

Twitter...

...for #entrepreneurs w/
@mike_gauthier, [http://bit.ly/
bReMVx](http://bit.ly/bReMVx)

What is #Twitter?

- Micro-blogging
- Social Networking

In Business. . .

- Free Advertising
- Network builder
- Market Research Tool
- Customer Support Tool
- And more...

Twitter Basics

To get started...

1. Register for your account at www.twitter.com

2. Fill out your Profile

- Your Name
- Your Username
- Your Location
- Your Bio
- Link to your Website



Mike Gauthier

@mike_gauthier Winnipeg, Manitoba, CANADA

Entrepreneur working on a web application startup.

Interested in new technologies and ideas.

<http://www.mavenlive.com>

Source: <http://www.twitter.com>

Twitter Basics

- Tweet

What's happening?

+ Add your location 140 Tweet



- Retweet

 **earlybird** Earlybird Offers ↻ by mischa >



Love independent fashion? Check out @moxsie's special earlybird boutique: 30% off for a few more hours, <http://t.co/NGizKAe> #WearItWednesday

56 minutes ago ☆ Favorite ↻ Retweet Reply

- Follow

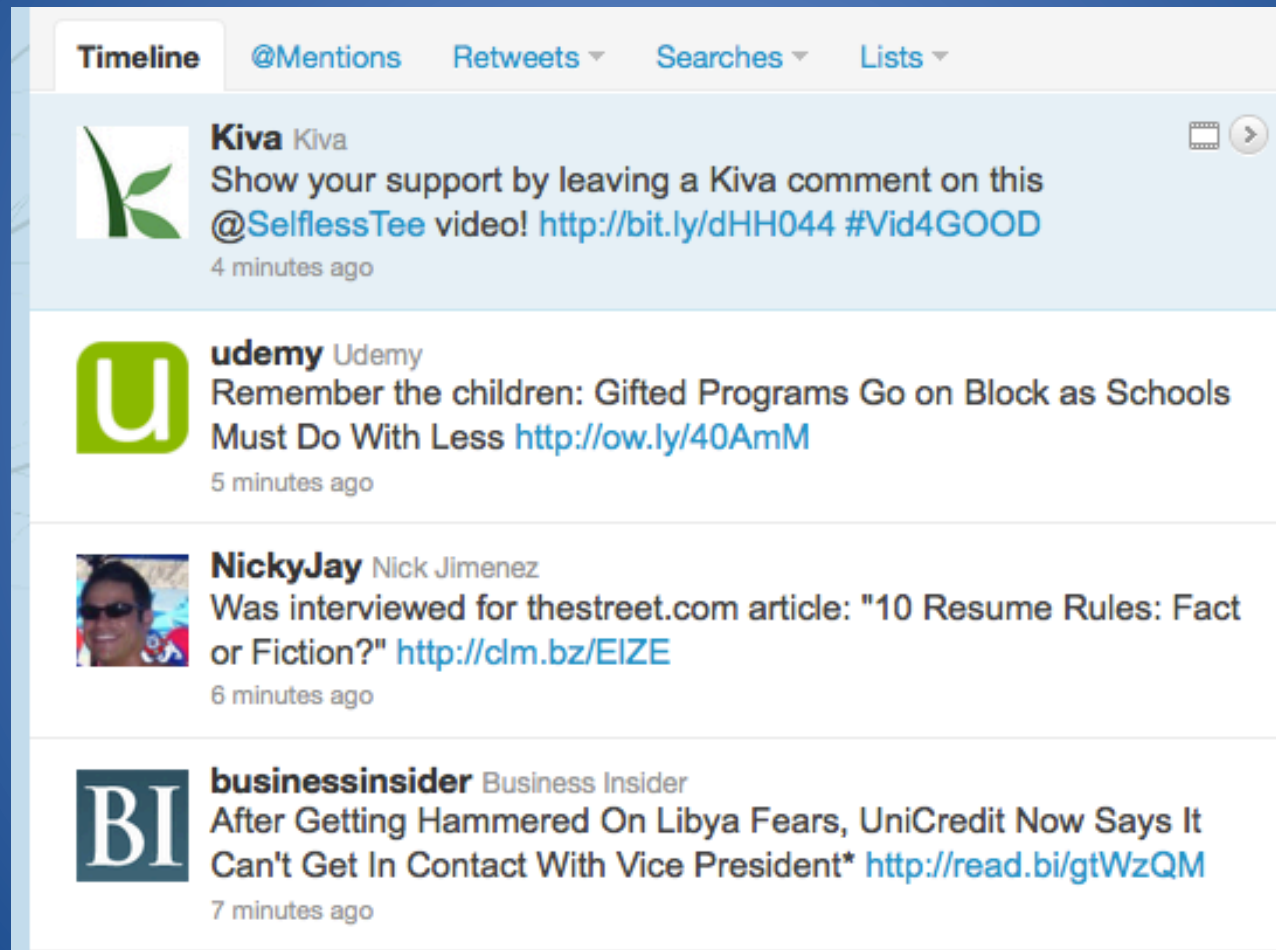
+ Follow Message  

- Search

twitter  

Source: <http://www.twitter.com>

The Timeline



The screenshot displays a Twitter timeline with four tweets. At the top, navigation tabs include 'Timeline', '@Mentions', 'Retweets', 'Searches', and 'Lists'. The first tweet is from Kiva, featuring a green leaf logo and a video icon. The second is from Udemy with a green 'U' logo. The third is from NickyJay with a profile picture of a woman. The fourth is from Business Insider with a 'BI' logo. Each tweet includes the user's name, a short text snippet, a link, and a timestamp.

