

TWITTER TRAFFIC RUSH

THE STEP-BY-STEP PROCESS TO GETTING
TARGETED TRAFFIC FROM TWITTER



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Twitter (<https://Twitter.com/>) is a very popular social networking and micro-blogging platform that's been around since 2006.

According to Alexa's (<https://www.Alexa.com>) web traffic analysis, Twitter is the 12th most visited website on the planet. More than a hundred million users log on to the platform each day, sending hundreds of millions of tweets on a daily basis.

With these statistics, it's not surprising that celebrities and businesses alike are capitalizing on Twitter's massive platform to increase brand awareness and drive traffic to their websites.

Despite its popularity, many people are still hesitant to sign up and join the platform. One reason why is that people find the 280-character limit confusing and daunting.

On other social media sites, there's no such limit. People can post content without thinking about the number of words, much less characters!

For those not in the know, the 280-character limit was just recently implemented in late 2017. This means that for over 10 years, Twitter users have been constrained to tweeting 140-character tweets!

Despite the seemingly restricting character limit, Twitter users love the fact that they don't have to read lengthy rants and posts. Twitter forces people to be witty and succinct, to say what really needs to be said thereby getting rid of the fluff.

If you want to go beyond the character limit, then you can either divide your message into several tweets, or you can just add a link to your blog post or article. Since hyperlinks are counted in the limit, you can use a URL shortening service to save on characters!

Why Twitter Is A Great Platform For Your Business

Many brands and businesses have found massive success on Twitter. If you're still on the fence about it, read on to find out why Twitter just may be the perfect platform for your business.

Tweeting is as easy as 1-2-3

Unlike writing blog posts and articles, and recording podcasts and filming videos, you only need a few seconds to write and send out a tweet to your followers.

Think about it: how much time do you need to write 280 characters? A *minute*, probably? Then think about how many people are going to be *seeing* your 60-second handiwork.

Hundreds? Thousands? Millions? Even if it's just a few hundred-people seeing your tweet, that's still a massive return on your time investment!

And the great thing is that 280-character limit isn't going to be boring your audience to death. They'll get your message loud and clear because it's not going to be sandwiched between a 500-word introduction and a 300-word conclusion!

Potential to gain a massive following quickly

If you write great copy, Twitter can be your marketing playground. Imagine writing witty tweets and getting the attention of people with their own massive following.

Even if you've only got a few hundred followers in the beginning, if each of those followers retweet your message to their own followers, then you're going to see a snowball effect. Your tweet will be retweeted many times over until you eventually reach a massive audience.

People will be curious about you and your brand, they'll check out your Twitter account, go through your past posts, and if they like what they see, then they'll also end up following you.

Tweets are indexed by search engines

You can help your website's branding and SEO efforts by having a solid presence on Twitter. You can add your website's URL to your Twitter profile. You can tweet out links to your latest and best blog posts.

Don't forget to use targeted keywords in your tweets if you want it to appear for specific search queries! When people retweet your links, that sends out good signals to Google.

Connect with your customers

Twitter helps put a face on your brand or company by letting you engage with your customers and followers one on one. When people mention you

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in their tweets by adding your Twitter handle (@username), you'll have the opportunity to reply to their tweets directly.

If you've got happy customers mentioning you in their tweets, then that's great! However, if you've got unhappy clients, then Twitter presents you with the perfect platform to address their concerns.

Since your tweets and mentions appear on your profile, you have the opportunity to show the world just how awesome your customer service is! Reply in a timely manner and do your best to present your company in a positive light within the 280-character limit!

Of course, you're not limited to sending one tweet a day so take your time to craft a great response that will help you win even more customers.

Additionally, Twitter is an excellent communication tool for keeping your clients and customers up to date with what's happening with your business. If you're working on a very special project that will benefit your customers, make sure you mention that in a tweet.

If you've got a promotion going on in your store, send out a tweet. Remember, it only takes a few seconds to type out your message, and you're not paying for it, so might as well take advantage!

Twitter can help you get more leads and sales

Building a strong following on Twitter isn't going to happen overnight. But when that day finally happens, when you've finally established a solid reputation on the platform, then you can easily get more leads and sales for your business.

