



Twitter Marketing: An Hour a Day

By Hollis Thomases

Download now

Read Online →

Twitter Marketing: An Hour a Day By Hollis Thomases

The complete guide to a successful Twitter marketing campaign

Twitter is a microblogging service that's changing the way we communicate. Marketers recognize its value, and *Twitter Marketing: An Hour a Day* offers marketers, advertisers, brand managers, PR professionals, and business owners an in-depth guide to designing, implementing, and measuring the impact of a complete Twitter strategy.

Expert author Hollis Thomases acquaints you with the Twitterverse, its conventions, and its fascinating demographics and statistics. She then teaches you step by step how to effectively craft successful branding and direct response strategies that can be scaled to any organization and its objectives. *Twitter Marketing: An Hour a Day* uses interesting case studies, success stories, anecdotes, and examples to demonstrate how to use Twitter metrics in order to inform strategic direction. You'll discover how top companies-large and small-have leveraged this exciting communications platform.

- Twitter has become a phenomenon with 32 million users, including major companies such as Apple, JetBlue, and CNN
- This step-by-step guide explains the demographics, shows how companies are using Twitter, and explains how to scale the approach to your enterprise
- The detailed coverage includes the basics for Twitter newcomers and explores all elements of a successful strategy
- Expert author Hollis Thomases shows how to set goals, develop and implement a plan, attract followers, and measure the impact of a campaign
- The in-depth book explains how to maintain momentum and explores such issues as contests, promotions, and crisis management

Twitter Marketing: An Hour a Day is the ultimate guide to succeeding one tweet at a time!

↓ [Download Twitter Marketing: An Hour a Day ...pdf](#)

 [Read Online Twitter Marketing: An Hour a Day ...pdf](#)

Twitter Marketing: An Hour a Day

By Hollis Thomases

Twitter Marketing: An Hour a Day By Hollis Thomases

The complete guide to a successful Twitter marketing campaign

Twitter is a microblogging service that's changing the way we communicate. Marketers recognize its value, and *Twitter Marketing: An Hour a Day* offers marketers, advertisers, brand managers, PR professionals, and business owners an in-depth guide to designing, implementing, and measuring the impact of a complete Twitter strategy.

Expert author Hollis Thomases acquaints you with the Twitterverse, its conventions, and its fascinating demographics and statistics. She then teaches you step by step how to effectively craft successful branding and direct response strategies that can be scaled to any organization and its objectives. *Twitter Marketing: An Hour a Day* uses interesting case studies, success stories, anecdotes, and examples to demonstrate how to use Twitter metrics in order to inform strategic direction. You'll discover how top companies-large and small-have leveraged this exciting communications platform.

- Twitter has become a phenomenon with 32 million users, including major companies such as Apple, JetBlue, and CNN
- This step-by-step guide explains the demographics, shows how companies are using Twitter, and explains how to scale the approach to your enterprise
- The detailed coverage includes the basics for Twitter newcomers and explores all elements of a successful strategy
- Expert author Hollis Thomases shows how to set goals, develop and implement a plan, attract followers, and measure the impact of a campaign
- The in-depth book explains how to maintain momentum and explores such issues as contests, promotions, and crisis management

Twitter Marketing: An Hour a Day is the ultimate guide to succeeding one tweet at a time!

Twitter Marketing: An Hour a Day By Hollis Thomases Bibliography

- Sales Rank: #635036 in Books
- Published on: 2010-01-12
- Original language: English
- Number of items: 1
- Dimensions: 9.10" h x 1.20" w x 7.30" l, 1.59 pounds
- Binding: Paperback
- 504 pages

 [Download Twitter Marketing: An Hour a Day ...pdf](#)

 [Read Online Twitter Marketing: An Hour a Day ...pdf](#)

Editorial Review

From the Back Cover

Craft and Implement a Winning Twitter Marketing Strategy

A Step-by-Step Guide

Twitter has rocketed into the mainstream and is vastly changing how your customers view products and brands. Learn how to leverage Twitter for your business with this smart, practical guide from social media expert Hollis Thomases, who shows you how to design, implement, and measure a winning Twitter strategy from start to finish.

