

wikimotive Presents:

TWITTER TIPS FOR LOCAL MARKETING



Wikimotive is your wall-to-wall digital marketing solution, guaranteed to unite your social media world into a single, cohesive system.



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Twitter Tips for Local Marketing

By Timothy Martell



Timothy Martell is a marketing expert regularly sought out by both media and industry leaders for his opinion on social media marketing campaigns that really work. Timothy has been seen on MSNBC and Dateline, has been interviewed twice by Facebook for his successful dealership advertising campaigns, has been a featured speaker at automotive conferences such as, DMSC, AMBC, and the Driving Sales Executive Summit and has been featured on the cover of AutoSuccess magazine. Timothy is known for pushing the boundaries of conventional automotive thinking and producing social media campaigns that generate massive numbers of followers leading to record ROI. Martell founded Wikimotive in 2010; a company that provides all-encompassing digital marketing strategies for automotive dealerships including website design, customized SEO, and social media marketing that focus on targeting and acquiring many thousands of consumers who ultimately become followers of his client's social media outlets.

Critically acclaimed as a "Social Media Rockstar," Martell's marketing systems consistently produce results that are of "Rockstar" status. Wikimotive's social media management systems remove the tedium of finding and identifying consumer-engaging content from the dealer all while educating the dealer's key personnel on how to utilize the most important social media platforms in order to generate and retain business.

To learn more about Timothy Martell and Wikimotive and to find out how to receive a free digital marketing evaluation visit wikimotive.com or call toll free 1-888-692-9818.

INTRODUCTION

If you've been paying attention to search engine optimization, you're probably asking, "Why the heck is Twitter so important?" It may seem frivolous at first, but the reality is that Twitter is an invaluable weapon in the arsenal of a local or regional business.

To fully implement a successful Twitter strategy, you'll likely need some help. At Wikimotive, we specialize in creating and maintaining Twitter accounts that turn local users into followers and followers into leads.

Want to know our secrets? Well, you're in the right place. In this eBook we'll take you from traditional advertising dinosaur to new media wizard; just implement our techniques for 30 days and you'll be STUNNED by the results!



TABLE OF CONTENTS:

Page 7 **Chapter 1:** Twitter Basics

Page 12 **Chapter 2:** Twitter For Your Business

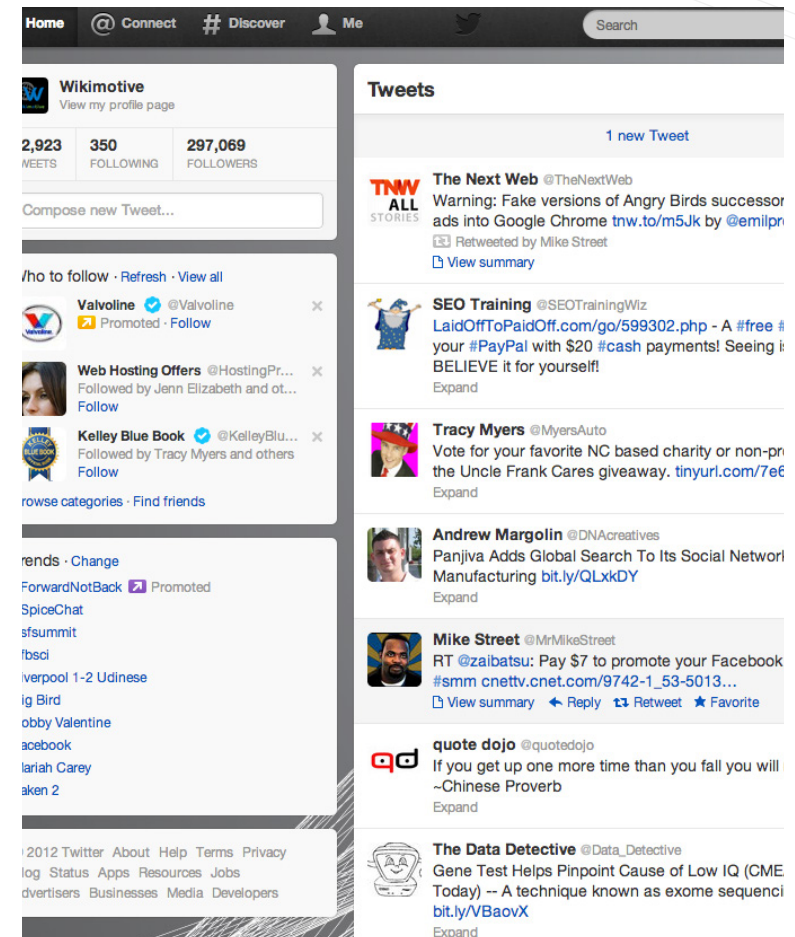
Page 24 **Chapter 3:** Conclusion

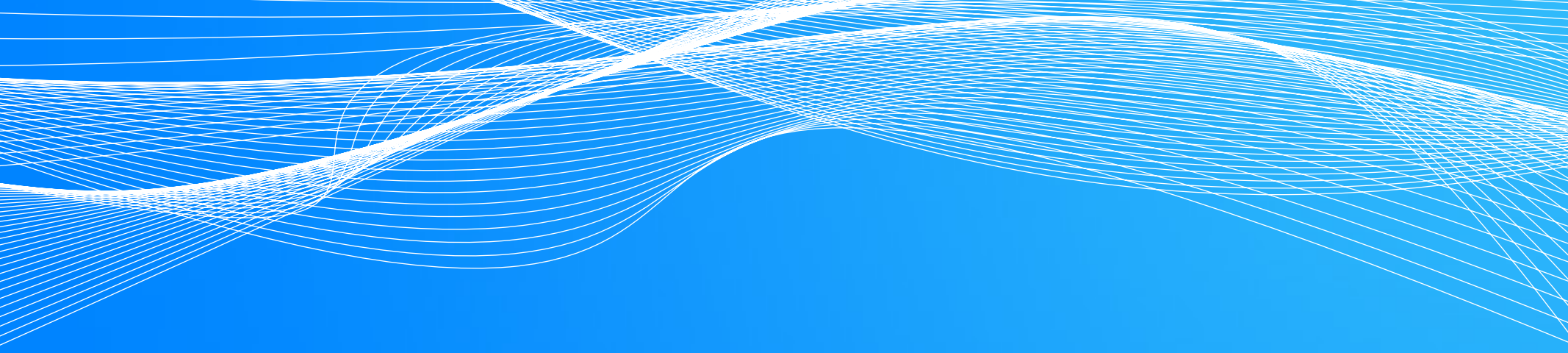
WHY TWITTER MATTERS

It may seem strange to think of Twitter as a marketing tool, but it's actually one of the best services in existence for local and regional businesses. Twitter lets you interact with prospective customers on a level unsurpassed.

Would it be valuable for your business to know the thoughts of everyone in a 20-mile radius? Would it be valuable to know anytime someone mentions your business? Would it be helpful to know anytime someone mentions something that's even remotely related to your product or service?

Of course it would, and that's exactly what Twitter lets you do.

