



10 Ways To Get More Customers Using Twitter

How to grow your business with the new social media

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Pluggio 

Introduction

Growing Your Business With Twitter

Growing your business and gaining new clients are both essential to the short and long-term success of your business. Without growth, your business stagnates. Therefore, the right marketing tools need to be used.

While there are myriad tools out there, one of the most beneficial, useful and flexible is Twitter, the micro-blogging social network. Twitter offers numerous ways to enhance your business, to increase your profitability and to boost recognition, customer retention and new client growth.

Of course, if you are new to the world of Twitter, then it might very well seem confusing. Understanding just how to use this network to your advantage can certainly be difficult if you have never dipped your toe in the water. Within the following pages, you will find 10 essential ways to use Twitter to boost growth and get more clients.

1. Connect with Your Customers Directly

Personal Interaction

The most significant ongoing trend for 2011 is going to be greater connectivity between companies and their clients/customers. Thanks to social media, consumers have come to expect a greater amount of personal interaction with the companies with which they choose to do business.

- **Customers will expect more "in-person" interaction**
- **Twitter is the most valuable "in-person" social network**
- **Find new clients through your existing ones**
- **Find new clients by interest keywords**

This will escalate in 2011, and even corporate clients will expect more "in-person" interaction. This can be achieved in several ways, but using Twitter gives you the opportunity to connect directly with your customers and to grow your client base.

This type of connectivity is exactly what Twitter is about. While Facebook and other social networks allow users to share information, to "like" the companies with which they do business and to gain a closer connection, Twitter takes things a step (or two) farther.

The entire point of Twitter is direct, real-time interaction between users. This applies whether you are using the network to talk to friends and family or you represent a company and want to

connect with customers, suppliers, business partners or related businesses within your vertical market. Using Twitter allows you to connect directly with millions of users, to send them messages, to interact with them on a regular basis and to promote your offerings to them.

Twitter gives you numerous ways in which you can find new contacts and people to follow, including their search feature, their Who to Follow feature, browsing by interest, the Find Friends feature (connect to other users based on your email contacts or social network connections) or simply by connecting with those who follow and interact with your existing customers.

How Pluggio Helps

- Automate friend discovery using advanced friend finder system
- Maintain a 24/7 twitter presence in only 10-30 mins a day
- Follow customer conversation easily due to advanced Twitter stream functionality

2. Share Your Expertise

Build an Expert Reputation

The goal of any business on Twitter is to increase the number of people that follow them, in hopes of generating more sales and converting those followers to clients. However, this can be difficult to do if you go about it the wrong way.

Twitter is all about real-time interaction, but if your interaction lacks value to your followers, then you will find very little success here. Even tens of thousands of followers will not be beneficial if you cannot convert them to clients.

The conversion process is essential – achieving that will require that you take some specific steps. One of the most important is to ensure that your tweets offer value and highlight your expertise and knowledge. What does that mean?

Simply put, it means that your messages on Twitter should contain valuable, meaningful information. They should be of great interest to your followers. There are a couple of ways that you can do this.

Many business users simply tweet tips and tricks to their followers. For instance, you might tweet sales generation tips if this applies to your business model. If your company designs websites, then you might tweet tips on coding and design, WordPress implementation or PHP. No matter what niche your business occupies, there is something of value that you can share with your followers.

You can also go beyond the length of your tweets. 140 characters is a very short space when you want to give meaningful, valuable information. Creating informational articles and blog posts, and then tweeting links and teasers for them can help you add value for your followers.

There are few better ways to establish expertise and generate new clients based on that expertise and knowledge. When you are able to convince your customers that you know what you're talking about and your company is the best option for their needs, they're far more likely to sign up as a new client.

- **Generate an expert reputation**
- **Generate new clients based on shared knowledge**
- **Share valuable information with your followers**
- **Increase traffic to articles and blog posts of interest to your followers**

How Pluggio Helps

- Plugin your news sources & RSS feeds directly to Pluggio
- Discover new stories within Pluggio and use one click Tweeting or scheduling
- Add stories to the rolling schedule to maintain a 24/7 presence in 10 minutes a day

3. Nurture The Right Tweeting Strategy

Engagement, Value & Consistency

Building your brand, your company's reputation for excellence and visibility with potential clients, can be a very difficult thing to do. In the physical world, it can take years (and tons of money invested, as well) to achieve a good result. However, Twitter can allow you to do this at virtually no expense and much more quickly than you might think.

