **Don’t** ever give people tips about Twitter. Chances are, they know better than you what works and what doesn’t. And besides, they don’t know you very well, yet – right?
5. **Don’t** send multiple tweets all in a row! You’ll look like you’re hogging your Follower’s page – and you are
6. Remember the old adage: “Less is more” – that’s certainly is true for Twitter
7. **Don’t** ever retweet a Direct Message
8. **Don’t** send only links to your affiliate products or sales pages
9. **Don’t** send only endless personal comments about things like you brushing your teeth and putting on your slippers
10. **Do** remember to *actually answer* some of the tweets you get!

If you’ve ever written your own sales copy, treat your tweets like headlines. You have only a second or two as people skim to grab their attention strongly enough to make them stop skimming – and click on your link.

Again, it's like any form of professional copywriting: Think "benefits" for your "target market".

What are you giving your Follower? Is it:

- What she most needs?
- What she's most interested in?
- What she hasn't got – and wants?

Do your best to help your Followers, whenever you can (without, of course, being a know-it-all).

Some *types* of tweets, to help you figure out what to write...

- Ask Questions
- Answer Questions
- The Up Front approach ("50% off my eBook today only - in honor of my mom's birthday")
- The "latest" tweet – a juicy tidbit of up-to the minute news
- The "Do it" tweet – Similar to the Up Front – only you're *telling* your Followers to do it. ("Head over to my [URL of website] and download my free tools right now".) (Be smart about it: I once unsubscribed because a marketer was silly enough to say "I command you to..." in his very serious-toned letter.)

## Creating Your Twitter “Lunchroom”

There’s an important concept to understand about Twitter mentality. The best way to explain it is to give you a real-life analogy...

If any members of your family are employed by a department store, factory or large company, you may have noticed this family member tends to come home at night and tell you about something humorous or interesting they heard in the lunchroom or cafeteria that day.

They usually repeat someone’s small happening, joke (which I guarantee you will most likely think ranges from “lame” to a “hoary old chestnut”) or some piece of absolute trivia – yet when you stop to think about it, the importance your family member seems to attach to it and the pleasure they obviously got out of the exchange seems disproportionately great, considering we’re basically talking about superficial social interaction.

To understand why lunchroom interaction carries such weight with people, you have to understand *what it does*.

It creates **bonding and a sense of belonging/community among a group of people** from:

- Widely different social or cultural backgrounds
- Widely different hobbies and interests
- Widely different age groups
- Widely different positions in the company hierarchy

All these people may have only one thing in common – **they all work for “the Company”**.

Yes, there’s the company president and a few key top executives who would never deign to mingle with the common man. But what many don’t realize is, these top guns have their spies in the lunchroom too, just keeping a finger on the company pulse.

In your case, your “company” is your internet marketing community. Your “lunchroom” is Twitter. In the real world, you’d dodge in there, blow off a little steam, give one of your buddies a tip about how to make the floor sweeping machine work better, crack up the room with a stupid joke and scurry back to your shift.

Your Twitter community isn’t that much different.

What are some of the things you *don’t* do in the lunchroom? What absolutely wouldn’t work?

Think about it. You walk into the lunchroom, which is about 2/3 full. You pipe up and say “I’m wearing a green t-shirt, and my favorite sneakers.”

Half of the people sitting there ignore you, and a few of the others Look At You Funny. A couple inch away from you along the bench. Why? Because they can see perfectly what you're wearing. Because "who cares" if you're wearing a green t-shirt. You're stating the obvious.

It's pretty darn boring. And there's just nothing to say, in response.

If you're really, really lucky, the motherly cashier in Lumber will pipe up kindly: "These floors sure are hard on feet. I wish they'd give us stools behind the cash register."

And suddenly there's a discussion going on, all about being expected to stand on concrete all day; how bad liniment smells and why you can't use it when you're going out in public; the down side of anti-inflammatory medication; and which shoes work better than others.

And then they're gone, back to their shifts.

Meanwhile, even though it was actually *your* comment that triggered the discussion, no one will go home and say you "really got everyone going in the lunchroom today". Why? Because **you didn't engage anyone**. *Kindly Cashier* did, when she **voiced a common problem that wasn't being dealt with by the Company** – how hard it is to stand on concrete floors all day. Her comment naturally and organically triggered a spirited discussion.

Notice one other thing about *Kindly Cashier* – she really knew what she was talking about. She'd experienced it. She'd *lived* it. She wasn't a back office

worker trying to bond with the people on the factory floor without having a clue what they go through, day to day, in their routines (down to the smallest detail): She was *one of them*. Her feet were killing her even as she was speaking.

Now, granted, social networking is a little different. For instance, there is a whole group of 18-27 year olds absolutely dedicated to describing their designer clothing in blow-by-blow detail. Also, in an online community where people *can't physically see you*, it's perfectly okay to give them a mental "snapshot" by saying something like: "I'm wearing my jammies this morning" or "Eating pizza right now.".

But does it **matter** to people? Will they identify with you, if you make comments like this? Will your tweet trigger memories of the last time they ate pizza, or prompt them to disagree with your approach and let you know that they wear work clothes and get up at 6 a.m. every day, even though they don't have to?

Online, it just might.

Your best bet is to see what works for you. Take the "pulse" of your Twitter "lunchroom". If you comment that you're lying on the beach getting a suntan while tweeting on your iPhone, and you're met with a resounding Silence, take note.

Read all the other comments from your group and see what subjects triggered more activity. Is your group all about what they ate for lunch? Do they seem to get excited about iPhone apps? Is it the subject of children who trigger the most response?

But regardless of all this, when it comes to your Twitter presence(s), do your best to be like the Kindly Cashier: Don't just comment on what you're wearing – make an **observation** about it that **demonstrates a common problem, feature, or goal**. "I'm eating pizza" won't provoke much of a response, but: "I'm eating pizza. Mmmm... roasted red pepper!" just *might* – if people love or hate roasted red peppers. In other words...

**Do your best to trigger feelings with your tweets.** "Sneakers just don't cut it on concrete floors" is more likely to **pique people's interest** and **trigger feelings** than "I'm wearing sneakers today."

**Be specific** – Even "I'm wearing Nike sneakers" has a better chance of provoking interaction than merely "I'm wearing sneakers". Could be your Twitter buddy has strong positive or negative feelings about that brand.

Above all, *live* among your Twitter/marketing community. Walk the walk – don't just talk the talk.

Use the “Lunchroom Test” to help you decide if a Tweet is going to add some fun to your Twitter community – or stand out like a lame duck, swallowed by a vast pool of Silence.

Better yet, you won’t have to consciously think up “good” comments at all. Because you’ll be so in tune with your Twitter community, having chosen the people you follow and attracted like-minded followers so wisely that your interactions are **absolutely natural**.

Moral of my story?

Never **Tweet just for the sake of tweeting**. Put some *point* in it.

And **don’t force it**.

## **The Single Most Crucial Secret Of Twitter Success**

The irony of life is, if people sense you’re needy or have ulterior, insincere motives, they run for the hills (in business, this translates to Unfollowing or clicking away, if you push them too hard).

It’s always a good thing to “pre-qualify” your Followers. You really don’t want to waste your time chatting with someone who in a million years can’t understand where you’re coming from, and who is only interested in organic potatoes, when you’re selling plastic food pellets. (That is, unless you both are passionate opera aficionados; in which case, take it to your personal account.)



I know I said this at the beginning of the report, but I can't emphasize it enough! If you put on any artificial character facets, or just generally try too hard, you'll be as convincing as a canned laugh track, so...

**Above all, be yourself.**

See you around the Twitosphere!