

Happy Hour Marketing Presents

26 Twitter Hacks

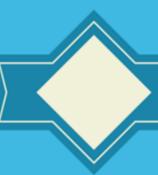






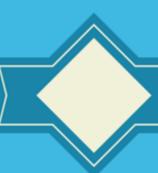
Use #Hashtags to grow your following & connect with the right audience for your business





Use Twitter lists to follow thought leaders, prospects, people you want to connect with or follow.





Optimize your Twitter profile with keyword rich benefit statements.





Use your Twitter
profile to build your
list. Be sure to have a
URL listed sending
visitors to your lead
capture page.





Don't pick a username that will give off the impression that you're going to be a non-stop sales pitch. (i.e. BuyMyAwesomeWraps)



Media Happy Hour





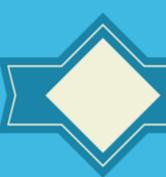
Use the Twitter search bar to do research on your niche for content creation, product creation & intel.





Don't autopost to Twitter from other platforms. True Twitter users will ignore you.





Only use 100 of the 140 characters to allow for ReTweets!

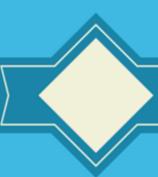






When sharing content on Twitter, the goal of your Tweet should be to "sell" the link!





Use link shorteners that also track results like bit.ly, goo.gl or snip.ly





Repurpose content by writing multiple variations of Tweets.

Social Media Haggy Hour





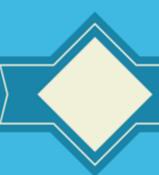
Like with any Social Media platform, make sure your Tweets add value to your followers.





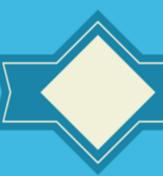
Use good "Twitiquette"
Don't be a spammer or
you'll waste you're
efforts!





Use strong & clear calls to action to have followers click your link, retweet, reply or follow.





Retweet great content that thought leaders in your niche share, using #Hastags to expand your







When replying to a Tweet, make sure you put type before their username. Ex: .@SMMHappyHour Thanks







Use pre-written Tweets promoting your lead magnet & regularly Tweet to build your email list.





Use scheduling tools like Hootsuite or Buffer to pre-schedule your Tweets







Set up a daily discipline to grow your Twitter following, using #hastags, lists, followers of popular Tweeters in your niche.

Media Happy Hour





Grow your following & quickly by following & engaging with "Twitter Verified Accounts" of people in your niche.





Be aware of Twitter
limits when growing
your account. 1000
users per day is max, but
stay under the radar
with 100.





Increase engagement with Twitter followers by injecting your personality in your marketing. People like real people.





Tweet using trending topics to expand your reach and "Tweet Jack"







Tweet often..... More Tweets = More Followers







Get Engaged! Participate in and host #TwitterChats







Use the 5 most retweeted words in your Tweets as often as you can!

(You, Twitter, Please,



