



From the desk of Dean Branch

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Video version of this ebook can be found here

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Hi guys today I'm going to show you how to use Twitter to get yourself targeted followers, regardless if you are a local business or someone that sells products nationwide or worldwide. After that, I am going to show you how you can use Twitter live feed to gain clients and sales, once again regardless of what field or niche that you're in.

Okay, before we get into that, of course, if you haven't already, then you need to go over to twitter.com, get yourself a Twitter account. I'm not going to show you how to do that; however, it's quite self-explanatory. Once you have got the account, just check your email and make sure that you verify your account and then once you've done that, come onto Twitter, login, come over to your profile picture here and click view profile. Okay, then click Edit Profile.



So before I get into the juice of what you really want to know about how to get clients and sales and target followers, we need to just quickly go over your profile. You need to make it relevant to what you do, obviously your business area, make it look as beautiful as possible. The three things I want to quickly go over are:

1. Your header, the picture at the top here.
2. Your profile picture
3. Your bio



4.

So with the header, make it relevant. something maybe with your business details on, a nice little banner with your website details, your contact number. The same here for your profile picture, because people are going to see this, so maybe a picture of you with a couple of vans (if say you where a tradesman) and then layered offer the top your information, your phone number, your email, your website. So, like I said, just make it look as beautiful as possible and make it relevant, your contact details on their would be brilliant!

Okay the next thing, we need to talk about is your bio. The bio is your chance in 140 characters to let people know what you're about. Let me just explain, if you are new to Twitter, this is the basics of how it works. When you follow somebody, all their posts, all their tweets, they are called, will be shown on your account. You get to see what they're tweeting about, but it works the other way too. If someone follows you, than any post (tweet) that you publish will show in their feed, so that's the basics of how it works.

So when you follow people, you want them to follow you back. So in your bio you have got 140 characters and they will see this once you follow them, so this will give them a chance to decide

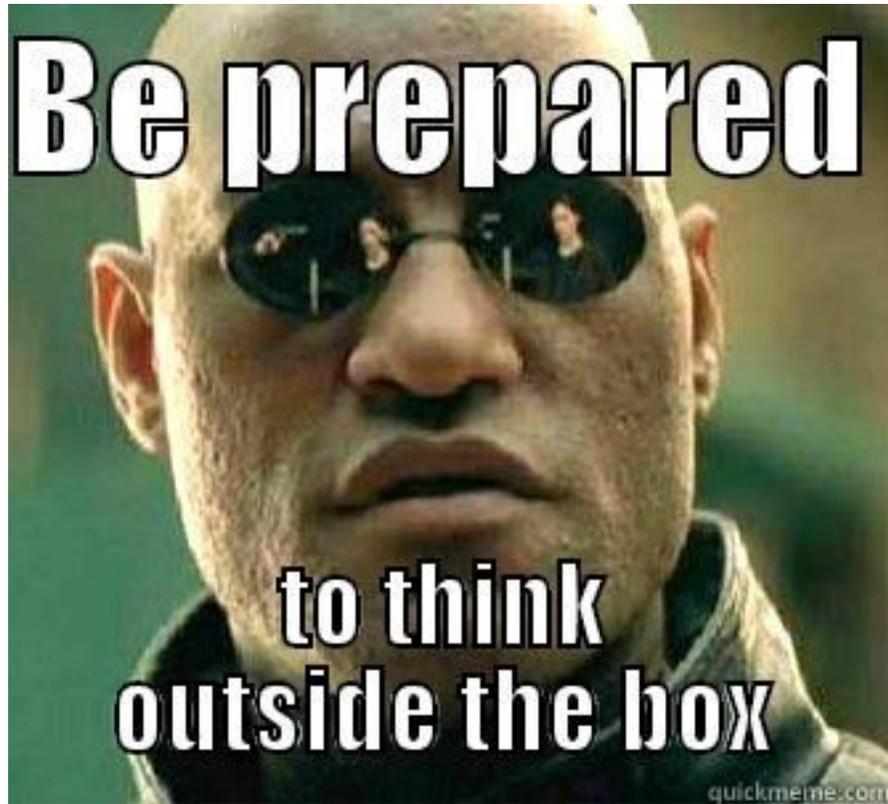
if they are going to follow you back. So use these 140 characters wisely, something that's relevant, tell them what they can gain from following you. For instance if your a plumber in Brighton, "Hey, if you are from Brighton, follow me! You never know when you might need an emergency plumber." Yeah something like that, that was just off the top of my head, something relevant.

