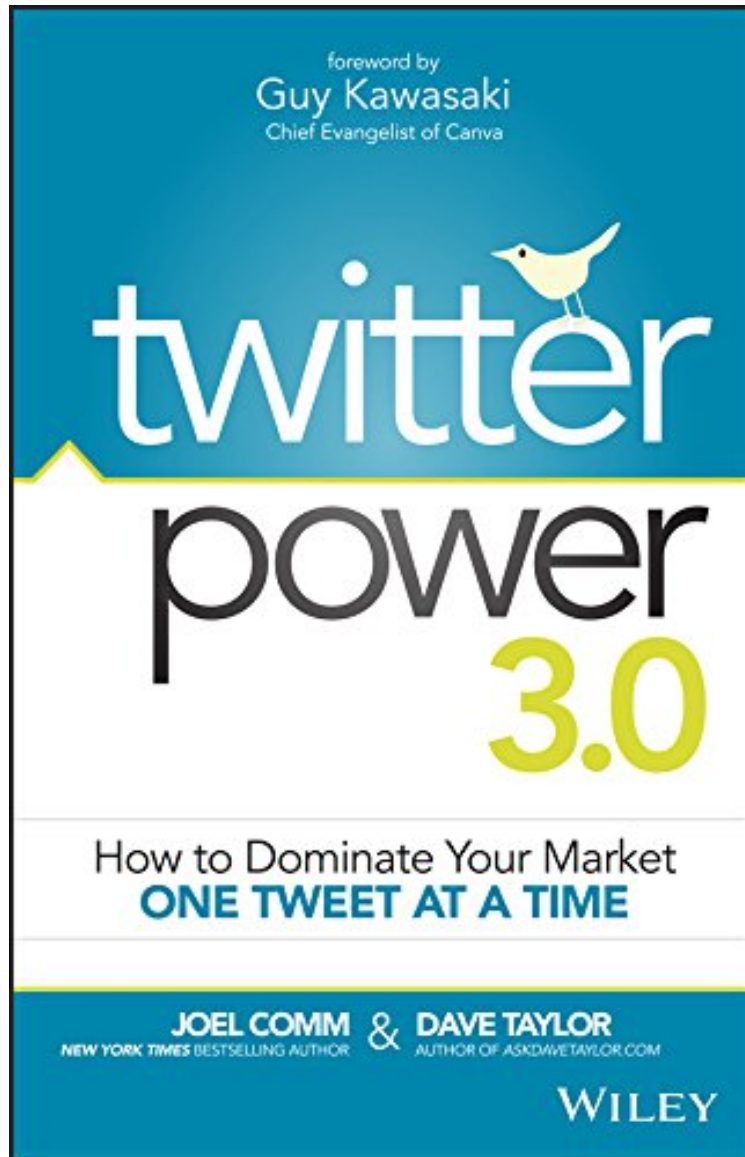


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Twitter Power 3.0: How to Dominate Your Market One Tweet at a Time

Joel Comm, Dave Taylor

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Joel Comm, Dave Taylor : Twitter Power 3.0: How to Dominate Your Market One Tweet at a Time before purchasing it in order to gage whether or not it would be worth my time, and all praised Twitter Power 3.0: How to Dominate Your Market One Tweet at a Time:

2 of 2 people found the following review helpful. Dominate your market, one tweet at a time!By Douglas N. Burdett[[VIDEOID:1674aed5929574193f2b1a40dd5c4980]] Hi, I'm Douglas Burdett, host of The Marketing Book

Podcast and I'd like to tell you about "Twitter Power 3.0: How to Dominate Your Market One Tweet at a Time" by Joel Comm and Dave Taylor. If you're new to Twitter, this book explains what Twitter is and how to set up an account. But that's really not what most of the book is about. It covers topics like online publishing and how many tone deaf companies are still getting social media wrong. It covers lead generation and sales. It covers human psychology. It covers much more than I expected based on the title of the book. The book walks you through how Twitter can add a whole new dimension to your businesses marketing, customer service, media relations, influencer outreach, recruiting and even communicating with your own employees. From a marketing standpoint, I particularly like the section on how Twitter can significantly boost your content marketing efforts, particularly blogging. Don't be fooled by the cover - this book is much more than just about Twitter - it's a great marketing book. And, to listen to an interview with Joel Comm about "Twitter Power 3.0," visit MarketingBookPodcast.com

1 of 1 people found the following review helpful. Good read regardless of existing knowledge level