- **Establish your brand with high value Tweets**
- **Each follower is a potential client**
- **Increase brand loyalty through real conversation**
- **Give your company a "real" face, rather than being just another faceless corporation**

The key to building your brand and company's reputation is interacting with your followers. Each of your followers is a potential client, so the way that you interact with them is of the utmost importance.

For instance, if you do nothing but tweet promotions for your company, then you will have limited success. While you might do everything you can to make your tweets valuable and your information compelling, people have come to expect more than this today.

The key here is interaction. You have to actively engage your followers in conversation. Jump into conversations among your followers. Share your thoughts, ideas and expertise. You certainly do need to share information about your products, but you can do that more effectively through real conversation than you can through advertisements.

With a bit of time and conversation, you can begin converting followers into clients. The more frequently you interact with your followers, the faster this will happen. In addition, this helps you establish a reputation of "being real" – people no longer want to deal with faceless corporations. They want personal interaction, and Twitter is the best way to turn that your advantage.

Within conversations on Twitter, you can share information and tips in your area of expertise. You can also do other things, such as offer valuable tips for clients using your products or services, answer questions, explain how your product can be of benefit and more. The most important thing is that you be yourself. If you are not able to engage your followers in real conversation, then you will not be successful here.

How Pluggio Helps

- Use Pluggio schedule to answer questions in less than 30 mins and drip feed the answers all day
- Setup Google/Yahoo news search results directly in Pluggio and single click tweet new stories
- Maintain a 24/7 presence without looking like a bot

4. Announce New Products & Services

Get The Word Out

Use Twitter is to announce new products or services that you offer. Frequently, "getting the word out" about new offerings from a company can be the hardest thing to achieve. Using Twitter lets you do this very easily, and take advantage of the "crowd marketing" phenomenon.

To do this, all you need to do is tweet your offerings. With a simple, 140-character tweet (containing a link to your site, product page, etc.), you can alert your followers to the deals they can find on your products quite easily. You'll also find that this gives you the ability to benefit from retweets.

Your followers will retweet your messages if they find them valuable, and if they think that others can benefit from them. There are some key reasons that you want your followers to retweet your messages.

First, not everyone who follows a particular user will follow your Twitter account. Therefore, when your followers retweet your messages, you gain access to everyone that follows them. This can be an enormous number of people, depending on the follower in question.

Second, it gives your message a chance to spread even farther. When your followers retweet your messages, there is an excellent chance that their followers will do the same, particularly if there is a lot of value in your information. This can go on indefinitely, with followers retweeting your message to an almost infinite number of layers.

Third, it gives you the ability to reach an amazingly greater number of people than you would be able to do on your own, even with your website, blog and Facebook page. As your followers continue to retweet your messages and links, you will find that traffic to the destination you specified grows immensely.

- **Announce new products/services**
- **Increase recognition and traffic through the retweets of your followers**
- **Boost traffic to your website**
- **Leverage viral principles**

How Pluggio Helps

- Schedule your campaign release Tweets and focus on the main campaign
- Track how many people have clicked your campaign links via Pluggio's bit.ly integration
- Post your campaign to Twitter, Facebook (or any social network) with one click

5. Reduce Customer Churn

Make Unhappy Customers Happy

No matter what your product is, there will be someone unhappy with it in some way. No product is 100% loved by everyone. However, even if there is a miniscule number of customers unhappy with what you offer, their complaints can have a devastating effect on your success.

- **Mitigate negative feedback about your products**
- **Search for keywords that pertain to your company or product**
- **Promote greater customer satisfaction**
- **Attract new clients based on recommendations**

Twitter gives you the chance to interact with your customers and to mitigate the effects of complaints, whether they're related to product value and performance or something else. You can do this with Twitter in several ways.

The first way is by interacting directly with those who follow you and who you follow in return. If you follow your customers back (and you should), then their tweets will show in your timeline. You can very easily find out if someone is unhappy with your product and take the steps necessary to satisfy them.

