

## Is Twitter losing importance? or is still a good Marketing and Lead Generation tool?

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Twitter, the best online marketing tool?, The best traffic and leads generator?... hehe, probably yes, if you know how to use it, I mean, if you use it right, your twitter account can be a really good traffic and leads generator, you can start worry about your main site instead!, I mean you have to have your main site (where you send people from twitter) ready to receive those quality leads, you must pay attention on this one, because you can be losing your time somewhere, imagine sending people ready to buy a product similar of what you offer, but your site is not ready to convert them, then you are losing your time for sure. Ok guys before getting more advanced, I would like to list some very basics about using Twitter (those basics are important though):The Twitter Basics Tips (be sure to read the advanced tips at the bottom)

### 10 Easy steps to get traffic from Twitter

Twitter is very simple to use, it's so popular and can get you tons of traffic if you know how to do it. This web 2.0 is fashionable, so enjoy the moment! and get some traffic for free. Follow these tips.

#### 1- Make your profile look interesting,

The first two things your visitors will see when they go to your Twitter page are your profile and your user name. So you should get sure that your profile looks interesting because, if it doesn't, visitors won't bother to read your tweets or visit the links you post on them.

#### 2- Pick a convenient user name,

As I have just mentioned, your user name is important too. You'd better pick a user name related to your niche. You must pay attention to your choice because it will show in searches other users make.

Google will also index your twitter account, so if you have a relevant user name, you will have the chances to get extra traffic from google because of your user name.

#### 3- Put your site in your profile.

80% of tweeters don't provide an URL in their bio because they don't need this traffic but you can't afford to miss it. That's why you have to include your URL in your profile. Twitter has recently changed this link to a no-follow link, to avoid abuse from SEO gurus:), but it is still recommended to include an URL in your bio field.

#### 4- Send the link to your friends.

Friends, acquaintances and coworkers are going to be your most loyal audience, and that's why you should make them aware of what they are missing in case they don't know about your Twitter page. You can send them an invitation if you know their account. Make them follow your tweets in real time, show how you grow professionally everyday!

#### 5- Search for other tweeters with similar interests.

You can find people with similar interests and invite them using the search functions on Twitter. They may not be as loyal as your friends, but new followers are always welcome, aren't they? and remember that when you have more followers, your messages will spread more.

#### 6- Don't spam.

You may be tempted to make everyone aware of your Twitter page and your latest tweets, but you'd better avoid doing this unless you want to expose yourself to being banned. Remember that not every user on Twitter is interested in you and your niche.

#### 7- Tweet frequently.

If you want to keep your audience, you need to feed it regularly. Writing a short tweet takes just a few seconds, which are enough to keep your followers happy. I guess it is not necessary to say that you should tweet about useful and relevant things...

#### 8- Socialize as much as you can.

It might take you some time, but if you respond the posts of your followers and visit their links you will seriously increase the chances of getting the same in return. To make it simply, follow actively those who follow you. And most important, engage with people, this is key!

#### 9- Add Twitter gadgets to your site.

The good things about Twitter gadgets is that, for example, your blog visitors can become your Twitter followers. If they have other followers, there are chances that they will notice you and join your network. Building a large targeted network is key to getting more traffic to your site.

#### 10- Make Twitter searcher love you.

Google may be faster in indexing pages but its indexing is not real-time. However, users want "hot news" and nothing can beat a real-time research. That's why many bloggers report that they actually get more traffic from Twitter than from Google and, partially, this is due to the fact that their tweets are popular and users can find them easily.

These are just some of the main ways in which you can get traffic from Twitter. The Advanced Twitter Tips

- 1- Engage with people, for real. Talking with people in twitter is great!, but most important and most great is when you engage with people of your niche and with potential customers, even, also when they are not in your niche but you feel they need a product like yours in the near future. For example, many times I talk with people in Real Estate, Politics and or Financials, I engage with them in conversation and we later start to talk business between us... and suddenly I have a lead conversion made!
- 2- Use your keywords in your tweets. Of course not spamming, you can put a keyword (related to the

tweet you are posting), by doing this, you will increase the visibility of your message (tweet), remember that people is using the search feature in order to find useful information, and obviously the search results will be showing your tweets (by keyword).

