



Insight

June 2009

Dear Ira,

Larry King does it. Richard Branson does it. Dunkin' Donuts and Trader Joe's does it. P Diddy does it to the extreme. And, the person sitting next to you if not already doing it is thinking about it. What is it? Tweeting...using Twitter.

As you no doubt have heard, Twitter's traffic is growing at an incredible rate - the most recent numbers we've seen show that the microblogging service is growing at a staggering 1,382% (year to year February '08-'09) with over 4.0 million unique visitors each month. This month's *Insight* aims to provide you with some basic information on what the phenomenon is and how it can be used as a marketing tool. It's a hot topic that continues to pique the interest of businesses.

Stay Positive.

Ira
Your Virtual Media Director



IB Up Close



As of this mailing the birth of my first grandchild will happen at any minute. We're jumping each time the phone rings with the sound of my daughters distinctive ringtone!
Is there anything more exciting?

What's All The Tweeting About? Twitter Offers A Unique Platform For Communication

Twitter is a "microblog". Think of it like a blog, only smaller... in fact you only have 140 characters (not words, characters) to communicate a message, so what you say has to be short, concise and of interest.

Twitter is simply a means to communicate with an audience of people who want to hear what you have to say. It's two way communication with your customers and prospects. And it's free!

Using Twitter is very easy - you sign up for a Twitter account and then start posting the 140 character messages, known as 'tweets', immediately. Once you've posted a tweet, it goes into your Twitter feed. Anybody who is following your tweets will then see your update within their own Twitter account - similar to how a blog's RSS feed communicates with RSS readers.

Of course, if your 'followers' are subscribed to hundreds of people, you may only have exposure on the main page of their account for just a few seconds, which is one of the reasons that people Twitter so much - so they can stay top of mind.

By default, Twitter feeds are set to public. This means that you can search for anybody who uses Twitter and see all of their past tweets.

So, what's all the fuss about this tool. And, how can you as marketer think about using it? Try these ideas:

- Extending the reach for those individuals or companies that already have a blogging strategy in place, and want to deepen or further ties. Good examples: Carnival Cruise Lines. The ScienceNewsBlog's weather tracking updates. Andy Carvin's PBS blog on education and technology.
- Retailers announcing sales and deals. Good example: Deals on Dells. Blue-light specials at Amazon.
- Increasing the ability for frequent updates to blogs or web sites or news. Examples: The NY Times, CNN, BBC, Adrants, and those of us here at MarketingProfs.
- Building consensus or a community of supporters. President Obama's successful campaign can be tied directly to his use of Twitter and Obama News Updates.
- Building buzz. Example: Sneak previews for followers.
- Updating breaking news at conferences or events. Share your experience with your followers presents you as a thought leader.
- Updating your network to shape your own personal branding: What's going in your life and your business.

So, is this hype or the next thing? Probably somewhere in between. Social media continues it's evolution and Twitter represents the latest platform breaking down the walls of communication as we've know it.

Sources: Marketing Profs, Web Profits

Welcome to our new readers of IB Media *Insight*. Each month we touch on a current media topic of interest in a short, concise format. You're busy. We get it.

Thanks to all for your thoughts on last month's *Insight* regarding text messaging and short codes. We definitely touched on something you care about.

Have a comment or suggestion on this month's topic or any you'd like covered in the future? Let us know. And, if you've enjoyed this month's edition, pass it on to someone who will appreciate it.

Next month? LinkedIn. Without it many of you and IB Media would never be connected. How can you use it to expand your contacts and grow your business?

We're IB Media, Your Virtual Media Director. Always ready to discuss how we may add value to your organization. Thanks again!

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