TWITTER MARKETING

How To Get Leads With Twitter

TWITTER MARKETING

How To Get Leads With Twitter

Copyright 2017

Contents

Introduction 4

Creating a Twitter Account the Lead Generation Way 7

- Smile and Say Cheese! 7
- Maxing out Your Summary/Biography 8
- Creating Your Cover Photo 9
- Should You Include the Physical Location of Your Business? 10

When to Tweet To Capture the Most Leads 11

- What Buffer Has To Say about When to Tweet 11

8 Best Practices for Becoming a Lead-Generating Pro on Twitter 14

- #1 – How Images and Video Boost Lead Generation 14
- #2 – What the Heck Is a Hashtag Anyway? 18
- #3 – How to Use Twitter Chats 21
- #4 – Twitter Polls Are Perfect for Creating Leads 22
- #5 – Cashing in With a Little-Known Tool – Twitter Lists 25
- #6 – Direct Messages 27
- #7 Twitter Analytics 28
- #8 Twitter Ads 29

Resources Mentioned in This Twitter Lead-Generation Guide 30

Conclusion 31

- Top 10 Tips for Creating Leads on Twitter 31

Introduction

No matter what kind of business you have, you need leads. Leads are prospects, people who are interested in what you offer to a certain degree. Even if you don't aggressively seek leads, you deal with them all the time. The owner of a brick-and-mortar business that does no advertising at all still has leads, these are the potential customers who walk into the doors of his business.

With the advent of social media, businesses large and small can now enjoy a truly global reach. Simply by engaging with the Twitter universe, and without spending anything more than some time, you can get the word out about your business. Done properly, this can turn the world's second-largest virtual social hangout into a lead-generating machine.

Consider the following Twitter statistics from 2017:

- More than 320 million users are active on Twitter each month.
- Over 500 million tweets are sent every day.
- A staggering 100 million Twitter users are active every day.
- 80% of Twitter users access the social media site from a mobile device.
- There are 70 million users in the United States, and a full 79% of Twitter users are based outside the US.

Those statistics show you just how big of an impact Twitter can have on your business. Whether you market to the United States, the UK, Canada, Asia or globally, your business can truly turn Twitter into a global lead-generation tool.

You may think we are straying off-topic here, but do you mind if I ask you a simple question?

Do you like seafood?

If so, and you want to catch your own fish, you should know that the best time to catch fish is one hour before high tide, one hour after high tide, as well as one hour before and after low tide. That is something that is good to know if you like eating fresh fish because you have a better chance of catching fish when they are hungry and biting.

You can apply the same common sense to Twitter.

If you are looking for leads for your business, or want to grow your email list, or turn leads into customers, it is only logical to tweet when most of your prospects are on Twitter. This is going to vary a little bit depending on whether you do business with individual consumers or other businesses.

In this Twitter marketing guide, you'll discover not only when you should be tweeting, but what you should say, how you should say it, how often you should be posting updates, and how to build followers. You will also discover how to turn those followers into leads to funnel them through your sales cycle.

You will find out what apps and websites show you exactly what results you are getting from your efforts, and in short, discover how to turn Twitter into your personal lead generation machine that works for you 24 hours a day, 7 days a week, and 365 days a year.

Let's get started by giving you a down and dirty primer to creating a Twitter account. This will also include important pointers about how you should build your profile with lead generation in mind.

Creating a Twitter Account the Lead Generation Way

If you already have an account, you still want to read this section. In it, you discover not only the bare bones profile-building process but exactly how you should structure the different parts of your profile so you can capture leads effectively. If you don't currently have a Twitter account, head over to https://twitter.com/signup.

Enter your full name and phone number, and create a password. If you want to sign up using an email address instead, use the "Use Email Instead" link at the bottom of the sign-up page. Click "Sign up for Twitter."

Select a username. You can change your username at any time, as long as the new username is not in use. (We will give you some pointers about selecting the perfect username later in this guide.)

Go back and check your name, phone number, password and username to make sure you have what you want, and there are no mistakes. Click "Create My Account."

That's it. That is all that is involved in creating a new account. Obviously, you want your profile to look as good as possible to your perfect prospects. The following best practices are essential to make your profile attractive to Twitter users, and for getting your profile to generate leads for your business.

Smile and Say Cheese!

