

[PDF] Twitter Marketing For Dummies

Kyle Lacy - pdf download free book



Books Details:

Title: Twitter Marketing For Dummies

Author: Kyle Lacy

Released: 2009-11-16

Language:

Pages: 312

ISBN: 0470561726

ISBN13:

ASIN: B005IURLJ0

[CLICK HERE FOR DOWNLOAD](#)

pdf, mobi, epub, azw, kindle

Description:

From the Back Cover Learn how to interact with your customers with Twitter

Your customers are already tweeting on Twitter, and it's time to join them. This book shows you how to develop and implement a Twitter strategy into your marketing mix that lets your customers participate in your company and help spread your message. Share company news and build your brand, 140 characters at a time!

- Learn from the best — see how other leading companies are using Twitter
- 2. Details, details — learn how to sign up, create a market-friendly profile, and find followers
- 3. The old and the new — include Twitter marketing in your overall plan with other types of media
- 4. Map your strategy — develop a marketing roadmap using Twitter, focus on your target market, and learn to use Twitter's unique strengths
- 5. Measure your success — discover how to assess your progress with Cligs and Google Analytics
- 6. Follow and be followed — find the right people to follow and get them to follow you
- 7. Protect your image — choose the right employees as Twitterers and keep tweets honest and upbeat
- 8. Retweet to advance — spread your message with smart retweeting

Open the book and find:

- How to register your company name on Twitter
- 2. Ways to enhance your brand with Twitter
- 3. Tips for finding your Twitter voice
- 4. Why you should follow the competition
- 5. Cool tools like HootSuite, Ping.fm, and TweetDeck
- 6. Pitfalls to avoid
- 7. Case studies from successful campaigns
- 8. How to become a thought leader

About the Author Kyle Lacy is co-founder and business development head of Brandswag, a design and social media communications firm. He has built his reputation around the latest methods of customer communication and Internet marketing. His clients include businesses large and small. Kyle actively tweets as @kyleplacy and blogs at KyleLacy.com about ways to communicate creatively using social media.

- Title: Twitter Marketing For Dummies
 - Author: Kyle Lacy
 - Released: 2009-11-16
 - Language:
 - Pages: 312
 - ISBN: 0470561726
 - ISBN13:
 - ASIN: B005IURLJ0
-