



Spend a minute a day on twitter and gain quality traffic to your website. And its really fun.

Instructions

Things You'll Need:

- Computer
- Internet / mobile
- Few seconds of time

1. 1

2. SMM (social media marketing) is the latest online marketing trend. SMM is a way to build brand recognition for your business and getting traffic to your website / blog through social media like facebook, myspace, flickr, youtube, digg and the like. Social media sites are web sites where news, photos, videos and pod casts are hosted through user submission. It is true that marketing through social media is time consuming. Twitter is an exception.

3. 2

4. Twitter is a lot easier and simpler social networking and micro-blogging service. All you will need to do is answer the question, 'what are you doing?' in less than 140 characters. These short messages are called as tweets. Your tweets are immediately displayed on the your profile page and instantly delivered to other users who are following you. How to start tweeting? Sign up for a free twitter account. Consider using your real name rather than business name or some abstract alphanumeric combination. This will help build credibility. Change your profile, immediately. Include keywords about your business, interests or whatever you want to use twitter for. You can restrict your tweet delivery to those in your circle. Default setting is delivery to everyone.

5. 3

6. Click 'find and follow' to follow people from your aol, gmail and other email contacts who are already tweeting. You can also find people with similar interests by searching for a keyword. Click follow, if you find any interesting. My twitter name is ShriNagesh ;)

7. 4

8. Now you are all set to send your first tweet. Type a small message (max 140 characters including spaces) telling people what you are doing. You can send tweets through twitter website or instant messenger or SMS from mobile. You need to confirm your mobile number first. Do this by clicking devices. If you think it doesn't make any sense and is sheer waste of time, then you are under estimating twitter potential.

9. 5

10. Twitter allows you to add links in the tweets. You can use this to display your own links. For ex: one of my tweets today was "Adding new web templates to my template site TemplateFair.com" (61 characters). Try out creative ways to make your tweets fun, resourceful,

How to market your business on twitter

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intriguing.

11. 6

12. By tweeting frequently, following and being followed, you can grow a small community of people with similar interests and who recognize your name and your brand.

13. 7

14. I downloaded a great time saver Twhirl. It is a third party application for twitter. If tweeting takes around 60 seconds, Twhirl cuts down that time to below 10 seconds. ☐☐ Twhirl stays on the desktop (logged in). I don't need to visit twitter website during my hectic workday. All I do is, click twirl icon from the system tray and type a short "whatever i'm doing" tweet and send. Twhirl also notifies when I receive messages from my followers or the ones i'm following. So I don't miss a thing and all without wasting my time.☐☐ You can also use twirl to upload pictures to twitpic.com, a site to share photos.☐☐ There are many applications for twitter like [twitterfeed](#) (similar to twirl), [twitvision](#), which shows the geo position of the your twitter friends and so on.☐☐ Happy Tweeting.