We are obviously referring to your profile picture. Your pic should be professional, and you should be smiling. Profile pics are viewed on mobile devices most of the time, so don't try to squeeze anything more into your picture than a head and shoulders shot. Make sure you are dressed professionally, and you look happy and confident and forget about using a recent picture of you at the beach unless you are selling surfboards.

It is very important to understand the size you should use for your profile pic. Re-size or upload an image that is 400 by 400 pixels. This will look good on mobile devices, laptops, tablets and desktop computers, and still does reasonably well if someone taps on your picture and expands it. Resist using filters and getting creative here - professional, smiling, head and shoulders shot is all you need to worry about.

Maxing out Your Summary/Biography

First, let's talk about the bad news. You only have 160 characters to create your biography. That is barely longer than a tweet. That means you may have to work a little bit to get the desired message across. There is no room here to get fancy or creative. You also don't have to worry about using hashtags with your keywords, since your bio is searchable by Twitter, as well as Google and the major search engines.

Obviously, you are going to want to include industry keywords and keyword phrases. Since you have very little room to mess around here, stick to 2 or 3 words and phrases that you want to be discovered for. And unlike just about every other person on Twitter, you don't want to write about your personal interests. Write about the benefits you offer your prospects and customers, and not the fact that your cat's name is Bob unless you are running a cat-themed business.

It is also crucial here to add an active link that leads back to your lead generation page.

When people discover your content on Twitter, and you spark their interest, they often head straight to your bio to check you out. An offer of a free and valuable video course, e-book or some other gift in return for an email address means your Twitter bio can develop leads for you passively and automatically, anytime day or night, whether you are online or not.

Creating Your Cover Photo

Your cover photo or header says a lot about you and your business. You want to add enough content to drive your lead generation efforts, but you don't want to have your cover photo so busy that it is distracting. You should also know that even if you follow the official Twitter guidelines, they are still going to chop off some of your header.

If you are concerned how your header photo will look across different sized monitors, screen ratios and resolutions, we have taken care of that problem for you. Twitter recommends cover photo/header dimensions of 1,500 pixels wide by 500 pixels tall. You can use JPG, GIF, or PNG formats, but not animated GIFs.

Those are Twitter's recommendations, but you should know that a small strip on the bottom and top of your header photo is going to be cut off. Consider these "invisible" areas. Because of this, you should leave a little space at the top and bottom of your cover photo, as well as leaving additional room on the bottom left corner to account for your profile picture, and the way your cover photo will appear on different screen resolutions and sizes.

If you feel confused or overwhelmed, type the words "Twitter header maker" into Google. You will see software like Snappa that makes this process simple and fast. It is a good idea here to include a link to your email opt-in page, for lead development purposes. Unfortunately, there is no way currently to make this a clickable link. You may also consider including a phone number, and obviously, the name of your business.

Should You Include the Physical Location of Your Business?

If you run a brick-and-mortar business, by all means, make sure to add your location and contact details in your bio and header. Including store hours would not be a bad idea either. Alternately, there is probably no real need to add your physical location if you are running a virtual business.

Now that your profile is up and running let's take a look at exactly when you should be tweeting to generate the most leads.

When to Tweet To Capture the Most Leads

You may already know this, but the term B2B stands for business to business. This would mean your business deals with other businesses, rather than consumers. Accordingly, the term B2C means your business deals with individual consumers, rather than businesses.

B2B Twitter users will find their audience is about 14% more responsive on weekdays than weekends. If B2C is your game, you will see the best engagement on weekends, and also on Wednesday. You will find that Twitter users retweet your content more frequently after 5 PM, and if you want someone on Twitter to click through to your web page, blog or email, your click through rate (CTR) is likely to be better between noon and 6 PM.

What Buffer Has To Say about When to Tweet

Buffer is a blog that focuses on helping you get more out of your social media experience. They took the data from millions of tweets across multiple businesses and graphics and found the following information regarding when you should be on twitter to get the most out of your time.

- Based on 4.8 tweets from 10,000 Twitter accounts, statistics show clearly that the early morning hours appear to be the best time-frame to generate clicks. It may seem odd, but when you tweet between 2 AM and 4 AM, you earn the most clicks on average.

- Here are a few best times to Tweet for clicks, in major cities around the world.