You can also use Twitter's search feature for this – you can search for far more than other users. You can search for topics, as well. This gives you the ability to search Twitter's massive stream of information for specific keywords. These might include your product's name,

your company's name, the type of product and more. Anything that a customer might use to describe your company or your offerings can be a valuable keyword.

When you find negative tweets about your product, you can then message the person in question and find out what you can do to rectify the situation. Numerous companies have done this, including Apple and AT&T when the iPhone 4G was released, as well as companies like HP and many others. Smaller companies, like Scrivener (a word-processing suite for both Mac and PC) have used this feature to help promote their products and ensure greater customer satisfaction.

When your customers are happier, they're far more likely to spread the word about what you have to offer.

How Pluggio Helps

- Set-up Pluggio search streams that offer single click monitoring of any keyword or hashtag
- View full Tweet discussion thread with single click
- Use Pluggio's streamline interface to maintain contact with unhappy customers

6. Share Website Content on Twitter

Syndicate Your Message

One of the most important things about adding content to your website – whether that content takes the form of articles, new product offerings, blog posts or something else – is making people aware of it. Getting clients to your website is essential. Relying on search engine results, SEO techniques and social networks like Facebook is important, but not necessarily enough for real, lasting success.

Twitter gives you the means to let your website visitors share your content on Twitter, whether they follow you or not. Achieving this result is actually very simple. All you need to do is add a "tweet this" button to the content of your site.

For instance, if you add informative articles to your site to inform and benefit your visitors, a "tweet this" button at the bottom of the article allows the reader to immediately share a link to the article and a description of the content with their followers. This can have the same effects as repeated retweets – other users will visit the link and can then share the content with their followers.

In addition, having a "follow us on Twitter" button on your site allows visitors to connect with you on that social network. This can be a valuable tool – website visitors who like your company and site content can easily connect with you, giving you access to even more potential customers.

- **Share content through Twitter via 3rd party tools**
- **Add "Follow Us" button to your website**
- **Promote retweets based on sharing content**
- **Grow your following**

How Pluggio Helps

- Plug your website's RSS feed directly into Pluggio and use single click Tweeting or scheduling
- Track how many people click links to your content with Pluggio's bit.ly integration
- Post content links to any social network with Pluggio's ping.fm multicast technology

7. Offer Twitter Specific Discounts

Incentive Leads to Action

If you want to give your followers a good incentive to move from follower to client status, then offering discounts, promotional savings and Twitter-specific deals can be an excellent way to do so. There are quite a few ways that you can provide your Twitter followers with additional value. The more value you offer, the greater the chance that a follower will become a client.

- **Create promotions that drive traffic to a specific destination**
- **Offer your followers valuable discounts and coupons for products**
- **Increase traffic flow to a specific page of your website**
- **Increase conversion from follower to client by offering greater value**

You can offer additional value in several ways. For instance, you can conduct a limited time promotion during which all Twitter followers that visit a specific URL receive a discount on your products. You might offer online coupons with a code that you advertise on Twitter. You might choose to offer a package deal to your followers for a limited time – the possibilities are almost limitless.

To achieve this, you need only have a page set up on your website or blog where your followers can go to sign up, make a purchase or take another desired action. Compose a compelling tweet that contains all the essential information (program type, duration, necessary details, etc.) and add the URL. Then, all you have to do is click the tweet button and all of your followers will receive the message.

That message can also be retweeted by others, so you can expect to receive a significant boost in traffic to your destination page if your offering truly has value to others. Of course, it's up to you what you offer, but you do need to make sure that your promotion has real value for your followers. You cannot expect to find success and gain new clients if your tweets and promotions lack inherent value in the first place.

How Pluggio Helps

- Schedule promotions to be posted as and when you need them
- Track how your promotions statistics are doing with Pluggio's bit.ly integration
- Set up search streams to follow your #promotion hashtag

8. Create Twitter Specific Campaigns

Niche Targeting

One of the most beneficial aspects of using Twitter to attract new clients and promote your business is the ease with which you can create and track campaigns on the network. This might be a contest, a promotion, or something else entirely, but, regardless of what it is, you can easily make it successful on Twitter.

