

TWITTER POWER

How to Dominate Your Market One Tweet at a Time

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The Web site for this book is at www.TwitterPower.com.

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MAIN IDEA

Twitter is part of the growing online social media platforms – alongside Facebook, MySpace and many others. Twitter allows users to send short 140-character text messages (called “tweets”) to people who have signed up to receive messages from you. These messages are delivered via the Twitter Web site, by cell phone, by e-mail, through Instant Messaging or Facebook.

Twitter is a great way for people to know what those in their social circle are up to at the present time. But beyond these social interactions, Twitter also has some worthwhile business applications:

- Twitter is now used by political campaigns to keep supporters and volunteers up to date.
- Activists currently use Twitter to organize themselves and coordinate their street protests.
- Many serving political leaders are using Twitter to keep people informed on new policies.
- Businesses are using Twitter to reach new markets, increase sales and build their brands.

Savvy businesses are now starting to integrate Twitter into their campaigns to build buzz for new products, to attract and hire the best new talent, to drive traffic to their Web sites and to stay connected with customers. Twitter is a high-tech, low-cost and most importantly low-hassle way to gain and maintain a solid competitive advantage in the marketplace.

“Twitter is surprising. The idea is ridiculously simple. But the benefits – and the enjoyment – are incredible. It’s addictive, it’s fun and it’s very, very effective. For Web users, it’s a great way to keep in touch. For online publishers, nothing makes readers and customers feel closer. And for commercial users, it’s an incredibly powerful branding tool. The power to broadcast is in your hands – and the power to earn from those broadcasts too. The results can certainly be impressive, but perhaps the most surprising thing about Twitter is just how much fun reading and writing 140-character posts can be. There are few marketing tools that are such a blast to use.”

– Joel Comm

1 What exactly is Twitter? Page 2

Twitter is a microblogging Internet Web site. It was launched in October 2006 and grew out of a note taking feature on project management software. Twitter allows users to send messages which are 140 characters or less to those who have signed up to hear from you and to hear what you’re doing. Twitter is one of the fastest growing phenomena on the Internet and already has in excess of three million registered users. Many of the world’s leading personalities, corporations and government bodies use Twitter as a fast and immediate way to communicate information.

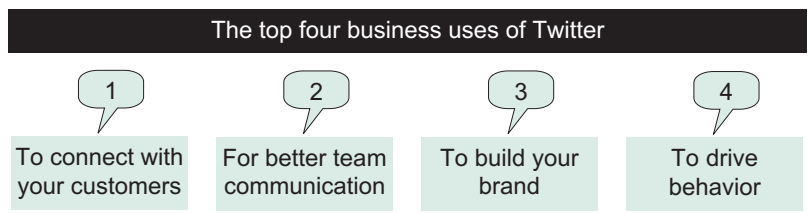
2 How do you use Twitter? Pages 3 - 4

Twitter is the most powerful microblogging service available. In essence, Twitter allows you to conduct an ongoing conversation with those who have signed up to receive your tweets. This allows you to:

- Receive instant feedback on ideas you want to try in the marketplace.
- Have instant 24/7 access to your customers – and other smart people.
- Get the word out on what you’re working on so you can build awareness and buzz.

3 How can businesses leverage Twitter? Pages 5 - 6

From a business perspective, there are four ways you can and should use Twitter:



4 How do you put together a coherent Twitter campaign? Pages 7 - 8

Twitter is a platform on which you can build some worthwhile and powerful business applications. There are also a number of third party tools available. Once you know and understand what Twitter is about, you can and should put together a program with the aim of dominating Twitter. It can be done if you follow a sensible and disciplined approach.

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