- Tokyo – Japan time – 8 AM
- Hong Kong – Hong Kong time – 5 AM
- Cairo and Istanbul – Eastern European – 5 AM
- Rome and Paris – Central European – 5 PM
- Miami, Atlanta, and New York – Eastern Time – 2 PM
- Chicago – Central Time – 2 AM
- Los Angeles or San Francisco – Pacific Time – 10 PM

- If you are looking to get retweeted or end up on someone's favorite list, evenings and late at night are the best times. Between 11 PM and 5 AM is when the most engagement (defined as clicks, retweets, favorites, and replies) occurs.

- For the best possible retweet experience, send status updates at 9 PM (in the 4 US time zones).

- The most popular times to tweet are often not the best times to be on Twitter for engagement. The most popular time for tweets is between 9 AM and 1 PM, and because there is so much data being tweeted at this time, your tweets will generate the fewest clicks. This means most of your competition is attempting to connect with their audience at the wrong time, and as long as you post content during the times that drive engagement, you have a good chance to outperform your competitors.

Bear in mind that you may realize different results.

These are industry standards across all niches and business categories, and they give you a place to start. Stick with these recommend tweet times at first, and then tweak accordingly as you monitor your results.

Now that you have your Twitter account created and you have a pretty good idea about when you should be posting content let's take a look at a few proven methods for creating leads for your business.

8 Best Practices for Becoming a Lead-Generating Pro on Twitter

#1 – How Images and Video Boost Lead Generation

Whenever possible, add video or images to your status updates. Do this whether you are trying to generate leads or you are just engaging on Twitter. Content with images creates 89% more favorites, 18% more clicks, and a full 150% more retweets. This happens because the human brain processes video and imagery 60,000 times faster than text. The Internet is a short attention span kind of place, so give Twitter users what they prefer, images and video over text.

Pull up your Twitter account and scroll down the page. Which tweets grab your attention the most?

You'll probably agree that updates which include an interesting image or compelling video get you clicking and engaging more often than tweets which are only text. Just be sure to change your images frequently. If you are consistently using the same logo, image or video over and over, this will kill engagement and crush your CTR.

There is something you need to know about including images in a tweet where you have a call to action or link back to your lead generation page. By all means, add videos and images whenever you can. However, where you have included an active link and call to action, make sure your image is posted away from that link.

Your image link could be at the beginning of your tweet and your call to action at the end, or vice versa. This keeps from distracting your prospects with two links that are jammed up next to each other, which

could lead to them clicking on your picture link rather than your lead generation link.

Top Twitter Image Creation Tools

You can always pay a freelancer to create your Twitter images or videos for you. Since the most effective Twitter strategy for generating leads means spending 20 to 25 minutes each day on the social network, and posting 5 to 10 times daily, paying for even just one week's worth of images or videos could get expensive.

The following applications make creating compelling, engaging imagery for Twitter, and the other social networks, quick and easy.

- **WordSwag**

This mobile app is going to become your go-to image creator if you spend most of your time on Twitter on a mobile device. The incredible speed with which this application can turn any text, quote or tip into an image means you can spend a minimal amount of time on Twitter, and still post visually attractive content.

Here is how it works.

Enter some text and a source and you are done. That is all you have to do. You instantly have a piece of visual content you can use on Twitter, or anywhere else online. WordSwag has a wide variety of templates that let you add an image to text, producing Twitter content that will immediately boost your retweets, favorites, and CTR.

You can upload images from your camera or smart phone, or take a brand-new photo from within the WordSwag application. You have the ability to choose from different font colors, starter images, and backgrounds, and the user interface is simple for even technologically challenged individuals. For a minimal outlay, you may also purchase extra templates, to set your WordSwag images apart from your competition.

- **InstaQuote**

Along with the previously mentioned app, the mobile InstaQuote is easy to use and quick and is perfect for creating Twitter-ready images. The application says it helps "Make Your Words Beautiful," and it does exactly that. You won't get quite the font choices and templates offered by WordSwag, but as far as simplicity is concerned, you can't beat this app. Preloaded templates, font types, and backgrounds are included, and you can also upload your own images.

- **Canva**

With Canva, you receive templates created with the perfect dimensions for all the major social media networks, including Twitter. You also have the option of creating custom-sized images. From the main menu, you choose a layout and then search for images. You can add special effects, create custom fonts, font sizes, colors, and typography, effectively allowing you to duplicate your brand's logo, colors and feel.