After walking you through Twitter basics, she explains how to craft strategies that can be scaled to any organization or market—including travel, retail, restaurants, healthcare, and service-oriented businesses. Learn how to create a winning, goal-based plan and then implement, maintain, and adjust your plan while avoiding common pitfalls. This detailed how-to helps you:

- **Explore the fascinating demographics of the Twittersverse and see how to reach potential customers**
- Master Twitter basics, understand tweeting dos and don'ts, and leverage useful third-party Twitter applications
- See how a slew of top brands such as Starbucks®, Zappos®, and Planet Hollywood® are successfully using Twitter
- Prioritize your objectives, create a plan, and get corporate buy-in
- Leverage contests, promotions, tweets with multimedia, and other proven ways to improve engagement and foster conversation
- Let the tweets flow and then track and measure everything from retweets to mentions to increases in web traffic
- Analyze results and frame reports in terms of your key metrics, whether in dollars, traffic, conversions, or other goals

You'll also find:

- **Creative ways to map your marketing goals to Twitter metrics, so you can really find out what's working**
- Real-world "From the Trenches" case studies that illustrate successes to learn from and mistakes to avoid
- Useful Twitter tools that will help you manage and measure your efforts

Praise for *Twitter Marketing: An Hour a Day*

"This book walks you through Twitter processes and strategies step by step, from setting an account to setting actionable business goals. Whether you're a Twitter newbie or a seasoned power user, there's something in here that will help you use Twitter more effectively—and more profitably."

—**Rebecca Lieb**, VP Econsultancy and author of *The Truth About Search Engine Optimization*

"This terrific book is a godsend. It's filled with practical advice and hands-on exercises that will help companies of all sizes tap into Twitter's marketing potential."

—**Bo Burlingham**, Editor-at-Large of *Inc.* magazine and author of *Small Giants: Companies That Choose*

To Be Great Instead of Big

"Hollis Thomases has created an extremely practical guide to Twitter for neophytes and serious marketers alike. She clearly and completely demystifies the service. This is an indispensable B2B guide for large or small businesses seeking to build effective social media marketing campaigns on this rapidly growing platform."

—**Greg Sterling**, Principal, Sterling Market Intelligence

About the Author

About the Author

Hollis Thomases, award-winning founder of Web Ad.vantage (www.webadvantage.net) and a leading expert in Internet marketing and social media, has helped Check Point Software, the Starlight Children's Foundation, Visit Baltimore, and others in the health, retail, nonprofit, and government sectors develop and implement successful social media and online marketing strategies. She authors a ClickZ column and is a frequent conference speaker and presenter at key industry events such as Search Engine Strategies, American Marketing Association, the Public Relations Society of America, and others. Follow Hollis's tweets at www.twitter.com/hollisthomases.

Users Review

From reader reviews:

Cora Gallien:

With other case, little folks like to read book *Twitter Marketing: An Hour a Day*. You can choose the best book if you like reading a book. Provided that we know about how is important any book *Twitter Marketing: An Hour a Day*. You can add know-how and of course you can around the world by a book. Absolutely right, simply because from book you can recognize everything! From your country until foreign or abroad you will be known. About simple issue until wonderful thing you are able to know that. In this era, we are able to open a book or perhaps searching by internet system. It is called e-book. You should use it when you feel weary to go to the library. Let's learn.

Scott Roche:

This book untitled *Twitter Marketing: An Hour a Day* to be one of several books this best seller in this year, that is because when you read this publication you can get a lot of benefit upon it. You will easily to buy this kind of book in the book shop or you can order it by way of online. The publisher on this book sells the e-book too. It makes you more easily to read this book, because you can read this book in your Smartphone. So there is no reason to you to past this reserve from your list.

Nancy Nault:

Playing with family in a park, coming to see the sea world or hanging out with good friends is thing that usually you might have done when you have spare time, after that why you don't try thing that really opposite from that. One activity that make you not experiencing tired but still relaxing, trilling like on roller

coaster you are ride on and with addition associated with. Even you love Twitter Marketing: An Hour a Day, you are able to enjoy both. It is good combination right, you still wish to miss it? What kind of hang-out type is it? Oh come on its mind hangout folks. What? Still don't get it, oh come on its named reading friends.

Stacey Williams:

A lot of e-book has printed but it is different. You can get it by internet on social media. You can choose the top book for you, science, comedy, novel, or whatever by simply searching from it. It is known as of book Twitter Marketing: An Hour a Day. Contain your knowledge by it. Without leaving the printed book, it can add your knowledge and make an individual happier to read. It is most critical that, you must aware about reserve. It can bring you from one spot to other place.

Download and Read Online Twitter Marketing: An Hour a Day By Hollis Thomases #NRY73IVZ08J

Read Twitter Marketing: An Hour a Day By Hollis Thomases for online ebook

Twitter Marketing: An Hour a Day By Hollis Thomases Free PDF d0wnl0ad, audio books, books to read, good books to read, cheap books, good books, online books, books online, book reviews epub, read books online, books to read online, online library, greatbooks to read, PDF best books to read, top books to read Twitter Marketing: An Hour a Day By Hollis Thomases books to read online.

Online Twitter Marketing: An Hour a Day By Hollis Thomases ebook PDF download

Twitter Marketing: An Hour a Day By Hollis Thomases Doc

Twitter Marketing: An Hour a Day By Hollis Thomases Mobipocket

Twitter Marketing: An Hour a Day By Hollis Thomases EPub

NR73IVZ08J: Twitter Marketing: An Hour a Day By Hollis Thomases