

MODERN TWITTER MARKETING: MINDMAP

Chapter 1

Do these first before you start marketing on Twitter

Pick a niche

Build a site

Create a mailing list

Create an ebook or report giveaway

Find topnotch content in your niche

- select based on social signals

- reverse engineer

Set up consistent social media accounts (headers / design elements)

Set up different social media accounts (different content 'blends' and platform-specific content)

Chapter 2

Get ready to go Manual or Full Auto

What is Fully Automated Tweeting?

What is Purely Manual Tweeting?

Go for a hybrid solution

FOR BOTH AUTOMATED + MANUAL:

Find tons of ALREADY VIRAL niche-specific content

Reverse engineer influencers to find HOT niche hashtags

Use a tool to post on your Twitter feed continuously and on schedule (all posts include hashtag targets)

AUTOMATED = wait for organic following and mix in squeeze page links and content links

MANUAL = invest 1 hour per day doing manual outreach to influencers in your niche

Chapter 3

Manual Twitter Marketing

- Find niche leaders

- Follow them

- Get benefits

Chapter 4

Manual Tweeting: Pros vs Cons

Pro: higher level engagement can lead to niche expert status faster

Pro: access to pre-qualified niche audience

Pro: leads to possible high quality backlinks

Pro: speaker opportunities / joint blogging / networking (introductions) opportunities

Cons: time-intensive

Cons: content intensive

Cons: no assurance of alliances

Manual Twitter Marketing: Follow and get followed and reach out

Chapter 5

How to - Find REAL influential people

- * bio is on point

- * Much more followers than following

- * highly engaged accounts

- * niche specific posts (80% or more)

Chapter 6

Follow and Engage

- no “good post” types of worthless tweets

- ask questions

- discuss controversial points

- focus on real engagement and outreach

- “get on the radar”

Chapter 7

What happens when you reach high engagement levels?

- Pitch for guest posts

- Ask for interviews

- Ask for blog round tables

- Build a high influence Retweet circle

Chapter 8

Always Optimize Your Content

- Applies to Both Auto and Manual

- Start with randomly selected content

- Review results

- Focus on what works

- Scale up once you’ve identified reliably productive content

Cross-feed your content among platforms

- Tweet content you create for other platforms

- Youtube: videos

- Pinterest / IG : photos

Chapter 9

Leverage the power of Questions

- more engaging

- to the point
- fits how people think
- SEO signal benefits (weak signal though)

Use your questions for Quora

- promote to Quora using same questions you use on Twitter

Chapter 10

Twitter Marketing Best Practices

Element by Element optimization

Tweet Timing optimization

Statistics-based decision making