For instance, suppose you wanted to celebrate the offering of a new product or the design of a new website by having a contest. You would simply create tweets about the contest, including information about the giveaways or prizes, and include relevant details. It can be very easy to make a compelling contest tweet – something as simple as the following will work well:

"Come celebrate with us! To commemorate the launch of our new site, we're giving away a new iPad!" After the information, you simply include the link to which you want to drive traffic. Even if you are only giving away one top prize and a handful of other prizes, you'll be surprised by the amount of traffic you can generate in this way. Moreover, every visitor to your site has the potential to become a new client.

Tracking the results of your campaigns is simple, but you'll need to include a hashtag. Hashtags are nothing more than keywords preceded by the pound symbol (#). To track the success of your campaign, you just need to plug your hashtag into the search field. You can also click on the hashtag (it becomes clickable in the tweet), and Twitter will give you a list of tweets containing that tag.

- **Easily create and track campaigns**
- **Boost traffic to giveaways and contests**
- **Track the results of your campaign using hashtags**
- **Follow up on retweets of your campaign tweets**

How Pluggio Helps

- Schedule campaign Tweets
- Track campaign statistics using Pluggio's bit.ly integration
- Set up search streams to follow your #campaign hashtag

9. Monitor Your Competition

Learn From Them

Keeping track of your competition is essential. If you want to be successful, then you have to know what your competitors are doing. Having this information allows you to be one step ahead of them, or to even emulate successful tactics employed by your competitors.

- **Keep tabs on your top competition**
- **Keep one step ahead of the game**
- **Group competition together in lists**
- **Interact with your competitors if you wish**

Twitter can let you track your competitors and even interact with them if you want. This can be beneficial, and can also allow the exchange of information between you and them. While that might seem a bit backwards, it can work out well as a form of networking rarely seen in the physical world.

One of the most useful Twitter features for keeping tabs on your competition is the creation of lists. You can create public or private lists (private lists are only visible to you), and you can then read the tweets of just those people on the list. You'll find that this ensures that you have immediate access to the campaigns, promotions and efforts of your competitors.

Of course, lists are useful for many other things, too. You can list contributors, valuable members, current clients – whatever and whomever you might like. Lists help to keep you organized, and can also be beneficial for your followers, as it allows them to be found by other people outside of your follower list.

How Pluggio Helps

- Follow competitor conversation easily due to advanced Twitter stream functionality
- Easily group competitors using Pluggio's Twitter list functionality
- Set up search streams to follow your competitors hashtags

10. Monitor Your Brand

Real Time Monitoring

Twitter can certainly help you boost your brand recognition and your company's reputation. However, it can also help you monitor them in real-time. Twitter's built-in search feature is useful for much more than just finding people to follow or for monitoring your promotions and Twitter campaigns.

You can use the search feature to look for what people are saying about your company, about your products or about problems they have experienced. This goes beyond simply answering questions posed by your followers or handling complaints from dissatisfied clients. It goes right to the heart of running a successful business.

Any good business owner or marketer knows that word of mouth is the best form of advertising. However, it can also be harmful. Monitoring the Twitter stream for your company's name or your keywords (product names, etc.) can help you boost beneficial word of mouth, keep negative comments to a minimum, boost customer satisfaction and more.

It will also help you identify areas in your business that need improvement, determine just what the public thinks of you and help you grow your business. Knowing what is being said and how others see your company is essential to your success.

- **Track your company's brand recognition and reputation**
- **Monitor the Twitter stream for your keywords, product names and company name**
- **Improve positive word of mouth marketing**
- **Decrease negativity involving your product or company**

How Pluggio Helps

- Follow your brand easily due to advanced Twitter stream functionality
- Set up search streams to follow your brands hashtags
- Automate friend discovery based on keywords and hashtags related to your brand

About Pluggio

Pluggio enables businesses to generate high quality Twitter interactions, source prospects, discover and post thought leading content, maintain a 24/7 twitter presence AND get other work done.

Using the Pluggio system it is perfectly possible to grow and maintain a high quality Twitter following in as little as 10 minutes a day. This includes sourcing highly relevant thought leading content that can instantly be posted to followers with a single click.

Many businesses already use Pluggio to successfully grow and maintain their network. Some of which can be seen in case study form at the following location:

<http://pluggio.com/case-studies>

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