You operate on a drag-and-drop system that makes it extremely easy to create and preview multiple options in a snap. Canva has long been a mainstay for online image creation.

- **PicMonkey**

This is an oddly named photo editor that provides graphic design features, and the ability to make collages. You can upload and edit images from your PicMonkey account, your computer, Facebook, Dropbox and other locations. This is a paid application, but there is a free 7-day trial for all new account holders.

Telling a Story with Your Images

The average tweet lasts about 30 seconds. That is roughly how long, on average, your tweet or retweet will be available, unless someone searches for a hashtag you use. This means your image must grab the attention of anyone who happens to be online when you publish your content.

One way to ensure your image or video gets noticed is to tell a story with it. If you are a car manufacturer, don't just show a static image of one of your new vehicles. Show a happy, smiling family exiting your vehicle at the beach. This tells a story about your product delivering positive emotions and memories, rather than simply saying "here's our new car" with your image.

Image Dimensions

To ensure your Twitter image has the best chance of looking great on any screen, monitor or resolution, shoot for 1,200 by 628 pixels.

Making and Sharing Video on Twitter

Just about any video you find online can be shared on Twitter. Understand that you should always recognize copyright laws. One easy way to use video to engage on Twitter is to retweet a video you found interesting,

funny or otherwise entertaining. If you are thinking about creating your own videos on a regular basis, here are a few options.

- Biteable
- iMovie
- PowerDirector Mobile
- FxGuru
- DubSmash
- Mobcrush
- PocketVideo

Top Screen Capture Software Options

- Jing
- SnagIt
- BandiCam
- ScreenFlow
- Screen Recorder

Don't forget that the camera on your smart phone is fully capable of taking a short video. You should also know that Twitter only allows videos up to 30 seconds in length, so bear that in mind when using any of the above-mentioned applications, or your smart phone.

#2 – What the Heck Is a Hashtag Anyway?

The humble '#' symbol was known as a pound sign by just about everyone... until Facebook and Twitter began calling it a hashtag. What does this diminutive and seemingly powerless little symbol have to do with lead generation on social media networks? First, it bears stating that the hashtag is anything but small and powerless.

Secondly, simply adding the # symbol to the beginning of important keywords and phrases relevant to your industry and lead generation efforts is crucial to get the best results for your time investment. The way you use it is simple. You merely add # to the beginning of a word or phrase (leaving no space) that you want to be found for in the Twitter universe.

For example, #SEOTraining lets Twitter and its users know that the content you just posted has to do with search engine optimization training. This is how the Twitter algorithm finds content to present to people searching for words and phrases in the search bar.

If you create a memorable hashtag that no one else in your niche is using, and it becomes popular, a single post could generate an avalanche of leads. Just remember to practice the following tips for getting the most out of your hashtags, without looking like a spammer.

- **Create Your Own Original Hashtag**

Think up a short, easy to remember, an engaging and fun hashtag that has something to do with your business. If you can use an industry keyword or phrase people are already frequently searching for on Twitter, all the better. Using #FreeFishingLure if you are giving away a lure to fishermen in exchange for joining your email list is an excellent example of a short, easy to remember and lead-generating hashtag.

Just make sure you search for a particular hashtag before you start using it, to see if it is already in use. The Hashtagify.me website is great for hashtag research, and it is free to use. If at all possible, you want your own, unique hashtag.

- **Use Industry Keywords**

Aside from your original, unique hashtag, you want to use other hashtags to identify the topic of each of your tweets. You need to let Twitter and its users understand what your business is about, and industry keywords and phrases do exactly that. This is how Twitter knows exactly when to list your tweets in search results. If your tweet is about cycling vacations, adding #cycling and #vacation will help get you found by people looking for those particular search terms.

- **Keep Hashtags Minimal**

When posting tweets, use no more than 2 industry keywords or phrases. In some cases you may be able to get away with 3 hashtags. The social networking site Instagram does not mind if you use 10 or 12 hashtags, but Twitter will absolutely punish you if you spam with tons of hashtags. They will hide your content rather than making it visible, and that is certainly not what you want.

- **Steer Clear from Hashtags That Are Trending Unless They Apply to Your Business**

At the time of this writing, #DonaldTrump and #ImpeachTrump are generating a lot of Twitter traffic. This doesn't mean you should be using these or any other trending hashtags unless they convey the message you are trying to get across, or are otherwise related to your business.

