



## Table of Contents

Twitter - the next big source of your blog traffic	3
How to grow the number of your Twitter followers	6
Twitter-brand yourself to increase exposure and traffic	10
Top 5 Twitter plugins to incorporate into your blog	13
Make your site go viral with Twitter ReTweets	16
How to Twitter-spread your site to 20,000+ in less than 2 days	20

This e-book is free to download. You have permission to share it for free with anyone you'd like and however you'd like, as long you make no changes to it.

## Twitter - the next big source of your blog traffic

**T**here is a lot of buzz about [Twitter](#) in these days. If you haven't already, this is the right time to join Twitter, as it is set to be the next big social network community in 2009. The earlier you join and start building your profile and credibility, the easier it will be to use the growth of Twitter to increase your exposure in 2009.

### What is Twitter?

Twitter is a social networking community and a new generation of instant messaging. It is all about sending short status updates called "tweets" of 140 characters or less. Twitterers (people on Twitter) can "follow" each other, so people who follow you will see your tweets and you will see tweets of people you follow.

### Why is Twitter important for me?

[Hubspot](#) has published an interesting *State of the Twittersphere* report. The report has revealed some very interesting facts about Twitter that most bloggers and business owners will be interested in hearing:

1. Twitter traffic has grown over 600% in 2008
2. Twitter became one of the top 1,000 websites by traffic in May 2008
3. Twitter is dominated by newer users, 70% of Twitter users joined in 2008
4. An estimated 5-10 thousand new accounts are opened each day

All these facts mean that Twitter is a growing platform where bloggers and business owners can increase their site traffic and exposure by finding, getting in touch and providing value to people interested in their content and services.

### **How to use Twitter?**

Twitter is referred to as a micro-blogging platform because it allows users to send brief text updates and in that way differs from a traditional blog. Twitter can be used as a networking tool, it can be used to get in touch with different people, find information and trends, and it can be used for marketing.

You have to sign up, customize your profile and start following people. If you are interesting and you provide value in your tweets, people will follow you back. The more people that follow you, the more exposure your tweets will get. That way your site gets more exposure and hopefully more visitors, subscribers and customers.

## **What should I tweet about?**

It is important to provide value to your followers in your tweets, so I try to do that by pointing to interesting articles I've found online, and build credibility and influence that way. I sometimes send tweets of personal nature, but the majority of my tweets are blog related. The image on the front page of this ebook shows the words that I have used the most in my tweets until now. You can make your own image at [Wordle](http://Wordle).

Twitter works very well with [StumbleUpon](http://StumbleUpon). If you already spend time on StumbleUpon finding and recommending quality information and articles, it will be easy for you to continue this on Twitter. You will just have to take some time to update both your StumbleUpon and your Twitter account for each of the links you want to recommend.

I also make sure to promote my latest blog articles on Twitter, but it is important not to be all about promotion as that is seen as spammy, and will make it hard for you to get new followers. Remember that everyone can see your tweet history at any point of time by visiting your Twitter profile.

## How to grow the number of your Twitter followers

**T**witter is a great tool to get your target audience to discover you, your site and the value your site creates. It helps establish a link between you and your audience and can be a great part of your online branding and marketing strategy.

### How to increase number of your Twitter followers

Concentrate on building a large number of followers. The more people that follow you and know what you are about, the more clicks and visits you will get to your site. But make sure you don't start following people who don't have interest in your subject as the effect of having many uninterested followers will not be as good.

Here are some recommended ways to get more Twitter followers that are interested in your topic, product or services:

- Track down twitterers that are interested in your field by using [Twellow](#). Search for relevant keywords or go into the relevant directory and get a list of interested twitterers. Rank according to "followers count" to see the power users in your field.

Click on their profiles, browse their followers, start following them and see if some of them are interested in following you.

- An easy way to get people to follow you is to start following them first. When you follow someone, you will be listed in their profile in the “Followers” list so they will have a chance to take a look at your profile, see what you tweet about, what your interests are and what the URL of your site is. Another good thing about following people first, is that some twitterers have their accounts setup to follow all the followers, so when you follow them, they will automatically follow you back.
- Twitter-bait. Tweet to or about Twitter power users in your field. Twitter power users have a lot of followers and influence. They usually scan Twittersphere for people talking about them and their products. If they find your tweet interesting and respond to you, your username will be exposed to all of their followers. Some of these might click on your username, start following you and in time develop into loyal readers and customers.
- Promote your Twitter account on your site, in blog comments, forum postings and in your other social media profiles. Just as you would promote your site URL, put your Twitter username everywhere and expose it to as many people in your target group as possible.

