

business results  
on twitter

**MARK**  
**SHAW**



# Twitter for Business:

A guide for people who want  
to start getting business results  
on Twitter

By Mark Shaw

@markshaw or [www.markshaw.biz](http://www.markshaw.biz)

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Thank you to the contributors to this eBook

[@JetBlue](#)

“A tool that gives real-time brand monitoring, market research, customer service, and information dissemination... Who wouldn't be excited?”

Morgan Johnston,  
Manager Corporate  
Communications  
JetBlue Airways

## Who I wrote this ebook for

If you are relatively new to Twitter and you are looking to get business results on Twitter, then this book has been written for you.

There's plenty of help out there for people who want to have fun on Twitter. But there's a severe lack of quality information for business people who want to get results, today.

So if you are starting out, and you want to do it all yourself, this is my gift to you. Implement everything I suggest in this book, and you will be streets ahead of those who are just bumbling along, hoping that Twitter will have an impact on their business.

Enjoy, and please give me feedback @markshaw

Good luck!

**Mark Shaw**

This version updated: 28 May 2009



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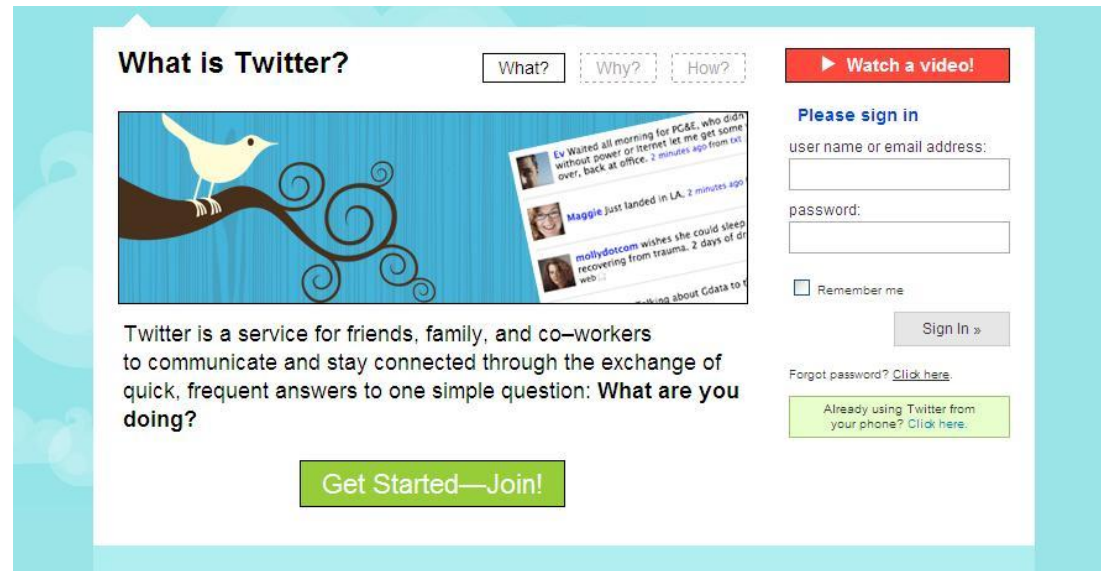
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[@delloutlet](#)

“Twitter is an effective tool to not only communicate with customers and prospects but to engage with them, creating advocates”

Stefanie Nelson  
Twitter account manager for Dell Outlet, U.S.

## What is Twitter?



Twitter is a "micro-blogging" service that allows you to send messages with a maximum of 140 characters. When Twitter started in 2006 it was seen as a method of updating people with your current personal activities. People could very easily answer the question 'what am I doing' and inform those following them of what they were up to.

Many today still use Twitter this way, however there is a much wider and better use of Twitter, and that is for business. Twitter offers a new and innovative way to drive new traffic to your website, blog or newsletter, engage with a new audience, share opinions, tools, resources, knowledge, find new suppliers, connect with new people, and demonstrate your knowledge.