By Damion I have been consulting with businesses with their Internet Marketing strategies for years and have always shied away from Twitter because I viewed it more as a ticket of one-way communication. Joel and Dave have done a fabulous job of opening my eyes to the possibilities of Twitter and reinforced my decision to learn it better so I can be more thorough in assisting my clients. The book was well-written, in a conversational manner. I was able to read it in a few hours, making it a great afternoon read. The one recommendation I can give is that if you are at least familiar with basic social media philosophy, have an existing Twitter account, and know how to create a profile, you can just skip the first 3-4 chapters. A lot of fluff on setting up your account. Past that, it had some good content. I would venture to say that even if you are a veteran Twitter user, the \$10 you would spend on the purchase of this title will still be worth it in reinforcing your existing knowledge as well as potentially picking up a few nuggets.

0 of 0 people found the following review helpful. Joel Has Another Winner Here

By Laurie Mills Joel has another great and informative book here/ Following his suggestion's and his ideas, I am picking up virtually every day from Twitter, between 2 and 8 followers without any complicated theories having to be used. Get it if you need to grow your list of contacts.

Tweet your company to the top of the market with a tailored approach to Twitter

Twitter Power 3.0 is the newly updated guide that shows smart businesses and entrepreneurs how to use Twitter to their advantage. This book is the best business leader's guide to Twitter, with the most up to date information on trends in social media, branding, and competitive research. Readers will learn that viral content doesn't happen by accident, why videos and photos are crucial to engagement, and how to measure the success of a Twitter strategy using specific and accurate metrics. This new edition contains brand new case studies, user profiles, features, and images, helping readers create a stronger overall Twitter strategy whether they're already engaged or just wondering if Twitter's important for their business future. Tip: it most definitely is important! Twitter has grown up. It's now a public company, worth over \$30 billion, and it means business. Twitter has changed over time, but remains a crucial tool for business branding and a key place to engage with customers and build long-term client relationships. This book demonstrates how Twitter can play an important role in business growth, 140 characters at a time. Understand how Twitter differs from other social media platforms

Build a savvy Twitter strategy as part of a broader social media plan

Create viral content that effortlessly spreads your message and gains you huge numbers of followers

Learn which metrics matter, and how to measure and track them

Firms need to understand how Twitter is a vital element in any social media marketing, and craft strategies specific to each.

Twitter Power 3.0 is the complete guide to Twitter for business, with the latest information, proven techniques, and expert advice.

From the Back Cover

PRAISE FOR twitter power 3.0

"Joel and Dave have written a fantastic 3rd edition that every business owner should read if they want to harness the power of this social media giant to engage with others and grow their business." — Robert Scoble, Startup Liaison Officer for Rackspace, @Scobleizer

"Twitter is a secret gate-jumping tool that allows me to connect with people for my business and for success, and this book is every bit as important as it has been since the first edition." — Chris Brogan, CEO, Owner Media Group, author of *The Freaks Shall Inherit the Earth* @chrisbrogan

"Twitter has helped build my business and my career. But it's as inscrutable and confusing as Lindsay Lohan's life choices. You need a guide to do it right, and Twitter Power is like the instruction manual for Twitter success." — Jay Baer, New York Times bestselling author of *Youtility*, @jaybaer

"Read this book from cover to cover and apply Joel and Dave's teachings; then watch your online audience, your influence, and your business all grow exponentially!" — Mari Smith, social media thought leader, top Facebook marketing expert, author, *The New Relationship Marketing*, and Coauthor *Facebook Marketing: An Hour A Day* @marismith

About the Author

JOEL COMM is the New York Times bestselling author of *The AdSense Code* and nine other books. As a leading New Media Marketing Strategist and keynote speaker, Joel has consulted, partnered with, or trained companies including Microsoft, IBM, Starz Entertainment, Hubspot and others. A serial entrepreneur on the web since 1995, Joel has sold a site to Yahoo!, created a #1 bestselling iPhone application, and produced the world's first competitive Internet reality show. Learn more about Joel at www.JoelComm.com

Dave Taylor has been helping invent the Internet for over thirty years, has launched four Internet startups, written 22 books, and is an award-winning

speaker and event host. He has a degree in Computer Science, an MBA and a Masters in Education, during which time he created the award-winning Purdue Online Writing Lab. You can find Dave writing about tech and business at AskDaveTaylor.com, sharing his parenting adventure at GoFatherhood.com and on every major social network when he's not busy with his real job of single dad to his three children, 18, 14 and 11. Dave lives in Boulder, Colorado and can be found on Twitter as [@DaveTaylor](https://twitter.com/DaveTaylor).