3- Prepare your site!. Or die! :). Yes guys, is your site prepared to receive quality visitors? Can your site guide that people and bring them to click on the buy button? (and complete the order of course). What a waste of time if you are generating traffic from twitter, but that traffic doesn't generate the expected sales because of your site poorly optimized for sales generation. So guys, this is one of the most important things you must take care of, prepare your site!

4- Avoid Automated Unnecessary DM messages!. Don't send DM to people that starts to follow you, that is became today a very annoying thing, people are not bothering opening DM anymore, they just go to the trash-can.

5- The Newsletter Effect. 80% of your followers are people that are interested in your products, all mixed, buyers and sellers like you, they are all reading your tweets at their own frequency. Now think about you are sending an email to all of your newsletter subscribers, so one good idea is to create a newsletter and put it on your website just like another page, for example the url would be <http://www.YourSite.com/newsletter1.html>, and once you have that prepared, you can tweet that url to your followers (newsletter subscribers :))Of course you can employ this approach by using the twitter status timeline or the DM feature, that is why I insist in not to use the DM unnecessarily. Don't forget to create an email field in your online newsletter page so you can have the chance to capture their emails.

6- Getting Followers. Getting twitter followers is a natural thing and many people will follow you if you post interesting tweets, with links to interesting resources and information that interest them. Following people in your niche (or not) can be a tedious task everyday because we have to follow people one by one, that is why I recommend you to use a nice tool that I also use; this tool helps me to follow more than 50 users with just one click and all of them from my niche (or any niche I want to target at that moment) because also has an advanced search feature, of course the tool has a pretty nice number of features that will make your twitter work more pleasant and easy. (Below, I will explain about all the tools I use to succeed on twitter)

7- Be Resourceful. What a pleasure following a person that is always (or 90% of the time) posting very interesting information for us to read and apply on our activities online. Is like becoming an important user because of the importance of the information you deliver, you are a source of information, the person to follow!

8- The Tools. Guys there are 2 important tools you always have to use if you want to succeed in twitter, engaging, creating followers, attracting traffic!, the 3 main rules or real purpose of twitter (in our marketing point of view,of course), and these 2 tools are: TweetDeck and TweetAdder (I explain below each of them) Attention! they are totally different and they don't do the same work, they complement each other. Using both, you can exploit the most of your twitter accounts. TweetDeck is free and it is a 'must use' tool, I use it to manage my tweets directly, my common searches, my messages, my DM's... ALL IN ONE SCREEN. And obviously you can monitor more than 1 twitter account (I currently manage more than 20 accounts in 1 screen! it is a great tool) I can not imagine managing more than 1 twitter account without this tool, it would be a real nightmare! TweetAdder is not a free tool, but is not too expensive and I think you can afford it, because you are going to obtain pretty good results using it. This little investment is going to bring you good returns in followers and lead generation. If you are going to manage more than 5 accounts, then I recommend you to buy the full license for unlimited twitter accounts. This software allows you to monitor more than 1 account at the same time. Creating followers with this tool is really easy and you can control everything, you can schedule your messages, send DM's, post tweets directly, unfollow people...Simply, an excellent tool!! can listen to some of you saying: "Yes but there are plenty of tools out there that help to grow on twitter", Answer: Yes there are, but they are not the main tools, they are just complements!, they provide stats, tracking services, directory services, and so on, but none of them will work and reflect what you want to see, if you don't use the 2 tools above ( TweetDeck and TweetAdder )

9- Do NOT sign up with spam sites. There are plenty of sites claiming they will help you generate 1000's of followers every day or very quickly, REMEMBER!, those are just lies!. Once you insert your twitter user name and password, their systems will start to post tweets like this one every 10 min (more less) : "I just signed up with MOREFOLLOWERS.COM and will have 1000000 followers very soon!, hurry up! sign up now and get yours too!!!" - and obviously, you will not be able to stop those messages unless you change your twitter password to another one. So please guys don't sign up with those sites, because also Twitter will penalize your account and can be banned for spamming!

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Ok Guys, that is for now... I will be updating you soon about other things we must take care of :) I certainly forget about something I do also on twitter but I will update the above if I think of something later...Javier