## **Ratio of following vs. followers**

People tend to place large significance in the ratio of the number of followers you have and the number of people you follow. Following a disproportionately higher number of people than having followers will give a bad image and you might find it hard getting new followers. Twitterers with more even numbers or a higher number of followers are seen as more trustworthy and influential as they have a high number of people interested in their tweets.

To adjust your following to followers ratio you can take a look in “Following” section of your Twitter profile. Underneath each twitterer that follows you back, you will see the “Direct Message” link. If you want to have a better ratio of following to followers you would need to remove some of the people that you follow but they do not follow you back. Another free option is [Your Twitter Karma](#) which lets you unfollow those who aren't following you.

## **Customize your Twitter account**

- Customize your Twitter profile and make it more real and personal. Add your picture, your site URL and description. Most twitterers will check your profile to decide to follow you or not, or to learn more about you when they read some of your interesting tweets.

- Make sure to be consistent in your branding on different social media sites. Try to use same nickname, same picture and publish related content on each. This way people will recognize you easier, and will know what you are about and what you stand for.
- Register [TweetLater](#) to add additional tools to your Twitter account. You can set your account to automatically respond to your new followers with a personal message, you can automatically follow people that follow you and you can set your tweets to be published at specific times.

Now you are ready to go. Start posting your tweets and start browsing around for people in your target audience. Be consistent in growing your followers. Make sure all your tweets are of excellent quality and make them all relevant to your field. In time your reputation will grow, twitterers will start following you automatically, and your site traffic referred by Twitter will increase.

## Twitter-brand yourself to increase exposure and traffic

**F**irst we looked at why you have to start promoting your site on Twitter, then I explained the strategy behind getting a large number of followers, and now I will look at how to brand yourself as an expert in your field and how to maximize the impact of your tweets.

### Branding yourself on Twitter

Keep following what is happening within your field and make sure that you become known for twittering on a subject related to your site. By linking to different quality resources, people will look at you as an expert who knows where to find the best information and who shares knowledge with their followers.

Your Twitter profile and reputation is just as important as some clicks. If you have a trustworthy profile you will gain more followers as your profile will look very valuable and knowledgeable.

The overall effect of you only posting quality and relevant tweets will be cumulative in the long run as branding is a subtle process that occurs over time. You will become branded as an expert who provides regular insight into your topic and this will expose you to other people who are interested in your subject.

### **Code of conduct for your tweets**

- Be helpful, useful and friendly. The more you give, the more you will receive in return.
- Do not promote your site or your product all the time. You might have gotten somebody to follow you, but if you do not provide value to them, they can just as easily unfollow you.
- Try to grab the attention of whomever is reading by thinking of your tweets as your blog article headlines.
- Make sure to make each tweet interesting and worth reading to your target audience. Post the best you can come up with and hopefully your followers will decide to click on, check out your profile and your site.
- Restrain yourself from tweeting too much about a broad range of personal topics, as many tweets might make your followers unfollow you. I personally write some three-

four tweets average a day, all very targeted to my blog topic, and that works fine for me. Use [TweetStats](#) and [TwitterFriends](#) to learn more and analyze your tweets.

### **How to optimize the exposure of your tweets**

- Use [TweetBurner](#) to shorten the URL's you want to include in your tweets. As tweets are based on 140 characters, this will save you some space for your message.
- TweetBurner will also track how many clicks your tweets get. You can analyze which tweet structures attract your followers the most, what headlines work best, and at what time of the day your tweets get most clicks.
- Use analysis from TweetBurner with service of [TweetLater](#) to schedule your tweets to be posted at the best possible times to optimize the exposure and number of clicks.
- Experiment with repeating the same tweet twice a day with some 10-12 hours in between and analyze your results. From my experience, people do not notice that you repeat tweets and your repeat will attract attention, as many new people have logged on since your original tweet some 10 hours before.
- You can automate your tweets even more by using [TwitterFeed](#) to have your new blog RSS news feed entries automatically posted to your Twitter followers. I do not use it personally but some might find it valuable.

## Top 5 Twitter plugins to incorporate into your blog

**A**s Twitter is becoming more popular and your blog's target audience is increasingly found there, it is a good time for you to join and incorporate Twitter into your blog. This article will show you the top 5 Twitter plugins to incorporate into your WordPress blog.