If you got a website, put the details here of course (in your profile) and your location as well So those are the three things I wanted to go over to do your profile. That is really important that you sort out that first before moving on.

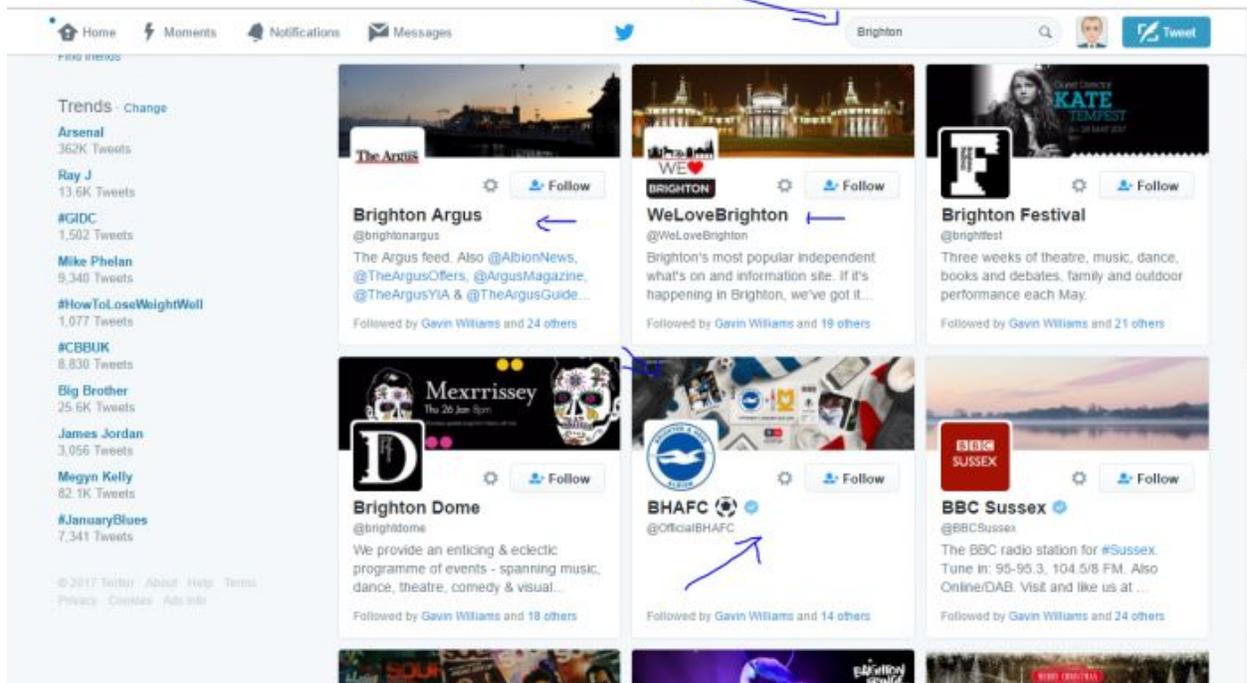
If you need help guys with getting some graphics, need help with the profile, then just contact me, I'm here for you. We will go over things and make sure that your profile is looking good.

Okay, so that being said, I'm gonna show you a few things today, the first one is going to be gaining relevant followers okay. First i am going to show you on a local level if you are a local business, I would pretend that we're a plumber in Brighton for that and then we'll show you on a nationwide scale or worldwide scale and we will pretend that we sell hair makeup products or something like for that example.

