



Twitter Marketing: An Hour a Day

By Hollis Thomases

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Twitter Marketing: An Hour a Day By Hollis Thomases

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 Twittersverse, 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!

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Editorial Review

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 Twittersverse 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 Starbucks®, Zappos®, and Planet Hollywood® 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

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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.

Users Review

From reader reviews:

Joyce Greenberg:

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Michael Greene:

Now a day individuals who Living in the era exactly where everything reachable by interact with the internet and the resources in it can be true or not demand people to be aware of each information they get. How individuals to be smart in having any information nowadays? Of course the solution is reading a book. Looking at a book can help individuals out of this uncertainty Information specifically this Twitter Marketing: An Hour a Day book because book offers you rich information and knowledge. Of course the data in this book hundred per cent guarantees there is no doubt in it as you know.

Stacy Perry:

A lot of people always spent their own free time to vacation or go to the outside with them household or their friend. Are you aware? Many a lot of people spent that they free time just watching TV, or perhaps playing

video games all day long. If you wish to try to find a new activity here is look different you can read a book. It is really fun for yourself. If you enjoy the book which you read you can spent the entire day to reading a reserve. The book Twitter Marketing: An Hour a Day it is very good to read. There are a lot of people who recommended this book. They were enjoying reading this book. When you did not have enough space to bring this book you can buy the particular e-book. You can m0ore very easily to read this book from the smart phone. The price is not to fund but this book possesses high quality.

Wilma Tovar:

That guide can make you to feel relax. This book Twitter Marketing: An Hour a Day was colorful and of course has pictures around. As we know that book Twitter Marketing: An Hour a Day has many kinds or category. Start from kids until young adults. For example Naruto or Private investigator Conan you can read and believe you are the character on there. So , not at all of book are usually make you bored, any it makes you feel happy, fun and unwind. Try to choose the best book to suit your needs and try to like reading in which.

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