



Happy Hour Marketing Presents

26 Twitter Hacks



Social Media
MARKETING

Happy Hour

Twitter Traffic Tips

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



Twitter Traffic Tips

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



Twitter Traffic Tips

Optimize your Twitter profile with keyword rich benefit statements.



Twitter Traffic Tips

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



Twitter Traffic Tips

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)



Twitter Traffic Tips

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



Twitter Traffic Tips

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



Twitter Traffic Tips

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



Twitter Traffic Tips

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



Twitter Traffic Tips

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



Twitter Traffic Tips

Repurpose content by
writing multiple
variations of Tweets.



Twitter Traffic Tips

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



Twitter Traffic Tips

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



Twitter Traffic Tips

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



Twitter Traffic Tips

Retweet great content that thought leaders in your niche share, using #Hashtags to expand your reach.



Twitter Traffic Tips

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



Twitter Traffic Tips

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



Twitter Traffic Tips

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



Twitter Traffic Tips

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



Twitter Traffic Tips

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



Twitter Traffic Tips

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



Twitter Traffic Tips

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



Twitter Traffic Tips

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



Twitter Traffic Tips

Tweet often.....

More Tweets = More Followers



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Twitter Traffic Tips

Get Engaged! Participate in
and host #TwitterChats



Twitter Traffic Tips

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

(You, Twitter, Please, Retweet, Post)