So first of all, let's quickly talk about local businesses. All you need to do to be able to get relevant followers is think outside the box a little, what we're looking for is people in your local area, so for instance if we are a plumber in Brighton, then we need people within the Brighton catchment area.



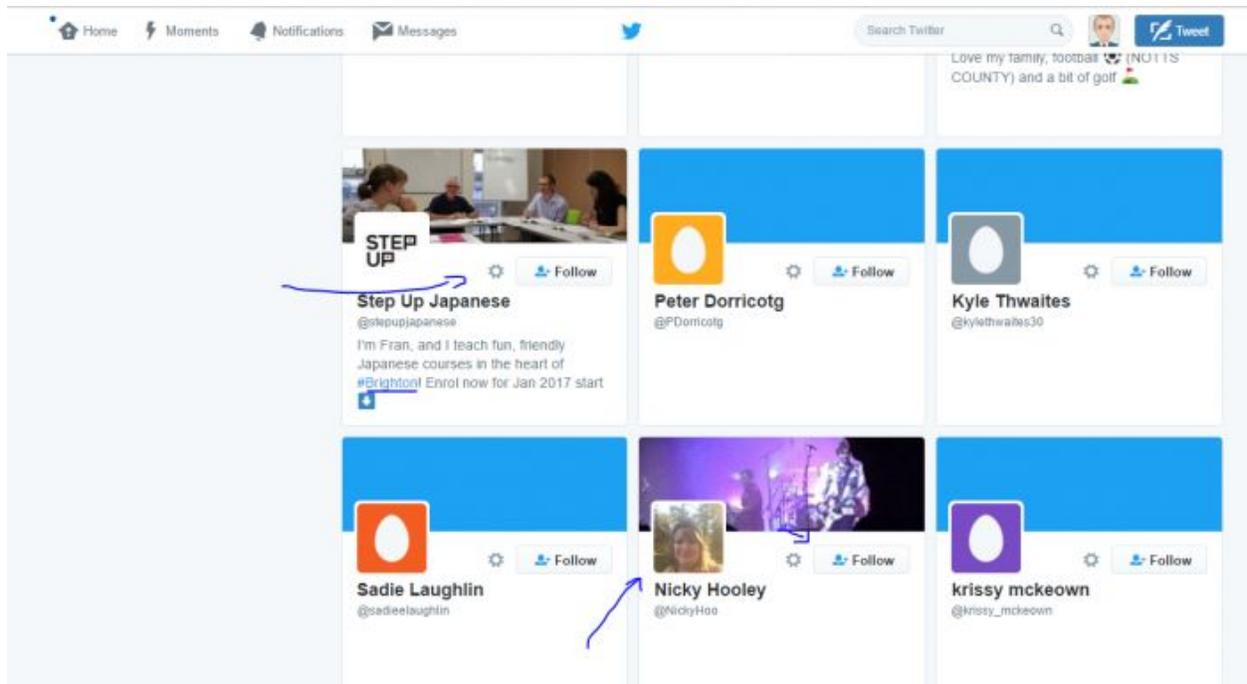
Who you are going to look for for that? for me, I would look up the local football team, their radio station, the newspaper, the council, and all these Twitter accounts are going to have relevant people that are LOCAL to your business. So where it says search Twitter, we're just going to put Brighton, and search and then all you want to do is press where it says accounts.



There you go, look at these Twitter accounts. We've got the Brighton and Hove News, the local football team, "I Love Brighton" account, okay. So let's take the football team for an example. You can bet that 90% of the people that are following this account are from Brighton. These are the people that you want to connect with.



So I have come onto the Brighton Football Club, they have followers 108,000. so we will click on "followers" tab and there you go! Now when you decide to follow people, obviously look at these accounts, see the 1st ones in the list of followers don't look too good (no profile pic etc) so I won't follow them, but for people that have a profile picture etc you just click follow. These are relevant people, people in Brighton. They will see that you have followed them and a percentage will follow you back. If they hadn't followed you within 10 days or so, you can un-follow them.