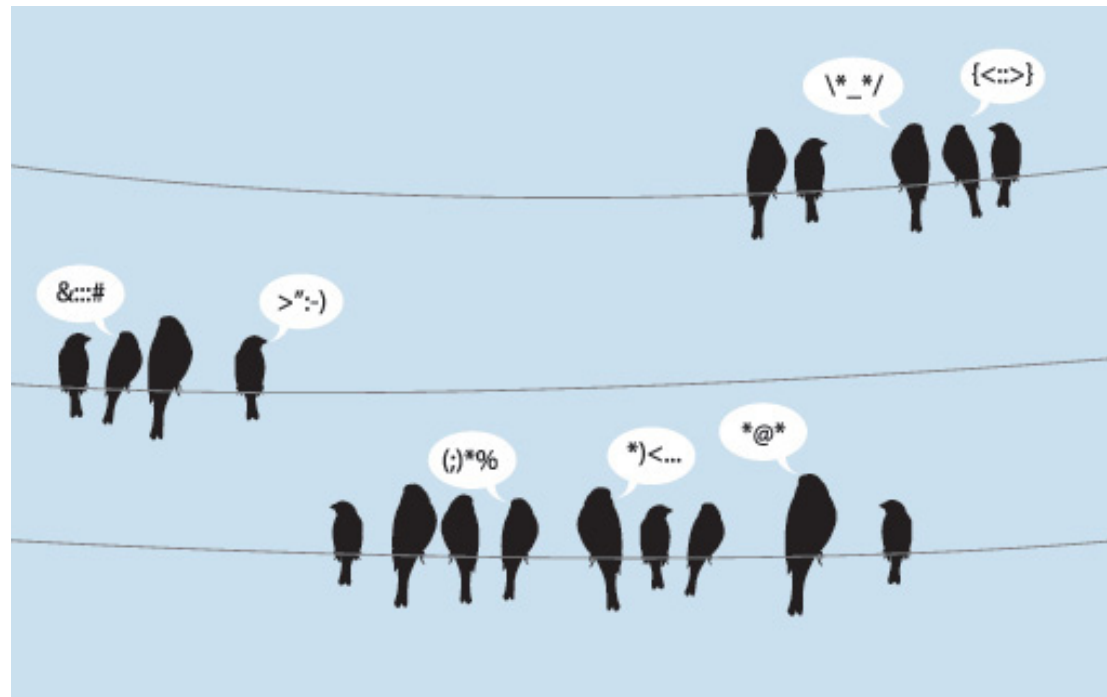




Chapter 1:

TWITTER BASICS

Twitter has become a vibrant community, organically developing a certain vocabulary and unique rules of etiquette. Before you start Tweeting, it's best to be sure you understand the culture on the service, so that your business fits right in.



BUILDING YOUR PROFILE

Building your profile on Twitter is actually pretty easy, especially compared to some of the other social networks. All you really need is:

- 1 An eye-catching profile picture
- 2 A concise Bio (160 characters or less)
- 3 A link to your landing page of choice
- 4 An interesting and informative background image (Maximum size of 800k. GIF, JPG, PNG.)

Here is Wikimotive's page as an example:



LEARN THE TWITTER JARGON

Twitter has certain words and phrases that are unique to the service. Sure, you'll see all the standard OMGs and LOLs, but here is the list of stuff you haven't seen elsewhere:

DM = Direct Message, a private message sent to specific users.

= Hashtags on Twitter flag something as a keyword. Hashtags trend and communities can form around them.

@USERNAME = A public Tweet sent to a specific person. Anyone can see and reply to them.

RT or **R/T** = ReTweet, Twitters way of quoting and spreading a Tweet.

Follower = Someone who subscribes to have your Tweets in their feed

Following = The users you subscribe to

Those are the main ones, but of course there are more. Twitter's 160-character limit necessitates all kinds of jargon. The best exhaustive list we've found is located here:

http://www.webopedia.com/quick_ref/Twitter_Dictionary_Guide.asp

LEARN THE TWITTER ETIQUETTE

You want to be a polite user, so here are the simple rules of thumb that will prevent a Twitter Faux Pas:

- 1 Follow the people who follow you
- 2 Thank people who quote or ReTweet you
- 3 No explicit content, as a business, stay away from even borderline stuff
- 4 Write professionally. Twitter shorthand is okay, but stay away from "We want 2 C U @ our store!"
- 5 If you're mainly B2B, industry-specific jargon is okay. Otherwise, steer clear.



Chapter 2:

TWITTER FOR YOUR BUSINESS

Twitter is great for any business, but it's an especially powerful tool on the local and regional level. This chapter is full of easy techniques to seriously boost your Twitter acumen, gain followers, and convert those followers into customers!



DON'T AUTOMATE!

It's easy to set up a service that can automatically Tweet your content, and even reply to certain Tweets. Don't do it. Your Tweets should be written with personality and, even more importantly, your replies should feel like genuine interaction. If you automate, your Twitter will quickly look like a faceless promotion engine, and you'll miss out on the opportunity to connect with potential customers on a personal level.



FOLLOW RELEVANT USERS

The first thing you want to do is follow everyone on your staff, from there you can branch out into their networks. The next most important thing is following users in your industry, like the accounts of relevant brands and experts in your field. Finally, you can give yourself some personality by following some of your favorite entertainers...bonus points for following artists admired by your target audience.



TWEET ABOUT THE THREE C'S

What are the three C's? Controversial, cute, and comical.

If you're all business all the time, users will quickly get bored and stop following you. It's important you give them content that they'll enjoy and share. Twitter users respond better to Tweets with images, so include plenty. Here are a few examples of what we mean:



MONITOR FOR PEOPLE WHO MAY NEED YOUR SERVICES

Twitter has a search function that enables you to find people in your area who are talking about things relevant to your business.