As with other marketing platforms, you've got to give plenty of value for free first before you ask for anything in return. Establish your brand as an authority in your niche or industry by providing value to your community.

Don't be overly promotional – in fact, try to avoid promoting yourself or your business in the early stages of your Twitter account. Once you've established a solid profile, only then should you start promoting your business.

At this stage, people will be more willing to listen to your recommendations and suggestions. If you position your product or your service as something that can help them with their pain points, then you'll be able to generate those coveted leads and sales for your business!

How To Use Twitter To Drive Traffic To Your Website

If you want to use Twitter as a traffic source, you're going to have to do more than just sign up for an account and start tweeting links to your blog posts. In this section, you're going to learn exactly how you can use Twitter to drive traffic back to your website.

Have a clear strategy in place

Just because tweeting only takes a minute or so of your time doesn't mean you can just tweet whenever you want without having a solid strategy in place.

Of course, you're free to do whatever you wish, but if you want to grow your business, then outlining your goals and your overall social media strategy should be your first step.

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I'm saying 'overall social media strategy' because Twitter should be just one platform your business should have a presence in. Don't go signing up for every single social media network there is though.

Just select the top 3 or 4 platforms that are relevant to your brand and focus on growing your business on these platforms.

Specify your reasons for wanting to be on Twitter. Do you want to drive traffic back to your blog? Do you want to get people to sign up to your mailing list? Do you want them to purchase your products or sign up for your services?

Once you've identified your main Twitter goal, outline the specific steps you need to take so you can achieve your goals.

Set up an awesome Twitter profile

Before you set up your Twitter profile, check out your profiles on other social media platforms. Make sure your Twitter profile is going to be consistent with the others. You don't want people to get confused if they are indeed following the same brand or not!

You can try using the same cover image or the same profile picture. If not, then make sure people can easily identify your brand. Use your company logo and brand colors if you have those. It will help with your branding activities and will make you look more professional and more credible.

For your Twitter name, always use your brand or business name. For your handle (@user), try to go for your brand or business name as well. If it's no longer available, then use something that people can still identify as you, so

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that when they mention you in their tweets, their followers will recognize your brand as well.

Your Twitter bio is limited to 160 characters, so it's important you make it count. You can either tell people what it is you do, how you can help people, why they should follow you. You can also try including hashtags that are relevant to your business.

Follow and engage with influencers in your niche

If you're totally new to Twitter, you need someone powerful like a Twitter personality with a huge following to help give your account a boost. You can do this by following and engaging with thought leaders and influencers in your niche.

You want to get your name out there, so you should add value to conversations these influencers are participating in. You want them to get curious about you. You want them to think you're giving away plenty of value.

Retweet their most important tweets, mention them in your own tweets, etc. all while making sure to include their Twitter handle in your tweets.

Many influencers react positively when quoted and would not hesitate to retweet your message to their followers. This gets their followers curious about you – specifically why you got a retweet or a mention from someone they look up to.

So, they'll go check out your Twitter profile. If they think you're worth following, then they'll click on that follow button!

In short, network and build relationships with the most important people in your industry. You just might be surprised one day you'll go from a few followers to a few hundred or even thousands!

Give value before promoting your brand, offers or services

You're not going to get real people to follow you if all you tweet about is yourself, your brand, or your business. People will think they're not going to benefit anything if they follow you.

So, what you need to do is you need to give out value first. And by value, I mean sharing nuggets of information that people can actually use in their lives or in their own business.

You can try giving away bite-size advice to address people's pain points. You can try searching for people's tweets about their problems.

If you can answer their questions, then try to help them and gain their trust by offering value upfront. Don't ask them to follow you or buy your product, just give value wherever you can, and you'll be justly rewarded for your efforts.

When people realize just how helpful you are and how much value you add to your community, then people are going to be following you.

When you've amassed a good number of followers, don't try hard selling to them as people can still hit that unfollow button in a heartbeat. To sum up, you want to give value while selling your product or service to them.

Are You Ready To Start Receiving Targeted Traffic From Twitter?

Building a strong Twitter profile will take some time and some planning. But with hard work, you will soon be rewarded with a community of highly engaged followers on this platform.

Many businesses have found success on Twitter, and if you follow the suggestions I've laid out in this guide, then you may soon reap profits like you've never seen before!