So follow people that are relevant, all these people they are from Brighton, beautiful! If you are a plumber in Brighton and you start getting all these targeted people that are from Brighton, you can then market to them. Now I'm going to stop right there. There is something I want to talk about as well CONTENT of your posts.

So now that you are starting to get relevant targeted followers for your business, let's talk about what you are going to be posting. DO NOT post sales messages constantly. All that's going to do is going to get you un-followed okay.

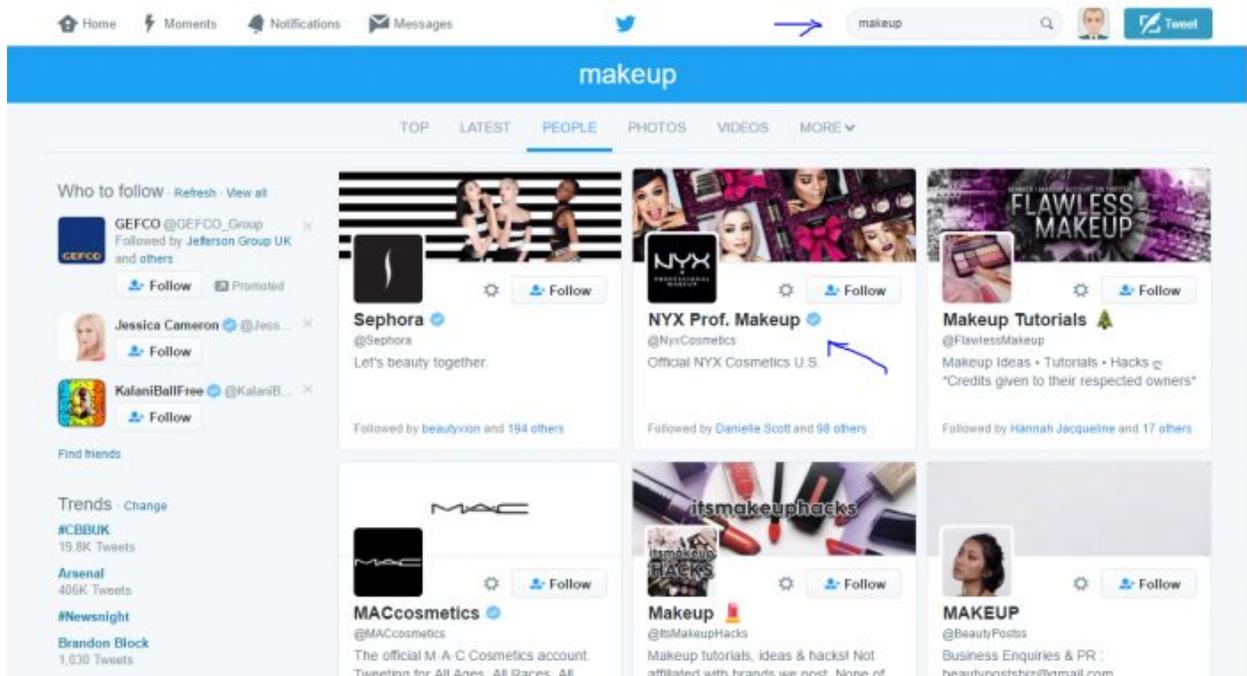
What you need to do is put funny content there, relevant content, look on YouTube, and find videos.

If you are a plumber in Brighton, you can have some funny videos of plumbing going wrong, articles saying how people can maintain their sinks, their taps, etc.

