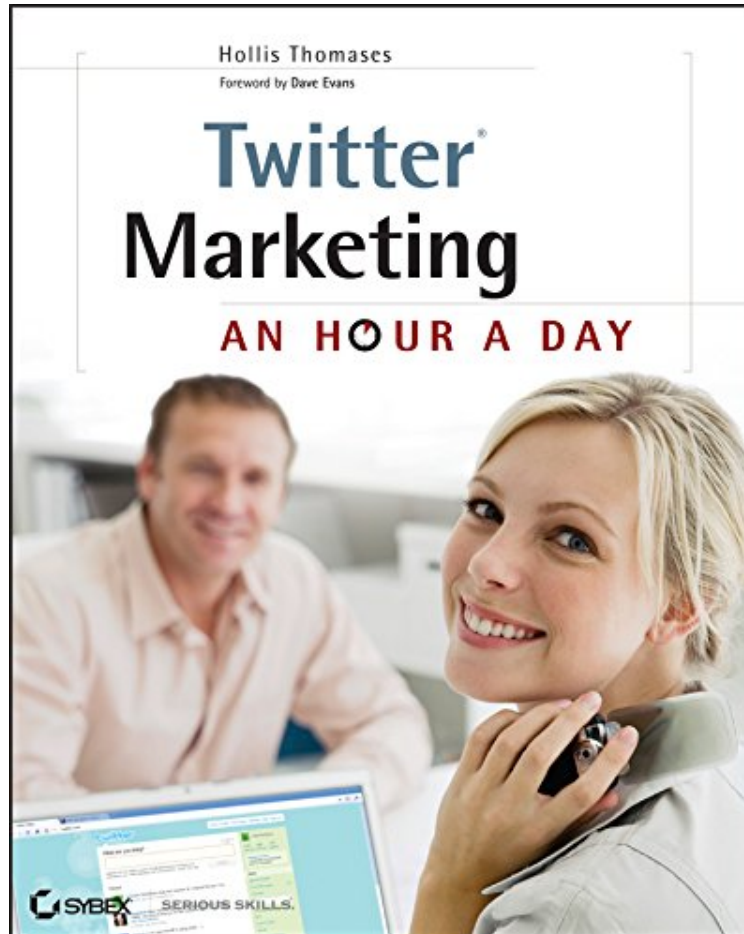


(Download free pdf) Twitter Marketing: An Hour a Day

Twitter Marketing: An Hour a Day

Hollis Thomases

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Hollis Thomases : Twitter Marketing: An Hour a Day before purchasing it in order to gage whether or not it would be worth my time, and all praised Twitter Marketing: An Hour a Day:

3 of 3 people found the following review helpful. Textbook meets Reference BookBy JeremyThis book was certainly the most interactive books I've ever read; even more so than those `Choose your Own Adventure Series' books that I will never actually admit to purchasing. The medium in which the author made her book available played a huge role in my enjoyment of the material. I was able to purchase her book through the Kindle store on .com and download it onto my iPhone. This made it extremely convenient to interact in `real-time' with the various website links that Thomases provided in her data references. This `interactive' theme carried its way throughout the entire book, enabling me to be `just click away' from relevant blogs, stories, feeds and references. Another example of Thomases interactive theme was the placement of personalized handles for specific references (i.e. "Jeremy Neas (@Jeremy_Neas) sites in his review..."). By integrating this feature, she enabled the reader to conveniently add new tweeps to their follower list, as well as stay up-to-date on the more interesting people and companies mentioned throughout the text. Though the intended audience for this book is mainly companies looking to use Twitter as another form of e-commerce, the