If you run a political opinion blog, by all means, it would make sense to use those two particular hashtags from time to time. On the other hand, just think about the following scenario if your business is selling religious-themed clothing. A fan or detractor of Donald Trump could end up with your tweet in his or her face, not very happy that your information was not on topic and relevant.

#3 – How to Use Twitter Chats

A Twitter Chat is an organized way that multiple Twitter users can get together to talk about a particular hashtag. At some previously scheduled and announced time, the folks on Twitter begin monitoring a specific hashtag. This shows them everyone who is talking about that hashtag in the Twitter Chat and allows them to interact as well.

This is different than simply doing a search for a specific hashtag and reaching out to those people. Twitter Chats are usually scheduled for the same time each week, and when you do this, you can reliably expect decent traffic. Over time, the people interested in that particular hashtag come to expect a conversation at the same time each week.

The best way to use Twitter Chats to both make yourself look like an industry leader and also interact with your prospects is to initiate a chat. For a few days in a row, announce that a chat is going to happen regarding a specific hashtag, and at a certain time. A couple of minutes before the designated time, tweet a question, comment, video, image or survey including the selected hashtag.

How to Access the Chat

You log into your Twitter account, put the hashtag in the search bar, and the web page will show you any and all tweets that include the chat's

hashtag, listed in reverse chronological order. With popular hashtags, this can be a fast-moving affair and a little overwhelming for beginning chatters.

The TweetChat.com tool does a great job helping you to engage with everyone that is chiming in with their answers or opinions. TweetChat ensures that every time you tweet, the chat's hashtag is included automatically. As you may find yourself texting or typing rapidly, responding to and interacting with several users in a short period, this saves you time by adding the hashtag for you.

That may not seem like a big deal. When you start using Twitter Chats, you will see how important it really is. If you forget to add the selected hashtag, your input will not be discovered in the chat. When you get the hang of it, you will find yourself chatting with TweetChat while simultaneously using HootSuite or TweetDeck to monitor notifications.

#4 – Twitter Polls Are Perfect for Creating Leads

What is the best way to find out exactly what your target market is looking for? Ask them. That's what Twitter Polls allow you to do. People love to give their opinion. It is just human nature to feel important and full of self-pride when someone asks you what you think. Twitter Polls allow you to find your target prospects by using industry hashtags, and then you propose a series of questions or options to those potential clients.

How do you use this polling feature?

Anytime you compose a new tweet, you see 4 small icons below the text box. This allows you to either add photos and video, add a GIF, add a poll or add a location. Depending on your interface and the operating system

you are using, you may see icons or actual text links. Click on the option for adding a poll.

Currently, you are only allowed 4 polling questions or options. Clicking on the "Poll Length" selection allows you to set your poll for any number of hours and minutes up to 24 hours. This new system has been a hit with Twitter marketers and users, as poll voters understand that their vote is not made available publicly. In the past, you could see how anyone voted.

This means more accurate information-gathering, as someone won't feel swayed by what others may think of him or her since no one can see what option an individual has chosen. There are a few ways you can use Twitter Polls to engage with your audience, while also building your authority in your niche.

- **Have Your Prospects Vote on Content**

With Twitter Polls, there is no need to guess what potential customers want from you. If you are creating a new video course or thinking of hosting a webinar, why not ask the Twitterverse exactly what they are looking for? Use keywords and hashtags to attract just the prospects you are looking for.

- **Ask for Feedback**

You could poll previous customers and ask them what they think about your products and services. You could also use this approach to find out exactly what people say has been missing from products they have purchased in the past, which are related to your niche or market. This is a great way to find out which of your offerings' colors, features, accessories, price ranges, sizes and other characteristics are the most popular.

- **Find out Where You Can Reach Your Prospects**

Someone on Twitter is likely to be on Facebook as well. They also may hang out on Pinterest and LinkedIn. As you probably have found out yourself, it is difficult to be everywhere at once. There just aren't enough hours in the day to do everything possible on every social media network.

Why not use Twitter Polls to find out which of the top 4 social hangouts is where your prospects are spending the most time? This cannot only tell you if you need to be focusing more on Twitter, Facebook or some other social media site, but it also tells you where you should be spending your marketing dollars.

- **Find out What the Future Holds**

People love to be asked to predict the future! Predicting the future is fun, and just the sort of socialization Twitter is intended for. You may also find your target audience reveals some information about future trends that you never saw coming.