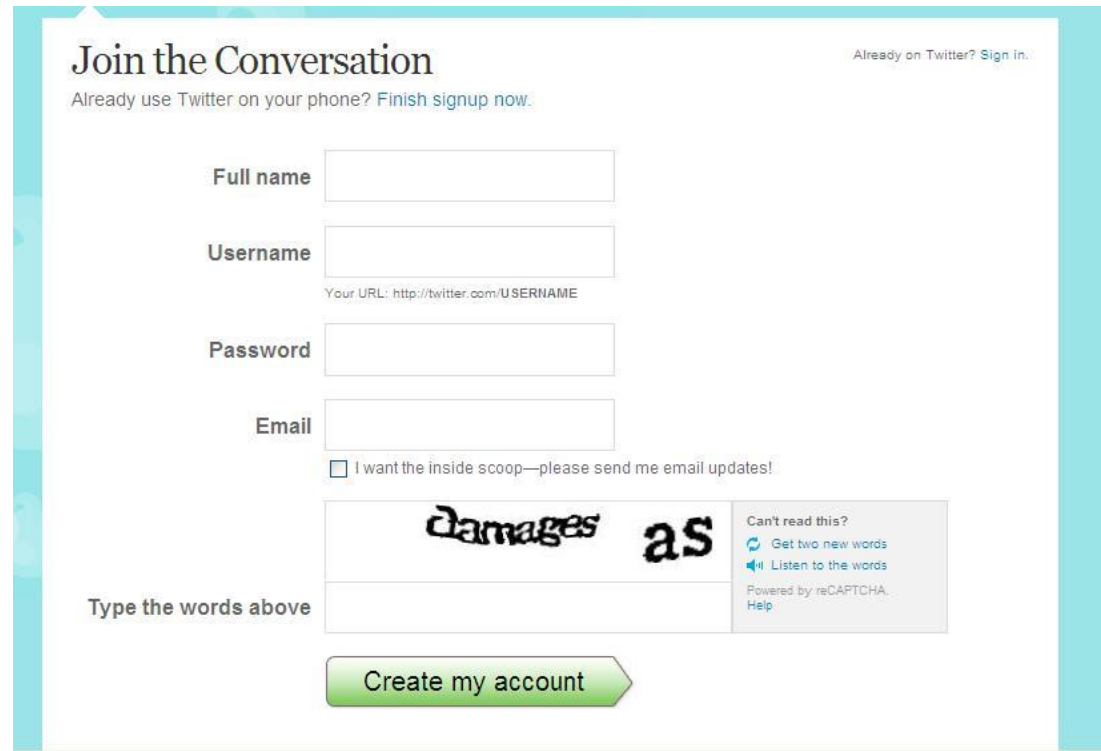
Twitter can also help improve your personal branding, gain feedback, make new connections and friends, notify your customers of special offers and stock levels, offer fast help and support, inform people of your whereabouts for impromptu meetings, and perhaps best of all, it is fast and totally mobile. You can access Twitter from anywhere in the world where you have an internet connection, via your PC or mobile phone.

[@comcastcares](https://twitter.com/comcastcares)

“Twitter is a great space to build relationships and learn from your Customers”

Frank Eliason,  
Comcast Director of  
Digital Care

## So how do I get started?



The screenshot shows the Twitter sign-up page. At the top, it says "Join the Conversation" and "Already on Twitter? Sign in.". Below that, it asks "Already use Twitter on your phone? Finish signup now.". The form includes fields for "Full name", "Username", "Password", and "Email". Below the "Email" field is a checkbox for "I want the inside scoop—please send me email updates!". There is a CAPTCHA section with the words "damages" and "as" and a prompt "Type the words above". To the right of the CAPTCHA are links for "Can't read this?", "Get two new words", "Listen to the words", and "Powered by reCAPTCHA. Help". At the bottom is a green button that says "Create my account".

The first thing that you need to do is to head over to <http://twitter.com>. Once there, you simply press the tab marked 'Join the conversation'. You will then be taken to the sign up page. Enter a few details, and within 30 seconds you should have your account up and running.

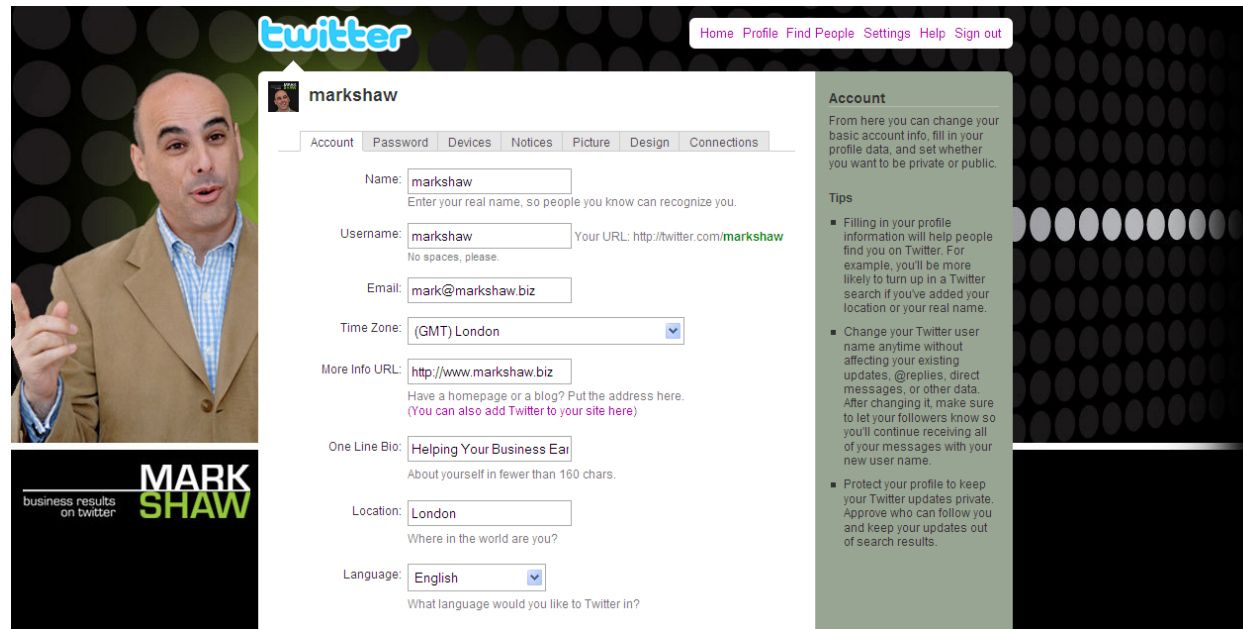
Choose the name wisely for your account, do you want the account to go by your personal name or your business name. My tip would be to get the personal name if you can. Twitter is essentially about people communicating with other people. That is not to say that corporates are not on Twitter. <http://twitter.com/delloutlet> is on Twitter, and does extremely well promoting a selected range of products to their followers. **The key is to be transparent, honest and open with people.**

