



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 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!

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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:

Willie Hodges:

The event that you get from *Twitter Marketing: An Hour a Day* could be the more deep you rooting the information that hide within the words the more you get thinking about reading it. It doesn't mean that this book is hard to comprehend but *Twitter Marketing: An Hour a Day* giving you buzz feeling of reading. The author conveys their point in particular way that can be understood through anyone who read that because the author of this book is well-known enough. That book also makes your own vocabulary increase well. So it is easy to understand then can go with you, both in printed or e-book style are available. We advise you for having this kind of *Twitter Marketing: An Hour a Day* instantly.

Tania Arney:

Reading a guide can be one of a lot of pastime that everyone in the world adores. Do you like reading book so. There are a lot of reasons why people fantastic. First reading a book will give you a lot of new details. When you read a book you will get new information due to the fact book is one of many ways to share the information or perhaps their idea. Second, reading a book will make you actually more imaginative. When you looking at a book especially fiction book the author will bring you to imagine the story how the personas do it anything. Third, you are able to share your knowledge to others. When you read this *Twitter Marketing: An Hour a Day*, it is possible to tells your family, friends in addition to soon about yours reserve. Your knowledge can inspire the mediocre, make them reading a reserve.

Joan James:

Reading a reserve tends to be new life style in this particular era globalization. With reading through you can get a lot of information that may give you benefit in your life. With book everyone in this world can share their idea. Textbooks can also inspire a lot of people. A great deal of author can inspire their reader with their story or their experience. Not only the story that share in the textbooks. But also they write about the data about something that you need example. How to get the good score toefl, or how to teach your sons or daughters, there are many kinds of book that exist now. The authors these days always try to improve their talent in writing, they also doing some research before they write to their book. One of them is this Twitter Marketing: An Hour a Day.

Kimberly Plummer:

What is your hobby? Have you heard that question when you got scholars? We believe that that problem was given by teacher with their students. Many kinds of hobby, Every person has different hobby. Therefore you know that little person just like reading or as looking at become their hobby. You have to know that reading is very important as well as book as to be the thing. Book is important thing to incorporate you knowledge, except your teacher or lecturer. You discover good news or update in relation to something by book. Many kinds of books that can you choose to adopt be your object. One of them is actually Twitter Marketing: An Hour a Day.

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