### Add Twitter username field into your blog comments section

- [WP Twitip ID](#) plugin adds an extra field to the comment form of your blog so your reader can enter his/her Twitter username. The plugin then displays the Twitter ID in the comment and links it to the Twitter profile of the commenter. See this plugin in action in [HowToMakeMyBlog.com](#) comments section. I experienced an increase of commentators when I installed this plugin and a big percentage of my commentators seem to fill in the Twitter field with their usernames now.

### **Show reader's Twitter avatars in comments section**

- [Twitter](#) plugin lets you show Twitter avatars of your blog commentators by matching the email address in the comment to the user's Twitter email. If the user doesn't have a Twitter account, it loads user's [Gravatar](#) image. By installing this plugin you will have a much better looking comments section, with commentators all having an image by their comment. Something similar can be seen in [HowToMakeMyBlog.com](#) comments section.

### **Get tweets about your blog posted as comments**

- [Tweetbacks](#) plugin imports tweets about your blog posts into your blog comments. You can display them in between the other comments on your blog, or display them separately. So when somebody writes a tweet with your blog URL or any of your article URL's in it, it will automatically get posted in your blog comments as well.

### **Let your users tweet your URL's for more exposure**

- [TwitThis](#) lets your visitors send tweets about your blog posts. When the reader clicks on the TwitThis button, the plugin takes the URL of your blog article and creates a shorter URL using [TinyURL.com](#). Then your reader can tweet this shortened URL and a description of your blog article to all their followers on Twitter.

## **Integrate your tweets into your blog posts and sidebar**

- [Twitter Tools](#) plugin integrates your Twitter account with your WordPress blog. You can for example create weekly digest of your tweets and get them automatically published on your blog as a new blog post. You can also show your latest tweets in your blog sidebar as a widget.

Hopefully these 5 Twitter plugins will help you on the way to incorporating your Twitter into your blog. Doing this will make your blog more interactive and more attractive to other Twitter users and should result in more comments from Twitter users, more tweets about your blog and an increased number of followers and readers.

## Make your site go viral with Twitter ReTweets

**R**etweet or RT is when someone takes your Twitter message and tweets that same message to all followers in their own Twitter network. Getting readers to retweet your content allows the power of your network to take over and spread your message in the Twittersphere. In other words: *viral marketing*.

Word of mouth or viral marketing is when your content is spread from person to person. Retweeting is the most powerful factor in something going viral on Twitter. It helps spread your message from one community to the next and has the ability to spread messages much faster than any other viral marketing tool.

It is free advertising and bloggers and business owners should do anything they can to encourage readers to retweet their content. Following steps can be taken to get more readers to tweet your content.

## Announce your latest content

- Always make sure to announce your latest content in a tweet, as that will make it easy for someone to “retweet” your message to their own network. This was my tweet about my most recent blog post:

*Top 5 Twitter plugins to incorporate into your blog - Latest post - <http://twurl.nl/pa3jl5>*

## Make it easy for your readers to share

- Remind your readers about Twitter on your site and make it easy for them to share your content on Twitter. You can use retweet plugin like [TwitThis](#) for this or you can create a simple link yourself. Use the following HTML link on your sitet:

*`http://twitter.com/home?status=`*

Put your tweet text after the equals sign. Remember to replace each space with “%20”.

When a reader clicks on this link, it will forward him/her to the Twitter home page with the “What are you doing?” text box pre-filled with your message. This is how the message should look in code:

```
<a  
href="http://twitter.com/home?status=@howtomakemyblog%20Top%205%20Twitter%20pl  
ugins%20to%20incorporate%20into%20your%20blog%20-%20Latest%20post%20-  
%20http://twurl.nl/pa3jl5">Tweet This!</a>
```

And this is how it will look in the text field on Twitter.com when somebody clicks it:

*Top 5 Twitter plugins to incorporate into your blog - Latest post - <http://twurl.nl/pa3jl5>*

### **Start a Twitter competition**

- Two top-bloggers [Shoemoney](#) and [John Chow](#) have recently started Twitter competitions, where in order to enter a chance to win some prizes, you must retweet a message they have chosen. Looking at my own Twitter stream and searching the Twittersphere, it seems to be a very efficient way to spread your message and your link.