[@thomaspower](#)

“Twitter is the new Google”

Thomas Power  
Chairman of  
Ecademy.com

## Setting up your account



The screenshot shows the Twitter account setup interface for a user named 'markshaw'. The page has a dark background with a pattern of circles. At the top, there is a navigation bar with links for Home, Profile, Find People, Settings, Help, and Sign out. Below the navigation bar, the user's profile picture and name 'markshaw' are visible. The main content area is a form with several fields: Name (markshaw), Username (markshaw), Email (mark@markshaw.biz), Time Zone (GMT London), More info URL (http://www.markshaw.biz), One Line Bio (Helping Your Business Ear), Location (London), and Language (English). To the right of the form, there is an 'Account' section with a 'Tips' list. The tips include: 'Filling in your profile information will help people find you on Twitter. For example, you'll be more likely to turn up in a Twitter search if you've added your location or your real name.', 'Change your Twitter user name anytime without affecting your existing updates, @replies, direct messages, or other data. After changing it, make sure to let your followers know so you'll continue receiving all of your messages with your new user name.', and 'Protect your profile to keep your Twitter updates private. Approve who can follow you and keep your updates out of search results.'

You now need to start inserting some basic information to your account. You do this from the menu at the top of the page – **Settings**. The key things that I strongly urge you to add are a **good photo, a great background and a well written bio**. These are essential.

The bio should tell others how you can help them. You will also want to **add your website details**. Make sure that you turn the **'protect my updates' off**. If you protect your updates, only people that you personally want to follow you will be allowed.

You will also want to set up the tab – 'devices'. This allows you to update your twitter account from your PC and your mobile phone, and tells Twitter how you want to receive the updates. The other tabs to change are the background of your twitter profile, and the way that Twitter sends you email messages.

[@SouthwestAir](#)

**“Twitter is critical for understanding what our brand means to our customers. A measurement tool and a virtual focus group!”**

Christi Day,  
Emerging Media  
Southwest Air

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## What everyone else wishes they had known when they joined Twitter

Twitter is a hugely powerful tool for business. You only have one chance to get it right. So here are my top do's and don'ts to help you get better results...

### Do

- Tweet around 10 -15 times per day
- Tweet interesting things
- Offer advice, knowledge, information, and add value
- Share pictures and links, and resources
- Engage with your followers, invite questions, and take polls
- Retweet other people's messages if you found them useful
- Tweet your blog posts – just not all the time
- Thank others that have retweeted your messages
- Reply to others in public if you feel others would be interested
- Have fun, enjoy yourself, be transparent, honest & respectful of others
- Answer anyone that messages you
- Try and follow targeted people
- Do use 3<sup>rd</sup> party apps like Tweetdeck to help you run your Twitter account

