

Sample of Twitter Marketing E-Book by Marko Saric of HowToMakeMyBlog.com – full e-book out soon!

TWITTER

MARKETING

How to **Go Viral** on Twitter

Consider a custom background



Your biography, your avatar and your tweets can make a great impression when people look at your profile deciding whether to follow you or not to. Having a cool background image is another tool to help you market and promote yourself and help your visitors decide to follow you.

If you want to make an impression and clearly communicate what you and your brand stand for, you'll want to have a unique background for your Twitter profile. Custom Twitter backgrounds make you stand out from the crowd, and can convey important details and contact information. Twitter background should be consistent with your brand and should match your existing branding.

You can quickly create a Twitter background for free at TwitBacks. For a more professional approach, get a completely unique background. For affordable custom Twitter backgrounds check TwitterImage.



Do not protect your updates

If you select the “Protect my updates” box, people won’t be able to read your tweets unless you authorize them. Make sure to leave this box unchecked to optimize the possibilities of your account.

Monitoring the talk on Twitter

Real-time Twitter search

The key concept of Twitter is the real-time search, a real technological advance. Google search engine works, generally speaking, with old material. A search of Twitter gives you real-time information on news, events, opinions and other topics people discuss.

Monitor what people are saying about you

Do not monitor your topic of interest alone. Monitoring your own social media presence is incredibly important as well. Monitor and respond to people talking about your brand and learn how people view you.

As my Twitter username and my website URL are the same (*howtomakemyblog*) I tend to monitor that keyword to see people linking to my site, people retweeting my content and other ways people include my username or my URL in their tweets.

Twitter Search for your name or brand name gives you a fairly detailed perspective on how people feel about you and your product. You can see how many people talk about you. You can even track how many people talk about your competitors.

Bring monitoring to your RSS news reader

Use your RSS newsreader to help you monitor conversation on Twitter. Subscribe to the RSS feed for a specific Twitter Search in your newsreader. Do this by clicking the RSS icon in the Twitter search results. Ongoing search results will then be sent to your newsreader.

Things to do



- **Create great content and tweet about it**
- **Encourage people to retweet it**
- **Track who is retweeting and thank them**