Timeline @Mentions Retweets Searches Lists

Kiva Kiva
Show your support by leaving a Kiva comment on this @SelflessTee video! <http://bit.ly/dHH044> #Vid4GOOD
4 minutes ago

udemy Udemy
Remember the children: Gifted Programs Go on Block as Schools Must Do With Less <http://ow.ly/40AmM>
5 minutes ago

NickyJay Nick Jimenez
Was interviewed for thestreet.com article: "10 Resume Rules: Fact or Fiction?" <http://clm.bz/EIZE>
6 minutes ago

businessinsider Business Insider
After Getting Hammered On Libya Fears, UniCredit Now Says It Can't Get In Contact With Vice President* <http://read.bi/gtWzQM>
7 minutes ago

Source: <http://www.twitter.com>

@Messages

- Send a public message to a user
- “Just saw @mike_gauthier at starbuck’s”
- “Watching @justinbieber on tv”
- “@john_smit I think we can work together on an upcoming project, coffee?”

#Hashtags

- What are you interested in?
- Create a new topic for others to spread
- “Tag” or “Categorize” your tweets
- How do I know hashtags that are out there?

Posting links

- Remember, 140 characters...
- Don't waste space, use link shorteners
- Go to <http://bit.ly/>

Posting Links

[http://www.mysupergreatwebsite/cool-stuff/
valuableinformation.html](http://www.mysupergreatwebsite/cool-stuff/valuableinformation.html)

(62 characters)

Becomes

<http://bit.ly/gUk2ca>

(19 characters)

Twitter in Business

Build your network

- Twitter provides suggestions on who you might like to follow
- Follow, send @message, direct message...
- Be careful, creepy factor...