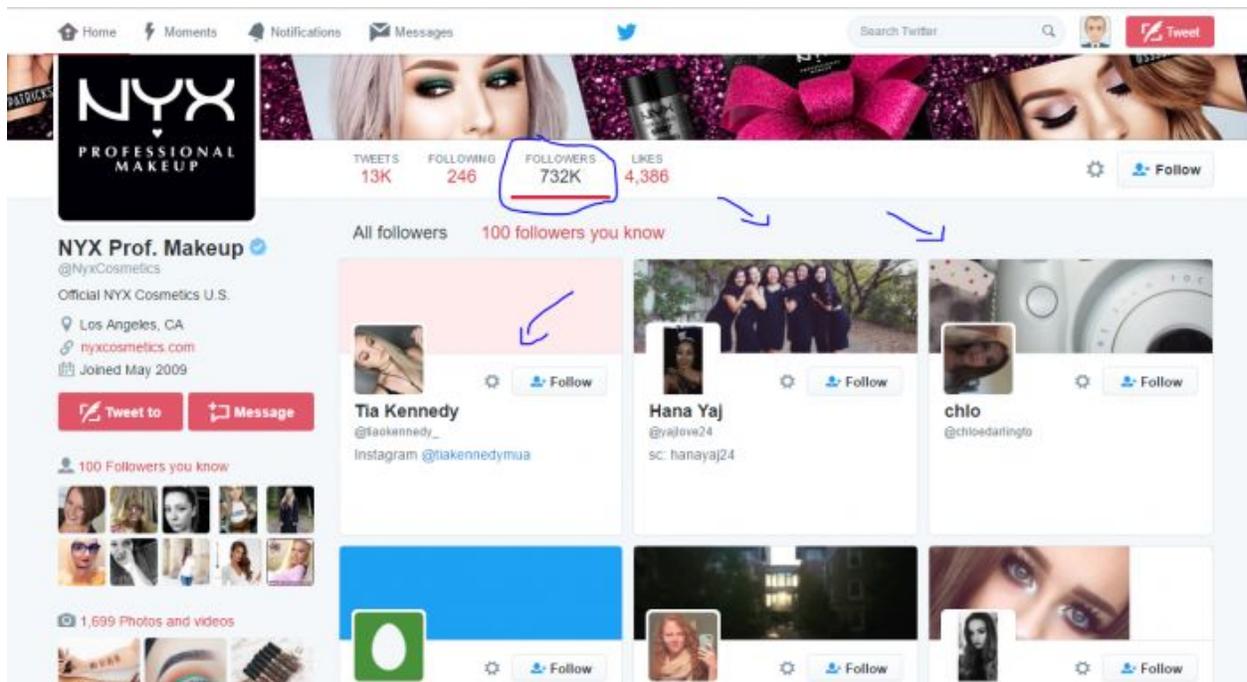
The best way is if you got your own blog, is to publish stuff on the blog and then post it on to Twitter, lighthearted pictures etc., keep it social, this is a social network okay, people don't want to be sold all the time.

As long as you're in their feed, its like having a flyer in front of them your company will be on there mind at all times. So just posting content, GOOD content can be enough Make sure that you post probably around 1/10 as sales messages, okay and for me if I am a plumber in Brighton, then that sales message might be a discount code, maybe you could offer a free maintenance check service and then when you go around there, you can drop a leaflet off etc., you know, marketing tactics like that. and that's how I help local business after a while you have a huge amount of LOCAL and Targeted followers, couple that will a great marketing strategy and your set!

Now if I was doing a nationwide business, let's say that we sell makeup products, it's just a case of using your brain a little bit. Okay, for this you want to use the search bar again and put makeup into the bar... then select the people tab, there you go. All these accounts are to do with makeup. So look here is a good example **NYX prof. Makeup** , we will choose this one, but you get the idea, just make sure the account is a a big player in your niche.



okay. So we are saying in this example that you promote or sell makeup products, this account has 732,000 followers that you KNOW are into makeup and beauty products!



So what do we do, we just steal their followers! that sounds a bit harsh but this is what we want. We want people to follow YOUR account that are relevant that you can later market to, so I

would be going through here, follow all these people that are 100% into what you are promoting lovely!

