



tweetsmart: 25 Twitter Projects to Help You Build Your Community

By J. S. McDougall

O'Reilly Media, Inc, USA. Paperback. Book Condition: new. BRAND NEW, #tweetsmart: 25 Twitter Projects to Help You Build Your Community, J. S. McDougall, "OK. I've got my Twitter account - now what can I do with it?" Sound familiar? #engage provides the answer with 25 creative projects to help your business, cause, or organization grow. But this isn't just another social media marketing book - it's the anti-marketing how-to community-engagement book. Twitter is not a marketing channel (and should never be used as such) but it is a community of interested, engaged, and influential people. Meeting and getting to know these people can help you build your own community. In this useful guide, you'll find projects to help you approach your Twitter audience in ways that are strategic, measurable, and fun. Put a new wrinkle on an old contest: "be the 10th person to tweet" Create a hashtag game around your company or products Instead of polling, ask your followers to help you make a product decision Make MadLibs out of your marketing copy or mission statement Hold a scavenger hunt, and relay clues via Twitter Organize a weekly Twitter chat on various subjects Solicit funny product shots, using Twitter's...



READ ONLINE
[2.58 MB]

Reviews

Most of these publication is the perfect ebook accessible. It is amongst the most awesome publication i have got read through. You wont truly feel monotony at whenever you want of the time (that's what catalogs are for regarding in the event you request me).

-- Prof. Edgar Kshlerin

It is easy in study safer to comprehend. It can be writter in basic phrases and never confusing. It is extremely difficult to leave it before concluding, once you begin to read the book.

-- Emmitt Harber