### Don't

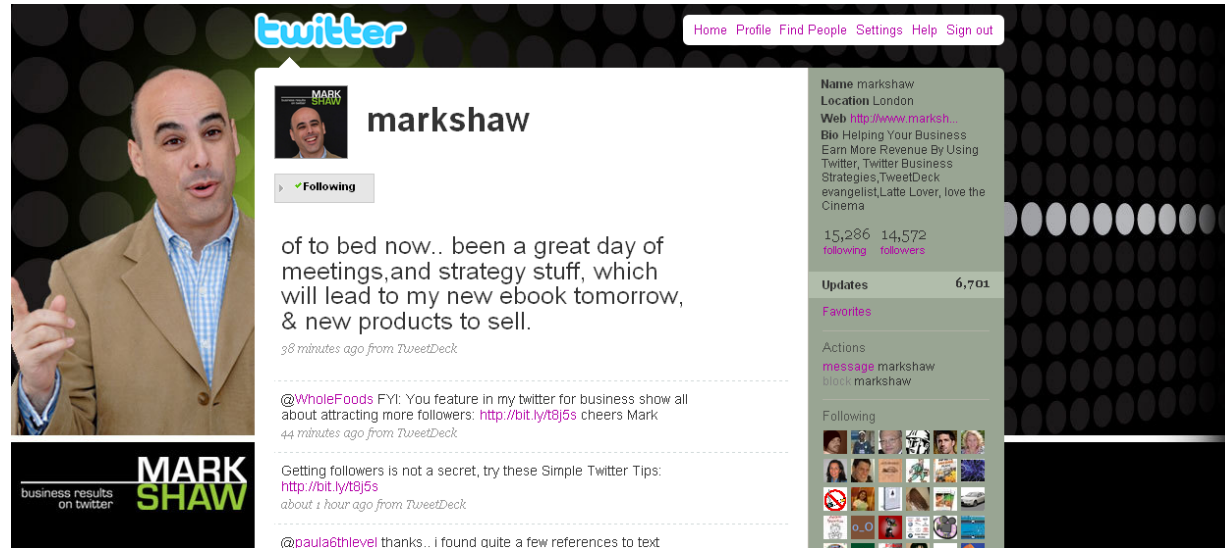
- Publically welcome all your new followers
- Brag about how many followers you have – it's boring
- Ask for more people to follow you
- Swear or use foul language
- Send an auto welcome message to your new followers
- Sell on Twitter
- Have updates that are just RSS feeds or affiliate links
- Join any monetize your tweets type of service
- Try and pretend you are someone else - just be honest and open with people
- Follow people just to get them to follow you back
- Just promote all your own products and services
- Overtweet useless and mundane stuff
- Forget to add a good photo, a great background, a good Bio and your website details

## It's time to start tweeting!

[@MacdonaldHotels](#)

“Twitter is a great way to contact directly with guests around the world, your only limit is your waking hour!”

Ian Robert Sandles



You are now ready to start tweeting. Get ready to start sending updates from either your Twitter home page, or from your mobile phone.

From your home page, you simply type in your messages. Remember that you can **only use 140 characters**. Then hit the 'update' tab. However, the whole purpose of Twitter **is to get followers, and to follow others**.

When you send out an update, it will be received by all the people that are following you. So a simple 140 character message, can be seen by literally thousands of people. This is very powerful indeed.

If you don't do either, then Twitter quite frankly is a waste of your time and effort. So you need to start following people. I would suggest that at the early stages that you simply follow me, the handful of people who I have recommended in this ebook and any others that you find.

[@ybcmark](#)

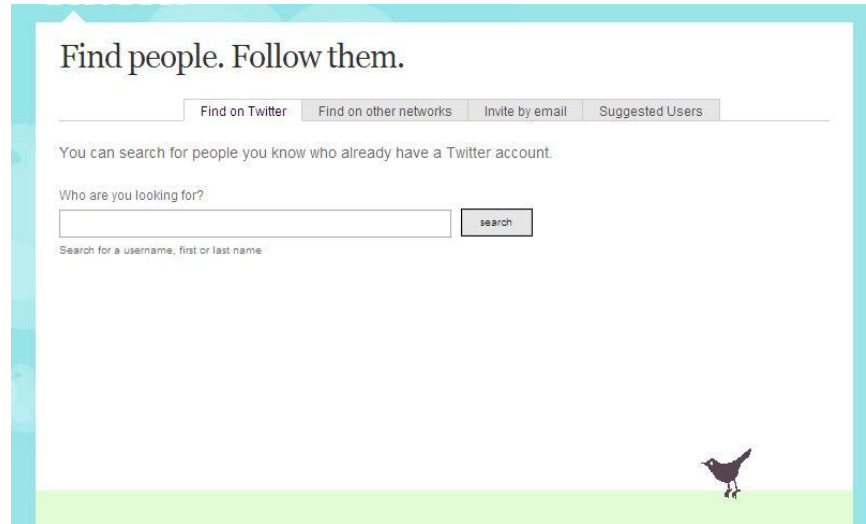
“Twitter is both elusive and brilliant. From the outside it seems pointless. Yet it can become the most powerful tool for your business.”

Mark Sinclair  
Editor  
yBC.tv

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## So how do I start following people?



One of the tabs at the top of the home page is called **'find people'**. Simply press that, and you will get a 'choices screen' as seen above. If you know that they are on Twitter, then you simply need to know their **Twitter username**. Click on 'find on Twitter' type in their user name and Twitter should find them. Once found, simply click on their photo, and you will be taken to their profile. Once there, under their photo will be a tab called **'follow me'**. Click that, you are now following them.

**What does following mean?** It means that when that person sends out an update, you will also receive it. So you can follow all their messages. If they are following you as well, when you send out an update, they will receive it.

You will also notice down the right hand side of the home page, direct messages and @your-user-name messages tabs. You can only send and receive a direct message through Twitter if you are following each other. If you are not, then you can send a @reply message. The difference, is that a DM (direct message) will only be seen by that person, a @reply will be seen by them, and anyone else following you.

There are other ways of finding people to follow on Twitter. You can find others by using other 3<sup>rd</sup> party applications. I shall highlight several in this ebook. There are however many different applications to choose from.

[@Alicia at Honda](#)

"It is a micro-blog that gives companies a great way to dialogue with customers & humanize the brand by give glimpses not otherwise shared"

Alicia, Corporate Communications, American Honda Motor Company

## A gaggle of business people on Twitter I recommend you follow

Here's a list of people I recommend you follow on Twitter. They are all business people who have very interesting tweets, and who are likely to add value to your business, your mind, or both.

[@chrisbrogan](#) - Chris Brogan - <http://twitter.com/chrisbrogan>

President, New Marketing Labs, a social media agency and education company.

[@copyblogger](#) - Brian Clark - <http://twitter.com/copyblogger>

He creates new media content for fun and profit.

[@garyvee](#) -Gary Vaynerchuk - <http://twitter.com/garyvee>

Wine guy, host of Wine Library TV. Video blogger and Businessman that loves people and the hustle.

[@justtoobusy](#) - Alex Stone - <http://twitter.com/justtoobusy>

Follow Alex for her business advice, marketing strategy and implementation for small businesses.

[@mariaandros](#) -Maria Andros - <http://twitter.com/mariaandros>

She teaches passionate entrepreneurs around the world to make money, attract new clients, A celebrity like following with fun simple video, social media

[@mediacoach](#) - Alan Stevens - <http://twitter.com/mediacoach>

Speaker, Conference Host, Journalist, Media/PR Expert. Author of Media Masters. He helps you to raise your profile.

[@probblogger](#) -Darren Rowse - <http://twitter.com/probblogger>

He blogs about twitter and tweets about blogging.

[@mediacoach](#)

“Twitter is the collective brain of the planet. You can ask anything, and get advice in seconds. Also the best business tool I've ever used”

Alan Stevens  
The Media Coach

[@scobleizer](#) -Robert Scoble - <http://twitter.com/scobleizer>

Geek and technology enthusiasm from a blogger who grew up in Silicon Valley.

[@scottallen](#) -Scott Allen - <http://twitter.com/scottallen>

Social media is his middle name. he wrote a couple of books about it. He also helps entrepreneurs.

[@taxhelpukcom](#) - James McBrearty – <http://twitter.com/taxhelpukcom>

The Twittering Tax Man – he is the CEO of [taxhelp.uk.com](http://taxhelp.uk.com), helping self employed people in the UK with their Tax Returns and Accounts.

[@techcrunch](#) -Michael Arrington - <http://twitter.com/techcrunch>

Breaking technology news and opinions from TechCrunch

[@unmarketing](#) - Scott Stratten - <http://twitter.com/unmarketing>

Stop Marketing, Start Engaging. Speaker/Jedi of viral marketing. Made 60 online movies with over 60 mill views.

[@ybcmark](#) – Mark Sinclair - <http://twitter.com/ybcmark>

Editor of yourBusinessChannel – a business TV channel with over 700 shows covering all aspects of business. yBC also runs the Million Dollar Challenge – make sure you check it out.

[@nikkipilkington](#)

“Twitter is what business people 12 months in the future will wish they'd found 12 months in the past”

Nikki Pilkington  
SEO specialist

## Great Twitter applications worth looking at

Twitter really does have an amazing number of web based and desktop applications, but the problem is that 99.99% of them are useless for the business user. Here are a handful which are great for business users.

[Cotweet](#) Offers the ability to handle multiple accounts,  
[Friendorofollow](#) - Find out who your followers are  
[Grouptweet](#) - Group message broadcasting for Twitter  
[Keptempo](#) - Simple to use Time Tracking and reporting  
[Monitter](#) - Monitor the Twitter world for a set of keywords  
[MrTweet](#) - Analyzes your Twitter network, to help you discover great people, and recommend you to others.  
[Twazzup](#) – Search Twitter and get real insights  
[Tweepler](#) - Helps you to organise your followers  
[Tweetake](#) - Back up your Twitter account  
[Tweetbeep](#) – Set up alerts to help you keep track of your keywords  
[Tweetbuzzer](#) – Tracking brand buzz on Twitter  
[Tweetlater](#) – Helps you to automate certain twitter functions  
[Tweetstats](#) - Offers a graphical analysis of your twitter stats  
[Twello](#) – Twitter business directory  
[Twibs](#) – Twitter business directory  
[Twitalyzer](#) - Measure your impact and success in social media  
[Twitpic](#) – Easy way to upload photos  
[Twittercal](#) - It's a *free service* that connects your [Twitter](#) account to your [Google Calendar](#).  
[Twittercounter](#) – Display the number of followers you have  
[Twitterfeed](#) – Aggregation service for all of your RSS feeds  
[Twiveaway](#) – Organise a prize competition  
[Twitbiz](#) – Twitter business directory  
[Twtpoll](#) – Ask questions via a poll of your followers  
[Twtqpon](#) – Create Simple Twitter Coupons  
[Twtvite](#) – Invite people to a meeting  
[Whatthetrend](#) - Find out what's trending on Twitter and why

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[@unmarketing](#)

“Twitter is the conversation happening now about your biz, whether you're here or not”

Scott Stratten  
Unmarketing

## Highly recommended application #1: Twellow

Twellow.com The Twitter Yellow Pages.

Browse All Categories Search TwellowHood Friends Followers

Search:  Within: Search All Profiles Search

A service of WebProNews  
3,624,359 profiles and counting  
Register for FREE Log In

Welcome to the new Twellow! Looking for local people? Try Twellowhood!  
We've been working extra hard over the last few weeks to bring a new look and feel to the "Twitter yellow pages", as well as prepare Twellow for new features to come. Take a look around, and let us know what you think via Twitter!

- » **Aerospace & Aviation**  
Pilots, Air Force, NASA...
- » **Arts**  
Music, Design, Painting...
- » **Associations & Organizations**  
Nonprofit, Animal Welfare, Masons...
- » **Automotive**  
General Motors, Ford, BMW...
- » **Biotechnology**  
Pharmaceuticals
- » **Business Services**  
Hospitality, Brokers, Distributors & Wholesalers...
- » **Energy**  
Oil & Gas, Conservation, Alternative Energy...
- » **Entertainment**  
Movies & Filmmaking, Television, Fashion...
- » **Family**  
Daughters, Babies, Sons...
- » **Financial Services**  
Accounting, Investing, Loans & Lending...
- » **Food**  
Beverages, Cooking, Vegetarian...
- » **Geeks**  
Gamer Geeks, Mac Geeks, Microsoft Geeks...
- » **News**  
Journalists, Reporters, Weather...
- » **Politics**  
Conservative, Liberal, Republican...
- » **Publishing**  
Authors & Writers, Photographer, Books...
- » **Real Estate**  
Realtors, Mortgages, Foreclosure & Short Sales...
- » **Recreation**  
Games, Pets, Travel...
- » **Religion & Spirituality**  
Christianity, God, Yoga...

Tweets About Twellow

- lendingstream** 1 hour ago  
Just registered with Twellow, the Twitter yellow pages. View my profile here: <http://twellow.com/u/lendingstream>
- dr\_alysa** 1 hour ago  
Have you tried twellow yet? The yellow pages for twitter? I just registered my profile: [http://twellow.com/u/dr\\_alysa](http://twellow.com/u/dr_alysa)
- 8packabs** 2 hours ago  
Are you on Twellow? Check out my listing and register yourself also! <http://twellow.com/u/8packabs>
- Pornotribune** 3 hours ago  
Are you on Twellow yet? I just registered my profile: <http://twellow.com/u/Pornotribune>

Show More » POWERED BY twitter

The secret to small business success is

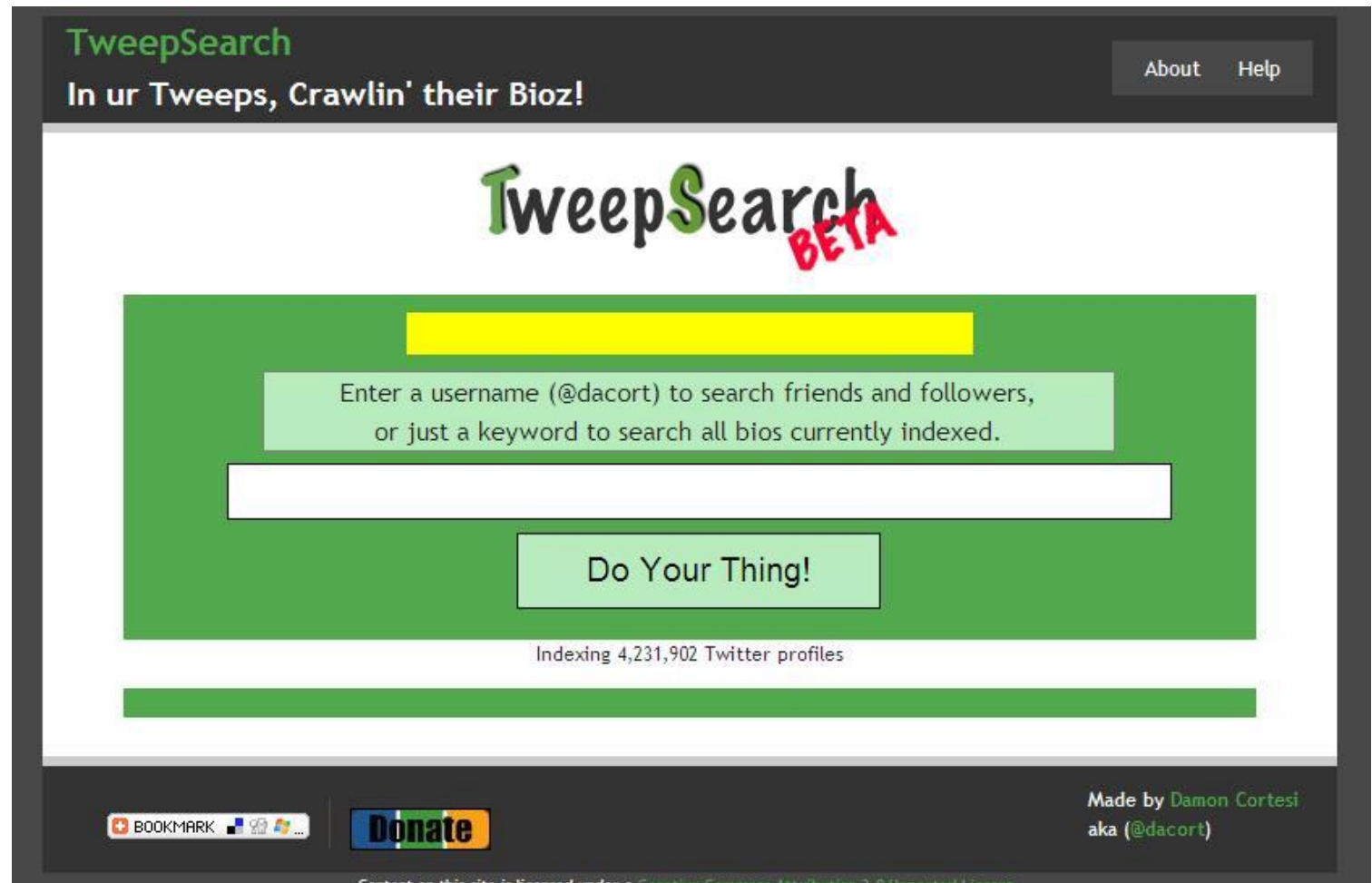
<http://twellow.com> allows you to search for Twitter users based on types of profession, location etc. It is an excellent way to find people to follow that are based in the same location as you, or are in the same profession as you. Make sure though that you add yourself to this listing.. If you look closely at the bottom of the home page you will see **'get listed'**. Add your bio, and add yourself to as many of the relevant categories as you can.

## Highly recommended application #2: TweepSearch

[@garygorman](#)

"Twitter is a unique blend of the mundane and the profound"

Gary Gorman  
Paradigm Training



<http://tweepsearch.com> allows you to search for other people in twitter, by keywords within their Bios. This is why it is critical, that when writing your Bio on your profile page, you make sure that it is keyword rich, so that others can find you.

[@anthonymadigan](#)

“Twitter is as close to commercial mind-reading as any of us is likely to get”.

Anthony Madigan  
Copywriter

## Highly recommended application #3: TweetDeck

The screenshot displays the TweetDeck application interface. On the left, there is a sidebar with the TweetDeck logo and a description: "TweetDeck is your personal browser for staying in touch with what's happening now, connecting you with your contacts across Twitter, Facebook and more. TweetDeck shows you everything you want to see at once, so you can stay organised and up to date." Below this is a "Download now, it's free" button and a "Works on" section with icons for Apple, Windows, and Linux. The main area is a grid of tweets, organized into columns like "All Friends", "Replies", and "12seconds.tv: @insidoutsworth". The interface is dark-themed and includes a top navigation bar with "Follow us on Twitter · Our Blog" and a bottom status bar with "Version 0.25" and "What's new?".

<http://tweetdeck.com> is a free application that you can download. It will help you to filter and group all the different people and messages that you are getting. It will also allow you to send in messages, receive messages, follow, unfollow, and pretty much do everything that you need. If you are serious about using Twitter, then you must get something like Tweetdeck.

[@barefoot\\_exec](#)

“Twitter is the ultimate networking portal. It’s like a global chamber of commerce “mixer” with targeted interest Groups.”

Carrie Wilkerson  
The Barefoot  
Executive

## Getting the most from Twitter

Twitter has been described as the “next big thing” in social media and online marketing. The service currently has approximately 10 million subscribers, the majority of whom are an extremely loyal fan base of the medium.

The key to success on Twitter is to understand how to use it within accepted guidelines and unwritten rules, but also how to adapt to how Twitter is utilised for specific goals. The key reasons why you may want to be on Twitter Include:

- Being able to reach and engage with a targeted audience through instant micro-blogging
- Building a fan base that is genuinely interested in you, your business and your brand
- Driving more traffic to your traditional website and raising your online profile
- Carrying out market research on your product or service
- The ability to interact with thousands of people who offer you ideas
- Personally getting to ‘hear’ and ‘feel’ what people think of your Brand / Company
- Personally getting to ‘hear’ and ‘feel’ what people think of your industry and about you
- The chance to test and Improve ideas, communication skills and knowledge
- It will show that you are ahead of any competition
- It will highlight that you are not isolated from your customers / audience
- It will help you to create a Customer centric organisation
- It will help you to turn prospects into Advocates
- Allows you to develop new contacts
- Allows you to microblog your conferences
- Allows you to share best practice, knowledge, ideas and information
- Allows you to promote specific events / conferences
- Allows you to search current trends in your industry, and in real time what people are talking about right now
- Great at helping you to find a new audience
- Informs people of new updates, new initiatives, new services etc.
- Keeps people informed of the latest news