average 'Twitterer' can easily find value in it as well. The layout is well thought-out and easy to navigate through. It initially dives into the history and the basics of what Twitter is, but quickly moves to the common assumptions about Twitter and then gravitates towards the power Twitter can provide for anyone looking to advertise/expand/grow. She starts by stating "What Twitter Is Not: 1. Twitter isn't accessible only on the Web 2. Twitter isn't the "new" email or cell phone 3. Twitter isn't a form of instant messenger 4. Twitter isn't a micro version of your blog 5. Twitter isn't private by any means 6. Twitter isn't a replacement for Facebook, Myspace, or other social networks 7. Twitter isn't a competition." "Twitter creates value because it helps with: 1. Keeping in touch 2. Making new friends 3. Connecting with Like-Minded People 4. Voyeurism 5. Event Planning 6. Activism 7. Entertainment 8. Getting a company's latest tweets 9. Marketing and business Development 10. Monitoring Brands and Reputations 11. Keeping up with the Latest News" "The most successful people and brands using Twitter are the ones who treat Twitter as an ongoing, open, and thought-provoking conversation rather than just a broadcast medium." Thomases provides in-depth look on exactly who is on Twitter and their motives, as well as the demographics of the users and what you are may come across when you start your venture forth. I went into this book with an open mind, erasing my previous knowledge about Twitter in order to use this book as a guide. Doing this definitely gave me a newfound appreciation for everything Twitter offers and made my reading experience that much more enjoyable.

Textbook to Reference Guide
The book makes a big transition after chapter three which ends part one. It transitions from a text book to a reference guide. Part two goes hour to hour, day to day, and week to week about how to transition from a Twitter "rookie" to a serious power user. I consider it a reference guide because the author understands she doesn't have all the tools. She does understand where all those tools are, what they are, and the benefits of each one. Additionally, she does a very good job at clearing out the noise of the web and consolidating all the necessary requirements that a business (or person) must have to extrapolate the functionality and usefulness of Twitter. That is what makes this book so powerful.

15 of 16 people found the following review helpful. An essential guide and reference for marketing with Twitter
By Christopher Maddox
I am not a marketing person per se, but as a business executive I have to appreciate any resource that helps me get my arms wrapped around a new technology and how it can be leveraged to improve my results. I have been a Twitter user for nearly two years, but my use is limited mostly to personal networking, following news in my industry, and staying connected with my home city while I travel extensively on business. The beauty of Twitter is its simplicity, which allows it to be molded in many ways by the user and third-party API communities. It is evolving rapidly as a marketing tool and it's time that my company (and many others) take advantage of this; always better to be a pioneer than a follower. I've found no better guide and reference for this than this book. Hollis Thomases, a web marketing pioneer in her own right, breaks Twitter marketing down into easy-to-digest pieces, lays out a straightforward plan for implementation, and provides at the same time a significant reference for advanced use of Twitter specifically and social media in general. The book starts with the question that is first on people's lips - "just what is Twitter?" - and explains it much better than I've ever been able to, weaving in its history, features, emerging culture, and who is using it (and for what). Once the fundamentals are disposed with, she moves quickly into a weekly plan to get your organization up and running on the Twitter platform. This is accomplished with an engaging voice, plenty of case studies, and examples appropriate to any kind of enterprise. She includes a lot of discussion on third party applications and tools which are really the heart of Twitter's power and without which this would be just another novel web application. Ultimately, she gets into the meat of what we're here for: building your brand, promoting your product or service, measuring results, and avoiding the pitfalls that can accompany any marketing tool. This book will be ideal for those just starting to explore this tool as well as the seasoned social media professional - and for those, like me, not directly responsible for marketing but required (and eager) to understand and realize its strategic value. As a combination of how-to simplicity and valuable reference, this volume can't be beat, and I wholeheartedly recommend it.

5 of 6 people found the following review helpful. Twitter Marketing by Hollis Thomases
By Jeff W. Hollis
Hollis has written an excellent book giving newbies and oldies a great tool to learn how to market a business or service on Twitter. The book is well laid out, organized very well and very thorough. You will learn many useful things about to market your business on Twitter from Hollis's idea and excellent examples. Hollis is a real person and personally responded to several twits I sent her. You can't learn from a better expert than Hollis who runs her own Social Media marketing company
Twitter Marketing: An Hour a Day

