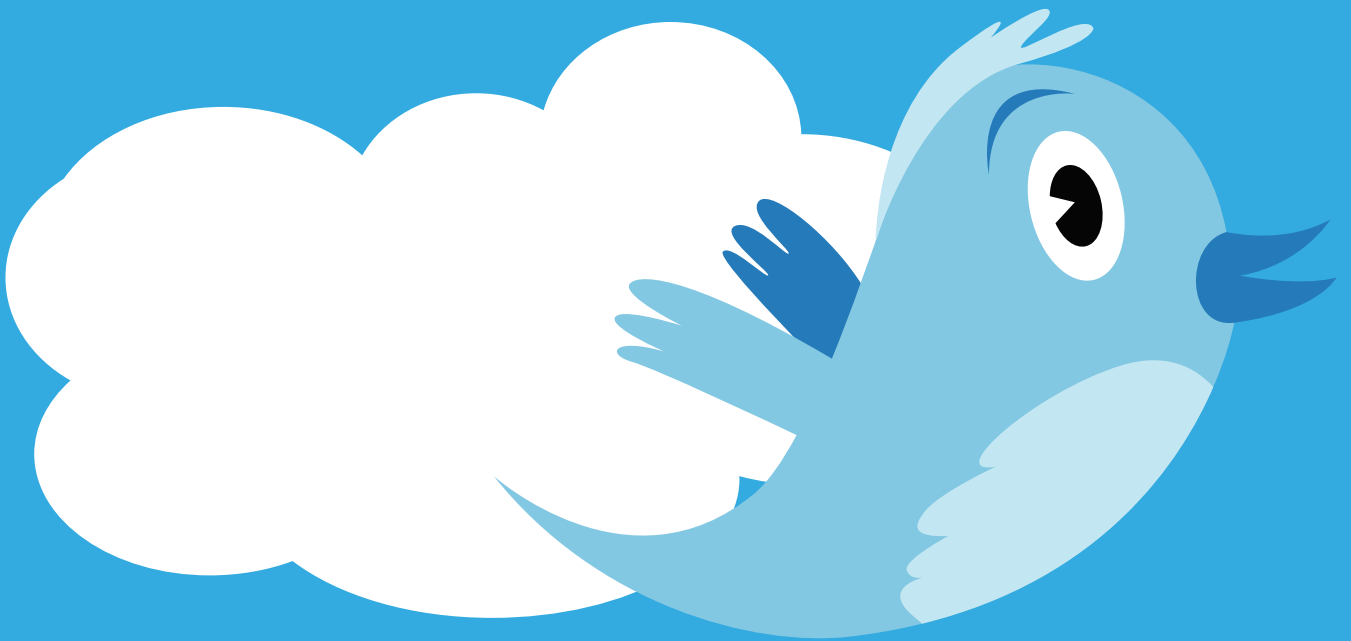


Social Media Newbie's Guide to

# Twitter for Businesses

**This is a preview sample of the ebook.**



An eBook by **Alina Popescu**

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# About the Author

Alina Popescu is a PR and marketing consultant with over 7 years of experience spent on both the corporate side and on the PR agency front. In April 2008 she founded [Mirror Communications](#), a marketing and Public Relations agency, which specializes in the IT&C and Tourism industries, but has also consulted companies in beauty and cosmetics, online services and social media software.

Alina has been blogging for over 7 years and has been involved in social media for a similarly long period. She has integrated online PR and social media marketing in her work from day one, which helped her build an extensive background in what is referred as new media.

She has been an active Twitter user in the past three years and decided to share her experience, filtered through the eyes of a marketing and PR consultant, in the ebook you're now reading. You can [follow her on Twitter](#), connect on [Facebook](#) or read Alina Popescu's PR and marketing blog, [Words of a Broken Mirror](#).

## Special thanks

The author would like to thank Alex Cristache of [QBKL Media](#) and [Blogsessive.com](#) who worked his magic on the exquisite design of this ebook and to [Steven Trotter](#) for providing the community with the Twitter bird illustrations we have used.

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## **What Does it Take to Establish a Twitter Presence**

Signing up and starting to tweet is extremely easy, anyone can do it and that's the philosophy of the service. The easier it is, the faster people will start using it. No matter how funny [this Heineken commercial](#) is, just setting up camp and waiting for them to come to you rarely works. 'Now we wait' can turn into too long of a wait that doesn't even justify the minimum effort put into creating the account.

So before deciding to give Twitter a try or wait a little longer until you are able to do so in a profitable fashion, here's what establishing a Twitter presence implies:

### **a. Having a clear plan in mind**

Call it strategy, call it plan, it's the same thing. You need a clear view on what you want to obtain and how you plan on doing so. That means you need to come up with objectives, methods to reach them and a clear method to measure results. It's about more than just the number of people following you. It's about how many actually talk to you over Twitter, how many recommend you to their own followers and think what you post is good enough to resend to others (I am talking ReTweets here), how many of them become your customers at the end of the day.

### **b. Knowing who does what at any time**

Twitter does not work on its own and to be honest I really don't believe in any 'install and forget about it' piece of software.

But when it comes to social media, the social part usually refers to relationships between people, to ongoing conversations and people actually congregating, even if virtually.

Having a presence on Twitter thus means someone (one or more persons) needs to often log in, monitor the ongoing conversation and add their contribution to it. They have to search the millions of streams, monitor hashtags, talk with followers, start new conversations with people of interest, post relevant tweets. It sounds like it needs some time invested, doesn't it? You need to clear time in the schedule of those in charge to cover all this.

### **c. Coordinate Twitter efforts with overall plans**

While Twitter requires its own strategy and methods, it all needs to be coordinated with other company activities, from product launches to marketing strategies and advertising efforts. This requires an added effort and takes time to be completed, so try not to overlook it

### **d. Ongoing monitoring and adapting**

The best strategies ever are those that allow for adaptation to new situations. Monitoring your Twitter activity consistently might require to change your initial plan and rethink your resource investments in different techniques you're employing.

You need to monitor both Twitter as a whole and what's hot on this particular channel, to keep an eye on new features or applications and how you can use them, to review the people in charge of your Twitter presence and see how their performance can be improved.





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## **Further Reading Recommendations**

Twitter and various aspects concerning this overwhelmingly popular social media channel have been the inspiration for many articles I have written on my blog and on others, as guest posts. Instead of repeating what I have written before or copy/pasting the content in this ebook, I thought a list of recommended articles would do the trick! Here's a list of my best articles on the matter, along with relevant news concerning the medium, hope you enjoy it and it helps you complete the picture this ebook has helped shape!

- [Twitter Tips: Don't say you follow back!](#)
- [Twitter, Boosting PR and What Social is all About](#)
- [New Milestone for Twitter: 145 Million Registered Users](#)
- [comScore Twitter Worldwide Report: Indonesia, Brazil and Venezuela Score Top Growth](#)
- [How to make your blog and tweets work together like a charm](#)
- [Is scheduling tweets another form of spam?](#)
- [Twitter for Businesses: The Rule of Something Extra Applies](#)
- [Can Twitter create real value for your business?](#)
- [Saying Twitter is a Waste is Stating the Obvious](#)

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