



# 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 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 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

### **About the Author**

**Hollis Thomases**, award-winning founder of Web Ad.vantage ([www.webadvantage.net](http://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](http://www.twitter.com/hollisthomases).

### **Users Review**

#### **From reader reviews:**

##### **Omar Yoder:**

Why don't make it to become your habit? Right now, try to ready your time to do the important action, like looking for your favorite guide and reading a reserve. Beside you can solve your short lived problem; you can add your knowledge by the reserve entitled Twitter Marketing: An Hour a Day. Try to make book Twitter Marketing: An Hour a Day as your close friend. It means that it can to get your friend when you feel alone and beside associated with course make you smarter than ever before. Yeah, it is very fortuned for you. The book makes you a lot more confidence because you can know anything by the book. So , let me make new experience as well as knowledge with this book.

##### **Nancy Lord:**

Spent a free time for you to be fun activity to complete! A lot of people spent their free time with their family, or their very own friends. Usually they doing activity like watching television, about to beach, or picnic inside park. They actually doing same every week. Do you feel it? Do you need to something different to fill your current free time/ holiday? Could be reading a book could be option to fill your free time/ holiday. The first thing that you ask may be what kinds of publication that you should read. If you want to try out look for book, may be the book untitled Twitter Marketing: An Hour a Day can be very good book to read. May be it is usually best activity to you.

##### **Samuel Brooks:**

Within this era which is the greater particular person or who has ability to do something more are more

precious than other. Do you want to become one of it? It is just simple solution to have that. What you are related is just spending your time not much but quite enough to enjoy a look at some books. On the list of books in the top listing in your reading list is Twitter Marketing: An Hour a Day. This book that is qualified as The Hungry Hillsides can get you closer in growing to be precious person. By looking upward and review this e-book you can get many advantages.

**Ronald Dotson:**

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