The complete guide to a successful Twitter marketing campaign Twitter is a microblogging service that's changing the way we communicate. Marketers recognize its value, and **Twitter Marketing: An Hour a Day** offers marketers, advertisers, brand managers, PR professionals, and business owners an in-depth guide to designing, implementing, and measuring the impact of a complete Twitter strategy. Expert author Hollis Thomases acquaints you with the Twitterverse, its conventions, and its fascinating demographics and statistics. She then teaches you step by step how to effectively craft successful branding and direct response strategies that can be scaled to any organization and its objectives. **Twitter Marketing: An Hour a Day** uses interesting case studies, success stories, anecdotes, and examples to demonstrate how to use Twitter metrics in order to inform strategic direction. You'll discover how top companies-large and small-have leveraged this exciting communications platform. Twitter has become a phenomenon with 32

million users, including major companies such as Apple, JetBlue, and CNN This step-by-step guide explains the demographics, shows how companies are using Twitter, and explains how to scale the approach to your enterprise The detailed coverage includes the basics for Twitter newcomers and explores all elements of a successful strategy Expert author Hollis Thomases shows how to set goals, develop and implement a plan, attract followers, and measure the impact of a campaign The in-depth book explains how to maintain momentum and explores such issues as contests, promotions, and crisis management Twitter Marketing: An Hour a Day is the ultimate guide to succeeding one tweet at a time!

From the Back Cover Craft and Implement a Winning Twitter Marketing Strategy A Step-by-Step Guide Twitter has rocketed into the mainstream and is vastly changing how your customers view products and brands. Learn how to leverage Twitter for your business with this smart, practical guide from social media expert Hollis Thomases, who shows you how to design, implement, and measure a winning Twitter strategy from start to finish. After walking you through Twitter basics, she explains how to craft strategies that can be scaled to any organization or market—including travel, retail, restaurants, healthcare, and service-oriented businesses. Learn how to create a winning, goal-based plan and then implement, maintain, and adjust your plan while avoiding common pitfalls. This detailed how-to helps you: Explore the fascinating demographics of the Twitterverse and see how to reach potential customers Master Twitter basics, understand tweeting dos and don'ts, and leverage useful third-party Twitter applications See how a slew of top brands such as Starbucksreg;, Zapposreg;, and Planet Hollywoodreg; are successfully using Twitter Prioritize your objectives, create a plan, and get corporate buy-in Leverage contests, promotions, tweets with multimedia, and other proven ways to improve engagement and foster conversation Let the tweets flow and then track and measure everything from retweets to mentions to increases in web traffic Analyze results and frame reports in terms of your key metrics, whether in dollars, traffic, conversions, or other goals You'll also find: Creative ways to map your marketing goals to Twitter metrics, so you can really find out what's working Real-world "From the Trenches" case studies that illustrate successes to learn from and mistakes to avoid Useful Twitter tools that will help you manage and measure your efforts Praise for Twitter Marketing: An Hour a Day "This book walks you through Twitter processes and strategies step by step, from setting an account to setting actionable business goals. Whether you're a Twitter newbie or a seasoned power user, there's something in here that will help you use Twitter more effectively—and more profitably." —Rebecca Lieb, VP Econsultancy and author of The Truth About Search Engine Optimization "This terrific book is a godsend. It's filled with practical advice and hands-on exercises that will help companies of all sizes tap into Twitter's marketing potential." —Bo Burlingham, Editor-at-Large of Inc. magazine and author of Small Giants: Companies That Choose To Be Great Instead of Big "Hollis Thomases has created an extremely practical guide to Twitter for neophytes and serious marketers alike. She clearly and completely demystifies the service. This is an indispensable B2B guide for large or small businesses seeking to build effective social media marketing campaigns on this rapidly growing platform." —Greg Sterling, Principal, Sterling Market Intelligence About the Author Hollis Thomases, award-winning founder of Web Ad.vantage (www.webadvantage.net) and a leading expert in Internet marketing and social media, has helped Check Point Software, the Starlight Children's Foundation, Visit Baltimore, and others in the health, retail, nonprofit, and government sectors develop and implement successful social media and online marketing strategies. She authors a ClickZ column and is a frequent conference speaker and presenter at key industry events such as Search Engine Strategies, American Marketing Association, the Public Relations Society of America, and others. Follow Hollis's tweets at www.twitter.com/hollisthomases.