- **Find out Exactly What Type of Opt-In Bribe Your Prospects Want**

This is a veteran way to use Twitter Polls to build your list or generate new leads. You tell the Twitter world you are going to be offering a valuable, free gift when anyone signs up for your newsletter. Then you ask exactly what type of freebie they would prefer, offering 4 different media types.

You could give them the choice of receiving an e-book, informative video, list of resources you use, checklist, top 10 list or some other type of opt-in freebie. This provides you with very valuable information. As

mentioned above, user identities and how they voted are protected. You will not get a list of individual usernames and how they voted one way or another.

However, this is still powerful data, since your targeted prospects are telling you exactly what type of information, and in what format, they are looking for. This simple, free Twitter lead-generation tactic can dramatically increase the click through rate on your opt-in page or lead capture page.

#5 – Cashing in With a Little-Known Tool – Twitter Lists

Twitter Lists make your life easy as an online marketer, and it seems like no one knows about them. Even those who understand Twitter Lists can help them generate leads online usually don't use them properly. Set up and managed correctly, this is a seriously powerful lead generation tool that is going to save you hours and hours of time.

Twitter Lists help you do the following things.

- Identify a group of accounts you want to engage with.
- Build deeper relationships with laser-targeted prospects.
- Discover current clients, potential customers and key influencers in your market.
- Monitor exactly what your competitors are doing.
- Quickly make a list of people searching for a particular industry keyword or phrase.
- Discover which types of content in your niche are creating the most engagement.

- Generate new content that you know will be popular right out of the gate.

By the way, if you are concerned that one of your competitors will be able to see one of the lists you build, that is not a problem. You have an option with each list you create to tag it as either Public or Private. Public lists can be seen by anyone that follows you or checks out your profile, and private lists are just that. You and only you can see your private lists.

When you add someone to a public list, they are sent a notification. They are told that they have been added to a particular list. Adding someone to a private list means they are not sent any notification. If you are creating a list of targeted prospects, you would probably want that to be private information. The same is true if you are trying to build deeper relationships with your current customers.

Tagging those two types of lists as public would make it very easy for your competition to hijack your prospects and clients.

You can make any number of lists. You can add people to multiple lists, remove people at any time, and monitor everything that someone on one of your lists does on Twitter. This is extremely important for understanding what matters to your prospects, as well as your current customers. When you see what type of content has been added to a user's favorites, retweeted, commented on or clicked on, this is invaluable lead-generation information.

Let Your Competition to All the Hard Work

A really smart marketing move here is to check out the lists of your competitors. Head over to the profile of an important industry influencer

in your niche. On their profile you will see a tab titled "Lists." These are all the public lists a certain person has joined, as well as the public lists they have created. If one of your top competitors has a public list labeled "Prospects," they have already done much of your prospect-hunting work for you.

The more lists you build, the harder it is going to be, and the more time you are going to spend, managing them. TwitListManager is a resource that helps you create brand-new lists, as well as use check boxes to rapidly remove or add users from different lists. Once you have created your lists, manually or with TwitListManager, two of the top Twitter apps for managing your lists are TweetDeck and HootSuite.

You can interact with your lists directly through those two applications, and they also provide excellent analytical tools crucial to making your lead-generation efforts as successful as possible.

#6 – Direct Messages

A Direct Message (DM) to another Twitter user is like sending an email from you to one other person. You will run into automated direct messaging applications, and in almost every case, avoid using them. As a social network, twitter frowns upon the use of robots to constantly deluge and harass other users with your agenda.

If you decide to Direct Message someone, make sure you have a relationship with that person first. This doesn't just mean that you are following them are they are following you. Retweet their information. Curate informative tweets they have published on Twitter. Favorite their content. Mention them in your tweets. Finally, if you do reach out to them with a Direct Message, be easy-going, laid-back and social. By all means, do not talk about you, your business, and your needs.

Since this report is about harnessing Twitter to create new leads, you may want to avoid direct messages altogether as a tool for doing so. If you have to approach prospects one by one, you are not maximizing your time on Twitter, or the incredible power of this social network to generate lots of targeted leads in a short period.

#7 Twitter Analytics

Click on the twitter profile pic on the top right of any page, and you will be taken to Twitter Analytics. Here you discover your top follower each month, the tweet which created the most engagement, the number of tweet impressions and profile visits you have received over the last month, as well as how many followers you have.