We'll use an automotive dealership as an example. You'd search for people talking about keywords like new car, used car, or even a make or model. You'll be surprised how often you find opportunities. While writing this eBook, we did a search for "new car" within 15 miles of our local dealership and found these tweets, all from the past week:

- 1 I need a new car
- 2 I WANT A NEW CAR. Or one that's not sat outside broken :(
- 3 Want a new car...what though? #talktome #sellme

It may seem too good to be true; especially that last one, but these are real Tweets. Keep in mind that these are in a radius of 15 miles, for one keyword, in a single week. Also remember that Twitter allows you to talk directly to these users. Just imagine the opportunities you could create for your business by doing this kind of monitoring and replying on a large scale.

ANSWER QUESTIONS

(Even when you can't sell something)



While you're monitoring your chosen keywords, expand your brand by answering local questions with your expertise. Modern customers are pretty aware of when they're being marketed to, so don't be **that** company. Give honest, earnest help even when there isn't money on the line.

So if you're searching for 'used car' and find someone griping about a jalopy, maybe help them with the finer points of the lemon law. If you're a restaurant and you search 'Italian food' and find a struggling cook, give them some recipe help. You may not be selling them anything there and then, but you'll look great and they'll remember you later.

The bottom line is that if you want to be liked, then be likable.

ASK YOUR FOLLOWERS QUESTIONS

Twitter is a great place for impromptu market research. People respond positively when businesses ask questions. You'll gain invaluable feedback, and all your local followers get another positive reminder of your existence.

If you're a car dealer, ask about color, model and options. Shy away from things that you have to be an expert to answer; remember that most car buyers are not necessarily car 'people'.

If you're a restaurant, ask about specials and menu additions. You'll get to hear what your customers want, and they'll likely come in to try the food that THEY suggested!



SEARCH FOR TWEETS INVOLVING YOUR BUSINESS AND RESPOND

Don't forget to search for your own name, whether tagged with an @yourcompany or written plainly. If someone says something positive about you, be sure to thank them! If they have an innocent question, answer it openly.

When doing this kind of live PR, you have to be careful about negative Tweets.

When responding to a negative comment, make a public apology and then direct the resolution to private channels. You never know how a conversation will turn out and it's never smart to discuss problems in the public eye. When you find a complaint, the best reply is a tweet like, "We're sorry you had that problem! Give us a call or shoot us an email and we'll get this fixed for you right away!" Be sure the person on the other end of the number or email address you list is aware of the situation so they can assist accordingly.

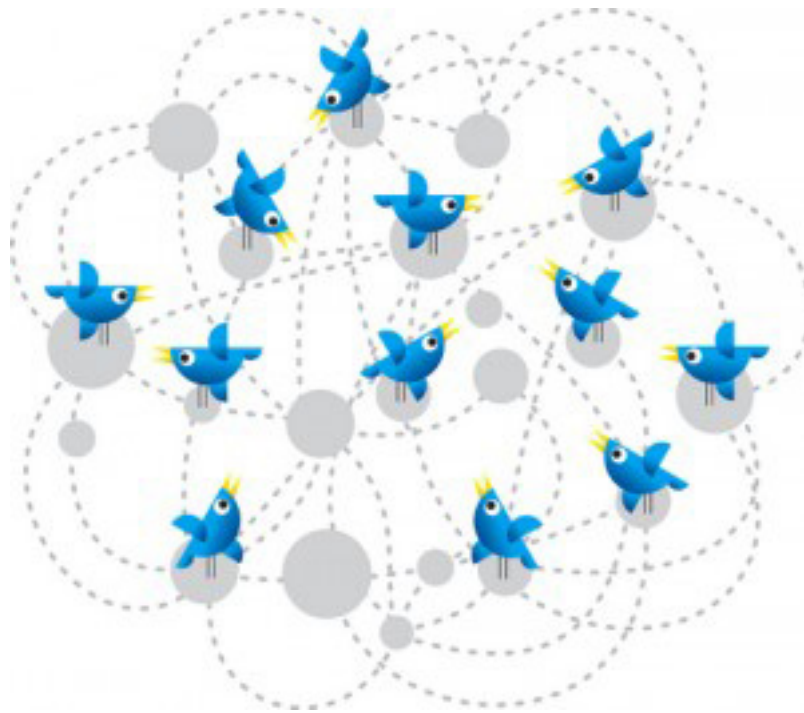
POST JOB OPPORTUNITIES

What better place to look for new employees than in your local pool of fans? They're sure to be interested in what you do and they'll have at least a cursory knowledge of the field.

