

tdn SERVICES

NAME & PROPERTY SEARCH »
Research millions of people and properties [+]

MKT & SALES LIST BUILDER »
Build a downloadable list of prospects that meet your criteria

WATCH SERVICE »
Monitor any person, property or company [+]

DATA DIRECT »
Get valuable lists emailed directly to you

NEIGHBORHOOD REPORT »
Keep an eye on trends and events near you [+]

CRIME REPORT »
Up-to-date reports of crimes near you [+]

FRONT PAGE NEWS

- Friday, Jul. 1, 2011
- Thursday, Jun. 30, 2011
- Wednesday, Jun. 29, 2011**
- Tuesday, Jun. 28, 2011
- Monday, Jun. 27, 2011

< Back | Forward >

Go to date: Go

Search News: Go

PUBLIC RECORDS

- Thursday, Sep. 15, 2011
- Wednesday, Sep. 14, 2011
- Tuesday, Sep. 13, 2011
- Monday, Sep. 12, 2011
- Friday, Sep. 9, 2011

< Back | Forward >

Go to date: Go

Search Records: Go

PUBLIC NOTICES

- Friday, Sep. 16, 2011
- Thursday, Sep. 15, 2011
- Wednesday, Sep. 14, 2011
- Tuesday, Sep. 13, 2011
- Monday, Sep. 12, 2011

< Back

Go to date: Go

Search Notices: Go

PREMIUM REAL ESTATE INFORMATION

CHANDLER REPORTS

SUBSCRIBE THE DAILY NEWS PRINT EDITION

Home > Article

VOL. 126 | NO. 130 | Wednesday, July 06, 2011

Guerrilla Sales & Marketing

10 Twitter Tips You May Be Missing

Lori Turner-Wilson

[Print](#) | [Front Page](#) | [Email this story](#)

Editor's Note: This is the second in a two-part series.

Most businesses have Twitter profiles. Very few, though, are satisfied with the outcome of their Twitter strategy.

In this second of a two-part series, we'll explore 10 advanced Twitter tricks of the trade to ensure you're getting the most of your time investment.

Start with ensuring you have enough of the right followers. For most businesses, it's about growing the right followers versus just any followers. Find businesses similar to yours in your market with similar target audiences and follow their followers. Many of them will reciprocate and follow you back.

Conduct an advanced search for followers at [search.twitter.com](#). You can search for tweets referencing keywords of interest to your targeted followers (e.g., "intellectual property" for law firms or "designer shoes" for a shoe boutique). You can filter your search on proximity to your city, which is handy for businesses that market locally or regionally. Once you find a good targeted list, follow them and they're likely to follow you back.

A word of advice, though: Before your following spree, ensure your most recent post is relevant to new followers. If you have a frozen yogurt shop, tweet, "I'm going to look for other Memphis people on Twitter who love frozen treats."

As you grow your follower base, nurture those followers and engage them. Focus on at least two per day that you'll make a concerted effort to engage with.

Advertising your Twitter handle can also boost qualified followers. Including your handle on your business cards, in your email signature, and on your LinkedIn profile. Include prominent links to your Twitter profile on your website home page and in your HTML email design.

Another way to call attention to your Twitter profile is by publishing a real-time feed of your tweets on your home page.

To engage and retain followers, create value through your content. Offer followers exclusive content and offers not available elsewhere. Hold Twitter contests with a grand prize winner and where everyone who participates (e.g., answers a trivia contest or retweets a message) gets a discount.

With all of the social media platforms that we have to maintain these days, it's critical to create content posting efficiencies. Consider batch writing your content, at least a week at a time, and publishing those posts at scheduled times throughout the week utilizing tools like Future Tweets or HootSuite.

HootSuite and competitor Tweet Deck will also allow you to post the same message across several of your social media accounts. For example,



Lori Turner-Wilson

[Share](#)

[Tweet](#) 0

Follow us on Facebook, Twitter & RSS:



Sign-Up For Our FREE email edition

Get the news first with our free daily email

Name

Email

Sign Up

tdn BLOG Get more from The Daily News!

[Electrolux groundbreaking Oct. 5](#)

[Allen Stanford and the Michael Scott defense](#)

[Color by Numbers: Women in Gov't](#)

[Homebuilder: now is the 'perfect storm' for home investing](#)

[Rhymin' Simon Coming to Mud Island](#)

RECORD TOTALS	DAY	WEEK	YEAR
PROPERTY SALES	66	335	10,905
MORTGAGES	74	512	15,886
FORECLOSURE NOTICES	2	122	7,372
BUILDING PERMITS	0	699	28,123
BANKRUPTCIES	67	426	13,041
BUSINESS LICENSES	24	114	4,270
UTILITY CONNECTIONS	131	536	19,643
MARRIAGE LICENSES	23	121	4,101

Judy McLellan
 & The JudyMac Team
 "THE #1 AGENT FOR THE MID-SOUTH'S #1 REAL ESTATE COMPANY"
CRYE-LEIKE
 901-277-5839 • 901-756-8900
[www.judymac.com](#)

THROUGH THE LENS

Weekly Edition

[Issues](#) | [About](#)

The Memphis News: Business, politics, and the public interest.

1. [Delta Moves Ahead With](#)

with HootSuite, you can publish a single post across your Twitter, Facebook and LinkedIn profiles at the same time.

There's a lot more to Twitter than simply posting updates about your day. There's a bit of a science to it. If you're ready to get serious, test some of these strategies, measure your results, and refine your strategy accordingly. Happy tweeting.

Lori Turner-Wilson an award-winning columnist and managing partner of RedRover Sales & Marketing, www.redrovercompany.com. You can follow RedRover on Twitter (@redrovercompany and @loriturner) and Facebook (facebook.com/redrovercompany).

[Memphis Cuts](#) Sep 9

2. [Class of '66 Stands Out At White Station](#) Sep 13
3. [Artists, Politicians Weigh in on Gibson Raids](#) Sep 14
4. [Kroger Execs React to Customers' Concerns](#) Sep 13
5. [Regions CEO: Nothing New to Say About Morgan Keegan Deal](#) Sep 13



Account Info

- [Log In](#)
- [Your Account](#)
- [Create an Account](#)

Subscribe

- [Subscribe to The Daily News](#)
- [Upgrade Your Subscription](#)

About

- [About Us](#)
- [Contact Us](#)
- [Privacy Policy](#)

Help

- [Help](#)
- [Customer Service](#)

MemphisDailyNews.com

- [Home](#)
- [Blog](#)
- [Facebook](#)
- [Twitter](#)
- [RSS](#)

Our Services

- [Public Notices](#)
- [Public Records](#)
- [Name & Property Research](#)
- [Data Direct](#)
- [Watch Service](#)
- [Marketing & Sales Lists](#)
- [Crime Reports](#)
- [Neighborhood Reports](#)