[@justtoobusy](#)

“Twitter is a long-term marketing tool for establishing your brand & credibility and developing relationships”

Alex Stone  
Just Too Busy

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## Business celebrities worth following on Twitter

As Twitter's growth has soared, many world famous celebrities have seen the value which Twitter can add to their profile. The popularity of such figures was highlighted by @aplusk's race with @cnnbrk to one million followers. Ashton Kutcher now claims the title of 'most followed' on Twitter.

Here is my list of top business celebrities to follow on Twitter:

[@apatzer](#) – Aaron Patzer – CEO Mint.com - Founder & CEO of Mint.com

[@dragonjones](#) - Peter Jones - Entrepreneur, investor and founder of the UK's first Enterprise Academy

[@DrBobParsons](#) - Bob Parsons – Go Daddy CEO – CEO and Founder: GoDaddy.com & GO AZ Motorcycles.

[@jamescaan](#) - James Caan - CEO of private equity firm Hamilton Bradshaw and 2007 'dragon'

[@jamie\\_oliver](#) - Jamie Oliver - World renowned chef and TV personality

[@jasoncalacanis](#) - Jason Calacanis – Mahalo, Weblogs, Inc. And TechCrunch50

[@jayadelson](#) - Jay Adelson – Digg CEO -

[@jerBrightcove](#) - Jeremy Allaire – Brightcove CEO – Founder and CEO of Brightcove.

[@kevinrose](#) - Kevin Rose – Founder of social media site digg.com. Random ideas, entrepreneur,

[@lebrun](#) - Marcel LeBrun - CEO, Radian6 - social media monitoring, analysis and engagement platform

[@marthastewart](#) - Martha Stewart

[@mashable](#) - Pete Cashmore – Mashable -

[@mcuban](#) - Mark Cuban - HDNet Chairman

[@richardbranson](#) - Richard Branson, Chairman of Virgin Group

[@timoreilly](#) - Tim O'Reilly – O'Reilly Media CEO - Founder and CEO, O'Reilly Media.

[@zappos](#) - Tony Hsieh - CEO of Zappos Shoes

[@scottmonty](#)

“Use Twitter as a source of people-powered search and real-time monitoring of your brand or industry.”

Scott Monty  
Head of social  
media  
Ford Motor Co.

## Who is Mark Shaw?

Mark has been twittering for over a year and has made it his business to help others effectively use “Twitter for Business”. He has amassed a wealth of knowledge and techniques on how to make Twitter work and how to get the most out of it.

He currently advises clients on how to establish themselves on Twitter, how to grow their following, how to become recognised as an expert in their field and how to generate leads from the medium.

Everything Mark does is about helping people get business results on Twitter.

Mark’s follower number currently stands at just over 14,500 and he has a raft of satisfied customers who are now enjoying credible and effective participation on Twitter. On Twitter Elite he is currently ranked #6 in the UK and is the #35<sup>th</sup> most re-tweeted person on Twitter in the world.

You can contact Mark on 07990 743564, [mark@markshaw.biz](mailto:mark@markshaw.biz) or [@markshaw](#) on Twitter. Or you might like to read his latest thoughts about Twitter on [www.markshaw.biz](http://www.markshaw.biz)



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[@incisiveedge](#)

“Twitter is the here and now for business. The ability to connect in the moment which once passed is lost forever. Carpe diem, Carpe Twitter!”

Julia Payne  
Co-founder  
Incisive Edge

## Thank you to the contributors to this eBook

A big thank you to the Tweeples who have contributed their quotes to this ebook. You've all helped to give it added personality and I appreciate it.

[@Alicia\\_at\\_Honda](#) – Alicia,

[@anthonymadigan](#) – Anthony Madigan

[@barefoot\\_exec](#) – Carrie Wilkerson

[@comcastcares](#) -Frank Eliason

[@delloutlet](#) – Stephanie Nelson

[@garygorman](#) – Gary Gorman

[@incisiveedge](#)- Julia Payne -

[@JetBlue](#) – Morgan Johnston

[@justtoobusy](#) - Alex Stone

[@Legalmentors](#) – Ian Hudson

[@MacdonaldHotels](#) – Ian Robert Sandels

[@mediacoach](#) - Alan Stevens

[@nikkipilkington](#) – Nikki Pilkington

[@scottmonty](#) – Scott Monty

[@SouthwestAir](#) – Christi Day

[@thomaspower](#) – Thomas Power

[@unmarketing](#) – Scott Stratten

[@ybcmark](#) – Mark Sinclair

If you are not following these people already, what are you waiting for?