



Using Twitter for Gaining a Following

twitter

Before we start: If you are unfamiliar with [Twitter](#), it is a micro-blogging platform where you can post updates and read the updates of others in 140 characters or less. You can follow people and others can find you to follow.

Following, Not Networking: Also, we shared a guide to using [Twitter for Networking](#) (i.e. meeting other online business owners, people reaching the same market, etc.). In that guide, we suggested you may want to maintain a separate account for the purposes of networking.

After all, if you have a baby website, your website followers probably don't want to read about Internet marketing ideas. Keep your quest for gaining a following focused on your website's target market.

Gaining a Following

Your goal is to get highly targeted people following you on Twitter. You want your website visitors, blog readers and newsletter subscribers...if they happen to use Twitter...to follow you. Also, as your following grows on Twitter, other interested people will find you too.

Just as with networking, you needn't follow everyone who follows you. Instead, seek out Twitter users that offer good information and resources that you can, in turn, share with your followers. This will help you become an even greater source of information on Twitter.

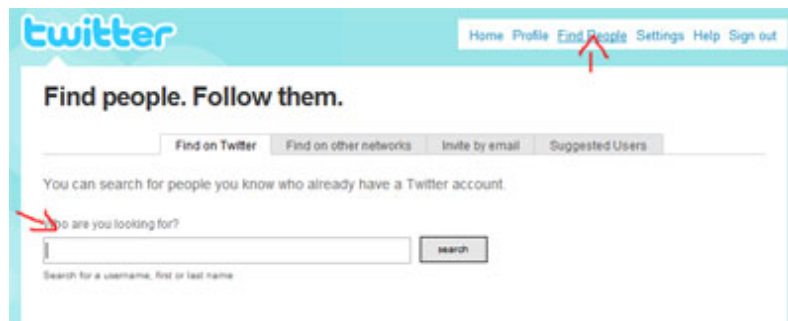
1. **Sign up for a Profile:** Use the [sign up form here](#). For networking, we suggested you use your full and real name, but for gaining a following to a particular website, you might choose to name your profile after your site. You might still put your full name, so people searching for information from you, can find your website account.

Full name	<input type="text" value="Sandy J. Benkins"/>	✓ ok
Username	<input type="text" value="TheCoolBabySite"/>	✓ ok

Your URL: <http://twitter.com/TheCoolBabySite>

2. **Find other useful Related Resource Sites to Follow:** Look for some of your favorite sites related to your market. In other words, sites that may share good information that you can share as well.

To find people, just click the “Find People” at the top of the page. You can enter names as shown below:



You can also find Twitter IDs by visiting some of these sites you want to follow and find their Twitter ID from their blogs.

3. **Follow Some of Your Regular Readers:** If you have visitors that contribute a lot to your site, find them and follow them. Whether they comment frequently on your blog, are active on your forums or are one of your best customers, find them using the same method shown in #2 and follow them. Again, you don't have to follow everyone, but find a few key fans of yours, so they know you're on Twitter and will help spread the word.
4. **Publicize Your “Follow [insert your site name] on Twitter” links.** Add them to your blog, website, newsletter archives, a P.S. in your emails etc. If your readers use Twitter and like receiving updates through there, you want them to follow you there.

Sharing on Twitter

Although you can still get personal on this profile, do keep a lot of your tweets on target. Here are some ideas of what to share:

- **Share your blog posts.** If your blog is updated frequently, you may want to use a service like [TwitterFeed](#) to automatically update your posts to your account.
- **Share product and other company updates.** Tell your followers what's going on. That's why they followed you!
- **Share tips and ideas.** Got a good idea...share it with your followers.
- **Give special offers to your Twitter followers.** Give them coupons, discounts, advanced notice. Make them feel special.
- **Conduct giveaways and sweepstakes.** Give your readers an opportunity to win prizes...and ask them to share the giveaways with their followers too. Contact affiliate program owners to see if they'll sponsor your contest and contact us at Dine Without Whine, we'd love to offer a prize for your contest.
- **Share information from other Twitter users.** Repeat the post of someone else (precede the copy with "RT") and your own comment to add some additional value.