

Twitter Business Magic -



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Twitter is known by many, as a place where you can go and send out 140 character messages, better known as 'tweets', that tell people what you are doing, at that particular moment. The reason why this is good for business, is because your followers get to know what is happening in your life, on a more personal level. Prospects like to get to know WHO they are buying from, before they turn into a buyer. Now, this doesn't mean that you should tweet in detail about everything that is happening in your life, but it is ok if you do it once in a while, and keep a balance of business related material, and vice versa. So, as you can see, you can use Twitter to build awareness about you and your company.. **PROBLEM:** Most people don't use Twitter correctly.. This is a biggy. Most business owners go out on Twitter, and just start advertising their products, to their followers. I have personally made this mistake too. However, think about it...just like any marketing technique, you need to pre-sell your prospects and gain their trust....**FIRST!** That's where this video series comes in. Not only will you learn a system that uses Twitter, and other free third party sites, to get your sites ranked high in Google, but you'll also learn how to increase your credibility among your followers, by using a simple legal technique. Video #1: Quick

Overview and What You Need In this video, you will be given a brief overview of what will be discussed in this video series. Once you understand that and the tools you need...PLUS the basic concepts (how to get ranked quickly and drive targeted prospects to your landing page)...then, and only then should you move on to the rest of the video series with ease. Best of all, the tools that are being used in this video series are free, saving you money to buy this video series. Video #2: Keyword Research So, why keyword research? Keyword research happens to be the lifeblood of online marketing and in this video, you'll understand why it falls into play. It's the first and most important step. Best of all it's easy to understand. Video #3: Tweeting Tweeting as you know, is the act of sending a 140 character message through Twitter. But in this video, you'll learn how to tweet correctly, with intent to rank high on the search engines. Video #4: Content is Key Yes, Content Content Content! Content is definitely key and has an important role in this step by step system. You need it, if you want to build credibility around your website. In this video, you will learn what content you should provide. Don't worry, you don't have to create tons of content, a report, or an ebook. We're talking about just a few pieces of content, that will help show your prospects your expertise. Video #5: Marketing and how to Boost your SEO Rank By now, you have created what's needed to get ranked high on the search engines. However, you also need to drive traffic and convert your visitors into either leads, or buyers. We won't go into a lot of conversion details now, because that's a completely different topic, that we will cover in another video series. However, you will learn a few quick and easy marketing techniques, to help boost your SEO rankings, even further, thereby driving even more traffic to your site. Video #6: Increase the Response of your Followers In this video, you will learn how to increase the response from your Twitter Followers, and boost your credibility, by using this simple trick. Don't worry, it's all legal, but most Twitter users don't even use this...

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