



Twitter Marketing

Session 1: Your Twitter Profile

Lesson 1: Create a Well-Positioned, Visually-Striking Twitter Profile

Lesson 2: Identify and Express Your Brand's Voice

Lesson 3: Creative Ways to Use Hashtags Correctly

Assignment: Create an outstanding Twitter profile that reflects your brand using a keyword-rich bio and engaging photos. Describe your brand's voice and three types of tweets that express it. Create a branded Twitter hashtag.

Session 2: Your Twitter Audience and Content

Lesson 1: Connect Your Target Market with Your Target Twitter Audience

Lesson 2: How to Build a Marketing Persona

Lesson 3: 10 Types of Tweets and Their Outcomes

Assignment: Build a basic persona to be used to guide your future content creation. Write 10-20 tweets targeted to your audience and reflect your business objectives.

Session 3: Your Twitter Strategy

Lesson 1: Connecting Your Business Goals to Twitter

Lesson 2: 15 Twitter Tools to Help You Be a Better Tweeter

Lesson 3: Building a Twitter Schedule

Lesson 4: Four Types of Twitter Strategies: Ads, Content, Followers, and Influencers

Assignment: Identify SMART Twitter marketing goals that are aligned with your business objectives. Test several Twitter tools and describe the one(s) you find most useful. Create a one-month Twitter schedule. Describe how you would implement one of the following:

- (a) a Twitter ad campaign
- (b) a Twitter content strategy
- (c) a Twitter followers strategy
- (d) a Twitter influencer strategy

Session 4: Your Twitter Organization and Measurement

Lesson 1: Twitter Lists

Lesson 2: Twitter Search

Lesson 3: Twitter Analytics

Assignment: Create one Twitter list that aligns with your SMART goals and add at least 25 accounts. Use Twitter search to identify three potential leads among your target audience. Identify at least 3 KPSs that you can measure. Create a measurement plan and use it to assess your growth since the beginning of the class.