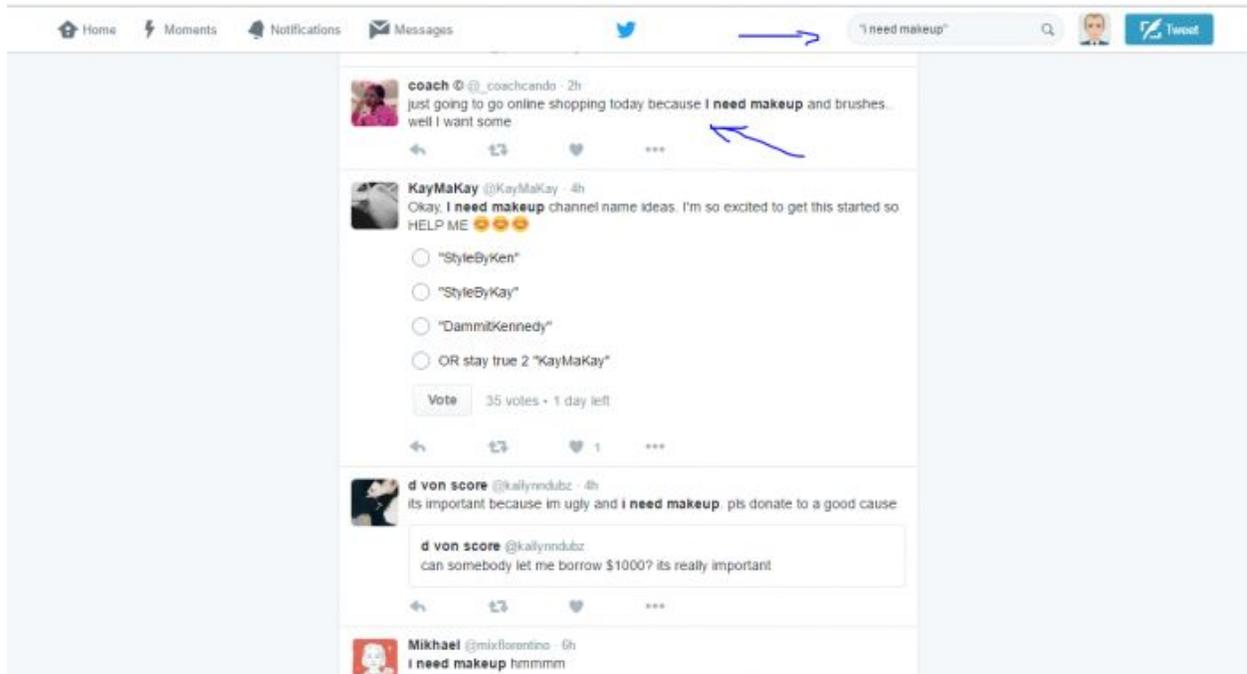
Once again make sure that the accounts look real, make sure the accounts have pics etc then follow, follow,! and once again a percentage will look at your profile and follow you back, (this is why you need to make sure your BIO and profile stand out) and once they followed you back, you can show off your photos, your promotional material, free samples, whatever you're doing in the hair and makeup department.

so there you go, use what I am saying but twist it around to your own niche, what you're selling online or what your product or service is and that is the bare bones of how you get following that are SUPER targeted.

The next thing that I'm going to show you how to find people that need what you are selling NOW.

once again twist this around to whatever that it is you promote We will stick with the hair and makeup for now.

but we are going to have a little twist so i am going to put "I NEED MAKEUP"(using brackets makes sure them exact words are used in the tweets) in the search bar then click the LATEST tab...



some examples of tweets people are putting out there

“I had spent 50 pounds on makeup the other day because I was bored,”

“I need to find this makeup,

“My makeup just got delivered,” “

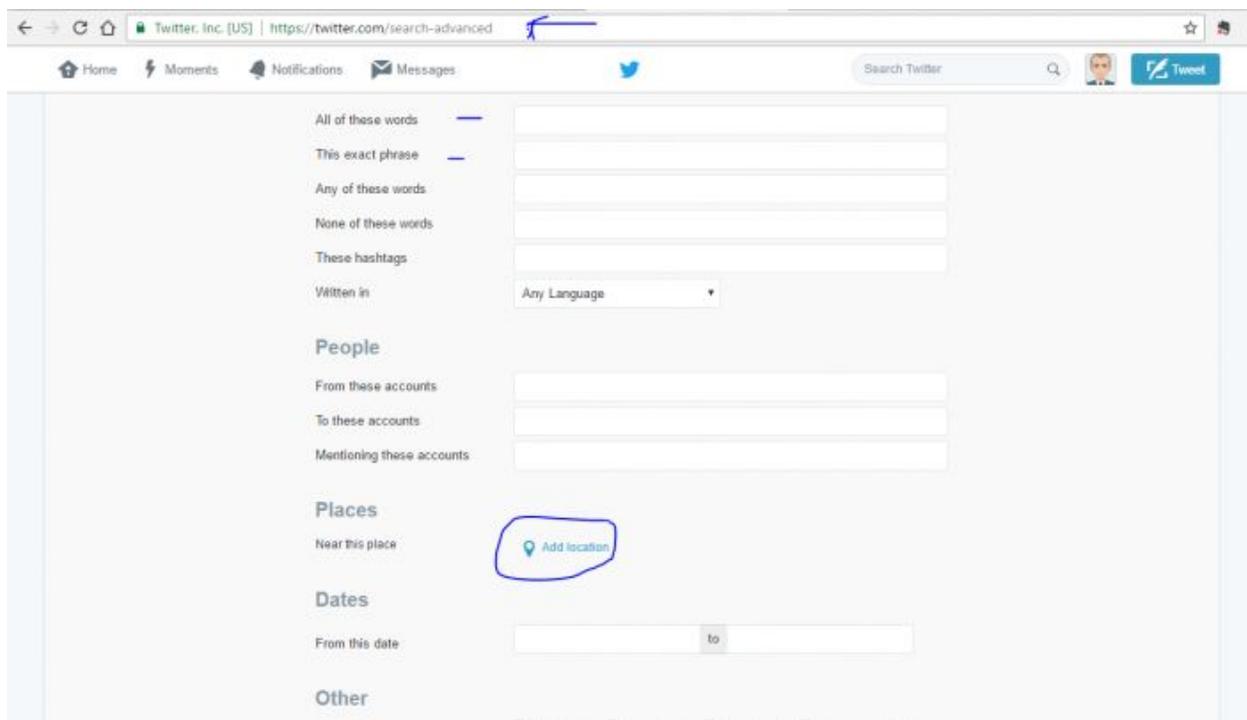
"I need to setup aside one of my paychecks just for makeup"

okay if you sell makeup products, you could just simply click on a profile of someone that is putting a tweet out like the ones mentioned above, you can follow the person, they are relevant, they use makeup, and then you can, what's called, tweet to the person. You can tweet and say “Hi,” you know, don't be too sales like just answer their question. This person is looking to buy some makeup at some point. something like “Hi you know, I have just followed you, I just wanted to quickly tell you about my make-up range when you get five minutes, check out my new range thanks (link to product).”

That's all you need to do and that is a great way to get new sales and leads directly from Twitter, the page will just keep feeling up with new people talking about makeup! just start to follow these people and reach out to them.

I am showing you hair and makeup. You could do this for people that have burst pipes; you can find people that need, they have got a broken phone etc.

lastly the twist that I want to show you is to get even MORE targeted so using the "i need makeup" search that we did before, and then we click "more options" or you can just go to twitter.com/Search-advanced You can get really advanced here. You can find people that are relevant, that are any place. If you're just looking for people that have got broken phones in London, then you could select London under location and then here in the all words box type "broken phones"



There is no much you can do with the Advanced Search. You can see if a person is posting a question or they are saying something that is in a negative light or positive light. So guys get over to this tool and just play around with it and get yourself some relevant leads, people that need your services or products. Also follow what I said and get yourself some relevant followers on Twitter that you can then market to at a later date.

Okay, that's the basics on how to get targeted followers and get new clients and sales off of Twitter. If you have any questions then please contact me on site at

www.allhatsseo.com

I really hope that you got some value from this put the steps above into action, and let me know how you get on!

Thanks a lot.



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