
Why NOT to Twitter

Posted by jmoskowicz - 2009/08/06 07:24

Here's a USA today article:

<http://tinyurl.com/whyNOTtoTwitter>

I'm pretty sure I 100% agree here.

I provide training and new software.

I'm not Comcast: I don't care to see what people are saying about me. So I don't read Twitter.

I'm not Dell: I don't offer "specials" usually. So I don't WRITE twitter.

I can't see why I should twitter.. ever.

Someone.. enlighten me.

If it would help to know more about my businesses before you answer, the two URLs are:

www.GPanswers.com (specialized computer training)

www.PolicyPak.com (specialized computer software)

Looking forward to your take / advice.

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Re:Why NOT to Twitter

Posted by InfusionPros.com - 2009/08/07 16:13

I have been active on twitter for one month or so.

I dont read anything any one posts.

I have over 1000 followers.

I have only tweeted(or whatever you want to call it)14 times.

I have had 4 people fill out my job request forms that wrote in the 'how did you here about us' that they came from Twitter!

2 of those 4 eventually paid me for my services.

Both combined made me about 450 bucks with in a 4 day period.

Sooo, No i dont agree with one thing that article says. I think the more eyes that could be directed to my site the better. Especially when i only can write up to 160 characters. I always type my full url in my tweets. and only post relative and informative, catchy titles that link to my blog or service.

Hope i shed a little light on my twitter perspective.

And im sure that ALOT more than 4 people came to my site from twitter and will just be a matter of time before they 'need' me! ;-)

Best,
Steve

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Re:Why NOT to Twitter

Posted by JManna - 2009/08/11 09:39

Jeremy,

As a biased, but unadulterated figure in social media, I will be able to provide a few solid reasons why Twitter matters, even for 'the rest of us' who don't dabble in social media or customer service.

1. Personal Branding. A great asset to help become transparent and recognized for your views and the ability to being 'plugged in' is so valuable. Now, at the tender age of 24, I know there are kids at 17 who are making a name for themselves in a way I can't. Likewise, there are older folks in my field who carve out the ideologies in social media.

2. Customer Experience. I know automation is all the rage here, but seriously, is it that hard to say thanks? When a customer shows their loyalty, a small business ought to show their gratitude. Further, if a customer has a question, Twitter minimizes most customer support barriers. Even if you have a ticketing system, quick Twitter updates can deflect common/urgent matters.

3. Live, Instant News. I am (on many occasions) the source of breaking news in the office because follow 12 different news agencies as well as independent reporters and journalists. Does it mean I read every piece of news, nope, it's a wire of buzzing information and when I see something useful, it's there.

4. Your customers are on Twitter. Customers seek Twitter to learn the community opinions on a company or product. While as simple as a Tweet or two, you can quickly give updates, status, changes in support, changes in expectations over Twitter and customers will enjoy it. As Steve points out above, prospects are on Twitter and WILL deliver ROI over a long-term, relationship business. At Infusionsoft, I can attest that Twitter has resulted in several thousand dollars recurring revenue. All free.

I hope this helps. If you're interested in a free social media consultation to see how it might fit for your business, let me know. I'm here for you, Jeremy. :)

You can follow me on Twitter at <http://twitter.com/JoeManna/> and to see how the company (mostly, me) Tweets for business, follow Infusionsoft at <http://twitter.com/Infusionsoft/> .

~Joe

Re:Why NOT to Twitter

Posted by jmoskowicz - 2009/08/13 12:34

Okay. I'm on. 'jeremymoskowicz'. See you in the twitterverse. Thanks for the feedback, gang. I'll see how it goes as an experiment.

Re:Why NOT to Twitter

Posted by InfusionPros.com - 2009/08/13 12:49

Haha. Nice. I will follow you. :)

Steve

Re:Why NOT to Twitter

Posted by MMitchell - 2009/08/14 07:58

Twitter is awesome. Now, I am not one to tweet. I've only tweeted a few times really.

Here is why I love twitter though...

If you use Wordpress or Joomla (I'm sure several other systems too), you can integrate twitter to your site and get lots of attention & inbound links pretty easily.

Any way you can integrate twitter to a website is a no brainer. The wordpress integration especially can bring tons of

extra visitors for the same amount of blogging just by installing the plugin which takes about 5 minutes.

Big fan of twitter though I am not a tweeter.

Re:Why NOT to Twitter

Posted by SWainscott - 2009/08/14 08:14

Hi All...

Ok, so here is my take...on twitter....

I follow peeps on twitter and am on twitter but do not twitter personally unless I have nothing else to do....which, is not common :)

But regrdless of everyone's opinion, I think twitter does help get you out there and if you comment about the right things, it can be a great forum.

Joe...Dude....ur a twittering maniac, but let me say this...I love reading every one almost. Keeps me informed and entertained. It breaks up my day to get a twitter message on my phone :)

Social Media IS the way to go to get branded etc. Anyone who wants to twitter should...people need relationships and this will help your customers feel like family.

My two cents :)
Take care
Sharon Wainscott
S&N Services

Re:Why NOT to Twitter

Posted by batateam - 2009/11/08 22:17

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