### **Be active on Twitter**

- Spend time on Twitter. The more active you are and the more followers you have, the more exposure your tweets will get and there will be a higher chance that someone will retweet your content.

## **Build relationships**

- You will never go wrong by talking to your target audience, other bloggers, and other power users on Twitter. By building relationships with people interested in your subject, you stand a better chance of getting your messages retweeted.

## **Write quality content**

- When someone retweets your tweet or your content it shows a high degree of content approval. Your tweet and your content was of such great quality and was so valuable to the person, that they decided to share it with their own Twitter network.

You must have useful, original and quality content. It is impossible to attract people to read your articles, if your articles are not useful. The same way, it is hard to get anyone to spread your link and retweet your message, if they do not enjoy and find your content valuable.

## **How do I track my retweets?**

- Simple! Use [Twitter Search](#) and search for the URL you have tweeted in your original tweet. This will show you all the retweets that used the same URL. Look at the number of followers for each person that has retweeted your link to get the number of the total exposure.

## How to Twitter-spread your site to 20,000+ in less than 2 days

**F**ollowing the previous chapter on how to make your site go viral with help of retweets, and analyzing the exposure it got in the Twittersphere, I can now show you how strong the power of retweets really can be and how fast it can spread your message to thousands of people. Twitter viral marketing case study with facts.

### My original tweet

I tweeted my article 3 times to my followers during a 24 hour period after my article was published. I also had the “tweet this” link I made myself at the end of the article. That was my part of the promotion. The rest was done by the readers.

21 retweets of my original tweet or the “tweet this” link to a total of **7629** followers. According to Tweetburner, URL I used (<http://twurl.nl/kpkz48>) had **404** clicks in total.

The interesting thing to note is the shape of these 21 retweets. Some are just copy/paste, some are retweets of a retweet, some are written from scratch. So be prepared and expect your message to be spread in many different forms.

Also each of my 3 tweets seems to have gotten attention and was followed by new wave of retweets. It just shows the importance of tweeting your article several times to optimize the exposure. Twitter is so big and noisy that people do not mind you tweeting your article more than once, and not many will see the same tweet as they probably are not on Twitter 24 hours in a row.

Also note that 7 of the retweets include the text I had in my “tweet this link” in my article, so it does seem to work and people do seem to like the convenience of only clicking on a link and having the ready-to-tweet text message in their Twitter text field so they just have to click the send button to tweet it.

### **Twitter\_Tips**

Another retweet came from [Twitter\\_Tips](#), they retweeted my article with their own URL shortener to 7343 followers. Their tweet was retweeted by 2 people to a total of 1234

followers. So in total Twitter\_Tips helped me reaching another **8577** twitterers. Unfortunately I do not have access to stats on how many clicks this tweet received.

### **Joel Drapper**

The third wave came from [Joel Drapper](#) who created another URL shortener for my article and tweeted it to his 4688 followers. His tweet was retweeted twice to 258 followers. So in total Joel helped spread my URL to **4946** twitterers. According to Tweetburner Joel's URL to my article got 79 clicks.

### **The\_Gman**

Another wave came when [The\\_gman](#) with 808 followers tweeted that he just commented on my post and his tweet got retweeted by 3 twitterers and that in total exposed my article to another **2277** twitterers. Unfortunately I do not have access to stats on how many clicks this tweet received.

### **Retweeted to a total of 23,429 twitterers in less than 2 days**

In total, these 31 readers retweeted my blog post title, my URL and in most cases my Twitter username to **23,429** followers. In many different forms and shapes and with 4 different URL shorteners. The two URL's I can track show a total of **483** clicks to my site.

I did not read any case studies on “email a friend” button that many sites feature on their article, but I hope that this case study argues enough that “tweet this” button should replace “email this” on all sites. It is so much better, so much easier, so much faster and has the potential for huge exposure compared to the “email this” button.

### **5 simple steps for getting your article go viral on Twitter**

My strategy for making my site go viral on Twitter can be explained in 5 simple steps:

1. Be active on Twitter and work on increasing your Twitter followers
2. Publish interesting articles on your site
3. Include “tweet this” link at the end of your articles
4. Tweet your articles and tweet them 2-3 times on the day they are published
5. Let your readers do the rest

**[Good luck and hopefully your site will go Twitter viral soon as well!](#)**

This e-book is free to download. You have permission to share it for free with anyone you'd like and however you'd like, as long you make no changes to it.