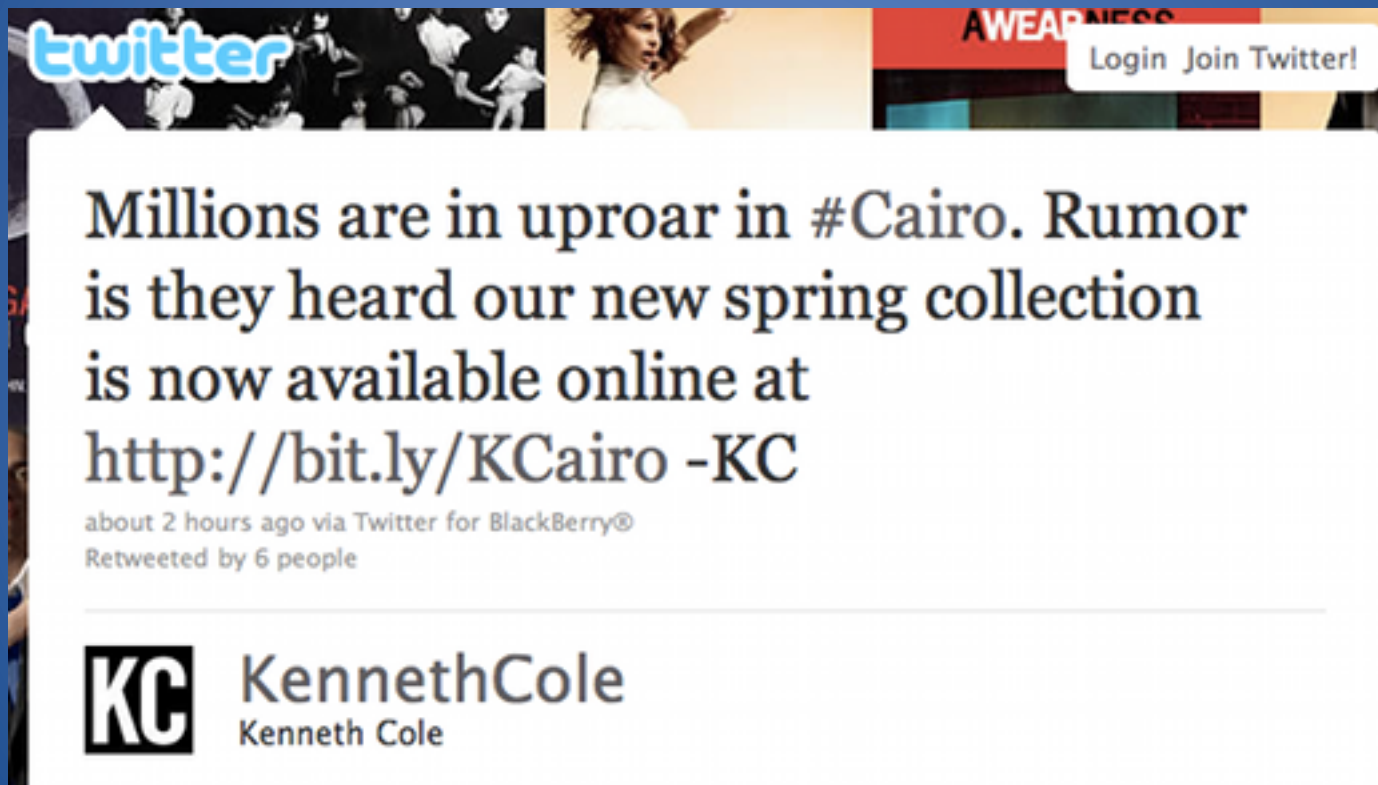
Kim Kardashian

- 6.4 Million Twitter followers
 - (more than Pres. Obama and Oprah)
- She picks new lip gloss colors in minutes and spends \$0
- Free Focus Groups!

Inform your (potential) clients

- Be perceived as an expert in your industry
- “Just learned that you can now print on the #iPad”
- “Did you know that #seo is the best way to get new customers online? It’s true!”

Bad Hashtags



The image shows a screenshot of a Twitter post. At the top left is the Twitter logo. To the right, there are links for 'Login' and 'Join Twitter!'. The main text of the tweet reads: 'Millions are in uproar in #Cairo. Rumor is they heard our new spring collection is now available online at <http://bit.ly/KCairo> -KC'. Below the text, it says 'about 2 hours ago via Twitter for BlackBerry®' and 'Retweeted by 6 people'. At the bottom left is the 'KC' logo, and to its right is the name 'KennethCole' with 'Kenneth Cole' underneath it. The background of the tweet is a collage of images, including a woman in a white dress and a sign that says 'AWARENESS'.

twitter

Login Join Twitter!

Millions are in uproar in #Cairo. Rumor is they heard our new spring collection is now available online at <http://bit.ly/KCairo> -KC

about 2 hours ago via Twitter for BlackBerry®
Retweeted by 6 people

KC KennethCole
Kenneth Cole

Retweets Count

- Unless you've invented something new...
- Your followers can find value in anything you post
- Show you are up to date with news in your industry

Market to potential clients

- Reach out to the people who are interested in relevant topics
- “We now offer #website services to #smallbusinessowners”
- “Join @wexwinnipeg and meet #entrepreneurs in #winnipeg on Feb 22”
- “I’m looking for a #smallbusiness #consultant”

Support for Clients

- Make it easy for your followers to know what's going on
- Make it easy for customers to get in touch with you

Support for Clients

“My #starbucks was cold today 😞 “

“@mike_gauthier, we’ve just emailed you a \$5 GC, sorry about that”

“@eycloud hosting is down 😞”

“@mike_gauthier, we’re back up now!”

Free advertising

- “Just saw @strategymakers speak at feb22 @wexwinnipeg event, very knowledgeable!”

Search Engine Optimization

- Google likes fresh content!
- Install a plugin for your website
 - Google for “twitter plugin”
- Get higher rankings for search engines
 - Better results if you tweet relevant keywords

Twitter Tools

- Desktop/Laptop: TweetDeck
– www.tweetdeck.com



- On your Mobile: HootSuite
– www.hootsuite.com



Questions?

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