It sends the right signal when you post job opportunities because your followers know you're looking within the community first. In these tough economic times, simple gestures like that go a long way. Additionally, even if your followers don't need a job, they're sure to know people who do, so your content will be ReTweeted and shared across their networks.



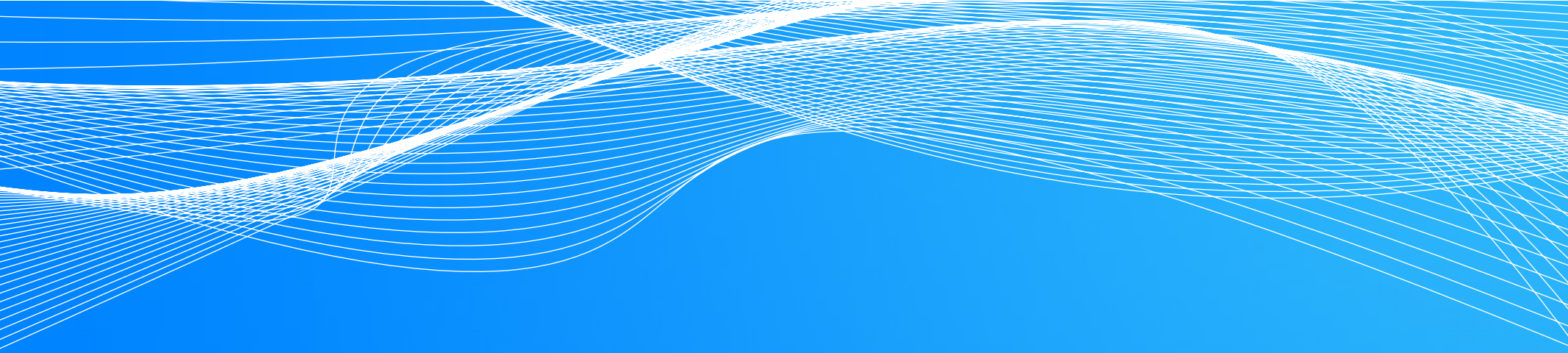
Find other local businesses on Twitter. If you follow them and help them spread the word about their local events, they'll likely do the same for you. This will emphasize your position within the community and help build a great network of local business friends, which is always a good thing.



TWITTER CHEAT SHEET

Want to be a real power user? Here are some simple rules, backed up by hard stats, to really make the most out of every Tweet:

- 1 Don't max out your character limit, instead, stay around 100 characters per Tweet. This length netted a 17 percent higher response rate because it allowed room for people to add their own commentary when ReTweeting.
- 2 Add links to your Tweets. Tweets with links enjoyed an 86 percent higher ReTweet rate. Ensure that you're linking properly; dead links mean dead business opportunities! Keep in mind, the most common cause of dead links is improper spacing.
- 3 Make sure to include a relevant hashtag in your posts. Tweets with hashtags receive twice the engagement as non-tagged Tweets! Be aware though, more than one or two hashtags per Tweet can start to turn people off.
- 4 Be sure to include images with your Tweets. Tweets that include an image link double customer engagement!
- 5 Finally (and this may seem obvious but it's surprisingly rare) ask your followers to ReTweet! Don't do it with the shorthand "RT" unless you have to though. The study shows that while asking with "RT" garnered 12 times the ReTweets, asking with the whole word "RETWEET!" showed an amazing 23 times the response!



Chapter 3: **CONCLUSION**

This may seem like a lot to take in, but you don't have to do it alone. Developing a strong Twitter following, posting daily, and monitoring for sales opportunities can be a full time job. You have to be a designer, marketer, and writer all rolled into one.

If you have someone like that on your staff, consider yourself lucky! If not, Wikimotive is here to help. We can do as much or as little as you need, all on a month to month basis. That means no contracts and no risky commitments. You keep us around as long as you like and we promise to bust our humps giving you the best service at the best rate.

Wikimotive offers Twitter Content Management through which we handle the posting of content to your Twitter pages.

If your company doesn't have a Twitter page yet, Wikimotive will design a custom page theme to further facilitate brand recognition and direct conversion.

Wikimotive also handles Follower engagement monitoring as a part of managing a your Twitter. This means we look for opportunities to engage followers on your behalf, from answering questions to targeting keywords, we keep your presence active and positive.



Even if you just need help getting started, or have a question about one of our tips, never hesitate to contact us. Here at Wikimotive, we don't want to just be another vendor; we want to be a trusted asset and friendly community member.

Remember:

