Article #7

Should you invest in an auto-tweet tool?

There are all sorts of tools out there that enable you to publish tweets pretty much around the clock. While you are able to do this, it doesn’t necessarily mean that you should do this. The return on investment might not be there. Sure, you can technically post stuff at one in the morning, but if nobody is going to be around at that time, it doesn’t really make much sense to publish at that time.

What you should focus on are your statistics. Your statistics should be clear. Like with everything else in life, the Pareto principle applies. The Pareto principle states that a minority of actions account for the majority of results. Similarly, the minority of people account for the majority of results. In the case of people, this usually means wealth.

It should not be a surprise that a tiny fraction of people in any given area account for most of the income, wealth, intellectual property, intellectual production, social influence, etc. No matter how you cut it, only a small fraction of the population is responsible for the vast majority of results.

The same principle applies to Twitter. When you look at your tweets over a 24-hour period, it turns out that only a small fraction of your tweets actually gets a lot of traction. This is why it’s really a good idea to find the time frame that results in the most engagement.

Next, pay attention to the type of content that you are tweeting out. Again, the Pareto principle applies. Of all the different content types you are publishing, only a small minority are actually getting a lot of the action so focus on those.

So, what is the bottom line when it comes to investing in auto-tweet tool to maximize your success? It all boils down to using these tools to publish stuff that works at the right time. This is the best way to do this because you don’t have to invest blood, sweat and tears. You don’t have to lose sleep. You don’t have to waste any energy to do this.

However, for these auto-publication tools to work for you, you have to know what to publish and when to do it. The way to do this, of course, is to pay attention to your statistics. In fact, your performance numbers can make or break your Twitter marketing campaign. It is that crucial. Handle it with all the seriousness it deserves.

What about engagement tools?

There are tools out there that automatically publish stuff for you. They’re just part of the equation. They are just a part of the whole picture. You have to pay attention to the rest of the puzzle and this means engagement. Believe it or not, there are tools out there that automatically engage people who are interested in your content. This, in turn, makes people feel that they matter. They feel like you are recognizing them, and this could lead to them sharing your stuff, retweeting or otherwise benefiting you.