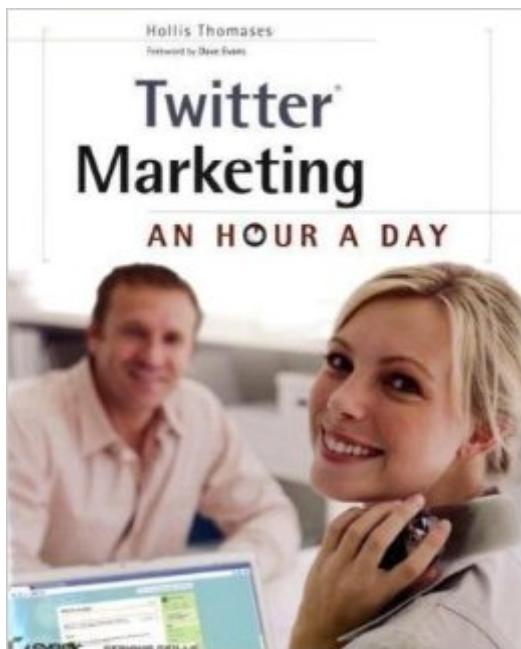


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# Twitter Marketing: An Hour A Day



## Synopsis

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!

## Book Information

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## Customer Reviews

I am not a marketing person per se, but as a business executive I have to appreciate any resource that helps me get my arms wrapped around a new technology and how it can be leveraged to improve my results. I have been a Twitter user for nearly two years, but my use is limited mostly to personal networking, following news in my industry, and staying connected with my home city while I travel extensively on business. The beauty of Twitter is its simplicity, which allows it to be molded in many ways by the user and third-party API communities. It is evolving rapidly as a marketing tool and it's time that my company (and many others) take advantage of this; always better to be a pioneer than a follower. I've found no better guide and reference for this than this book. Hollis Thomases, a web marketing pioneer in her own right, breaks Twitter marketing down into easy-to-digest pieces, lays out a straightforward plan for implementation, and provides at the same time a significant reference for advanced use of Twitter specifically and social media in general. The book starts with the question that is first on people's lips - "just what is Twitter?" - and explains it much better than I've ever been able to, weaving in its history, features, emerging culture, and who is using it (and for what). Once the fundamentals are disposed with, she moves quickly into a weekly plan to get your organization up and running on the Twitter platform. This is accomplished with an engaging voice, plenty of case studies, and examples appropriate to any kind of enterprise. She includes a lot of discussion on third party applications and tools which are really the heart of Twitter's power and without which this would be just another novel web application.

This book was certainly the most interactive books I've ever read; even more so than those 'Choose your Own Adventure Series' books that I will never actually admit to purchasing. The medium in which the author made her book available played a huge role in my enjoyment of the material. I was able to purchase her book through the Kindle store on .com and download it onto my iPhone. This made it extremely convenient to interact in 'real-time' with the various website links that Thomases provided in her data references. This 'interactive' theme carried its way throughout the entire book, enabling me to be 'just click away' from relevant blogs, stories, feeds and references. Another example of Thomases interactive theme was the placement of personalized handles for specific references (i.e. "Jeremy Neas (@Jeremy\_Neas) sites in his review..."). By integrating this feature, she enabled the reader to conveniently add new tweeps to their follower list, as well as stay up-to-date on the more interesting people and companies mentioned throughout the text. Though

the intended audience for this book is mainly companies looking to use Twitter as another form of e-commerce, the average 'Twitterer' can easily find value in it as well. The layout is well thought-out and easy to navigate through. It initially dives into the history and the basics of what Twitter is, but quickly moves to the common assumptions about Twitter and then gravitates towards the power Twitter can provide for anyone looking to advertise/expand/grow. She starts by stating "What Twitter Is Not: 1. Twitter isn't accessible only on the Web 2. Twitter isn't the "new" email or cell phone 3. Twitter isn't a form of instant messenger 4. Twitter isn't a micro version of your blog 5.

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