Your statistics at the top of the twitter analytics page show you a summary of your performance, compared to the previous month. Clicking on the "Tweets" tab at the top of the page, you get more in-depth information about all of the tweets you posted during the previous time period. This lets you know exactly what content is and is not working.

Click on any individual tweet to see engagement, which is listed as Retweets, Favorites, Link Clicks, Follows and Replies.

The "Audiences" tab provides some very revealing information about what your audience is interested in, and possibly more importantly, their household income, net worth, gender, and other demographics. This is all free information that most Twitter users never take time to access. You should be spending a little time each week in the twitter analytics section of your profile, as this allows you to get the best efforts for your time investment.

#8 Twitter Ads

You can drive your lead-creation efforts using Twitter Ads. A word of warning here is required first. Until you have used every other resource and strategy in this report to generate leads for free, you should avoid Twitter Ads. It is not because these advertisements don't work. Once you test them thoroughly and start out with a small amount of money, and become adept at every step in the process, you could find that Twitter Ads help you generate leads.

However, you can spend an awful lot of money in a short period, and have very little to nothing to show for it, if you don't know what you are doing. Focus your efforts on getting very good at every other lead-generation method listed in this report first. They are proven, free strategies that can give you more leads, prospects which turn into paying customers.

If you feel like you want to delve into Twitter Ads, keep the following thoughts in mind.

Target your ads based on keywords, or the followers of other account holders. This allows you to target an industry leader or specific hashtags users are looking for. Always use an image that is engaging and entertaining. Make your messages short, and consistently split-test several headlines and images to see what is working best for you. Start off slow, spinning a very small amount of money each day.

Resources Mentioned in This Twitter Lead-Generation Guide

- Snappa – This software makes creating your cover photo a snap.
- Hashtagify.me – This site is free to use, and can help with your hashtag research. Aside from quickly assisting you in creating a unique and memorable hashtag for your business, you can also discover which hashtags Twitter users interested in your niche and products are already using.
- TwitListManager – This browser-based software helps you quickly add and remove users from your lists, and also makes creating new lists quick and easy.
- TweetDeck and HootSuite – These applications are great for analyzing your Twitter data, engaging with the Twitter universe, managing Twitter Lists, and performing other useful lead-generating tasks.
- WordSwag, InstaQuote, Canva, PicMonkey - These top image-creation services offer a wide variety of features and templates and can help you make stunning images quickly.
- Biteable, iMovie, PowerDirector Mobile, FxGuru, DubSmash, Mobcrush, PocketVideo – These are a few of the top video-creation applications and software suites.
- Jing, SnagIt, BandiCam, ScreenFlow, Screen Recorder – Here are some of the more well-known and user-friendly screen capture options. You can use them to capture still screenshots and create videos as well.

Conclusion

For absolutely no money, and simply a time investment, your business can generate leads on autopilot through Twitter. The world's second-largest virtual social network can send you targeted, interested leads night and day, and truly give your company a global reach.

When combined with an autoresponder service, opt-in page or landing page, you can create a passive business and income that pumps out leads and sales whether you are online or not. If you want some "quick hit" wins, put into practice the following tips that can dramatically improve your Twitter lead-generation experience.

Top 10 Tips for Creating Leads on Twitter

1. Your profile pic should be a smiling headshot, 400 x 400 pixels.

2. You have just 160 characters to create your bio. Be short and to the point, use industry hashtags and keywords, and talk about what benefits you offer.

3. Make your cover photo 1,500 x 500 pixels. Leave a little space at the top and bottom of your header, as well as some space on the bottom left corner.

4. Social media blog Buffer reports that 2 to 4 AM in the morning is the best time to tweet, on average, for clicks.

5. Content with images or video creates 18% more clicks, 89% more favorites, and 150% more retweets.

6. Adding the # to the beginning of keywords and phrases you want to be found for creates hashtags that get your targeted prospects viewing your content.

7. You usually shouldn't use more than 2, and at maximum 3, hashtags in any tweet.

8. Regularly hosting Twitter Chats make you an authority in your field, and when you chat on a regular and dependable schedule, you improve the odds of developing leads.

9. Twitter Lists allow you to segment your prospects, previous clients, and industry leaders.

10. Twitter Polls are a powerfully simple way to find out exactly what your prospects want from you and your business.