



MODERN TWITTER MARKETING

HOW TO EARN A PASSIVE ONLINE INCOME ONE TWEET AT A TIME

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MODERN TWITTER MARKETING:

CHEAT SHEET

STEP 0: Do these first before you start marketing on Twitter

- ✓ Pick a niche
- ✓ Build a site
- ✓ Create a mailing list
- ✓ Create an ebook or report giveaway

Find topnotch content in your niche

- ✓ select based on social signals
- ✓ reverse engineer (copy topics / themes / style)

Set up consistent social media accounts (headers / design elements)

Set up different social media accounts (different content 'blends' and platform-specific content)

STEP 1: DECIDE: Manual or Full Auto Tweeting or HYBRID

Fully Automated

- ✓ Publish to your Twitter feed on autopilot
- ✓ Use tools for engagement

Fully Manual

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- ✓ Do everything by hand
- ✓ WARNING: Too time and labor-intensive

Use a HYBRID SOLUTION

- ✓ Automate posting
- ✓ Manually engage

The secret?

Find tons of ALREADY VIRAL niche-specific content and CURATE these

Reverse engineer influencers to find HOT niche hashtags

Use a tool to post on your Twitter feed continuously and on schedule (all posts include hashtag targets)

STEP 2: Manual Engagement

- Find niche leaders
 - ✓ Make sure they are REAL people
 - ✓ Make sure they are niche-specific
 - ✓ Make sure they have REAL influence

How to - Find REAL influential people

- ✓ bio is on point
- ✓ Much more followers than following
- ✓ highly engaged accounts
- ✓ niche specific posts (80% or more)

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STEP 3: Follow and Engage Niche Influence Leaders

- ✓ no “good post” types of worthless tweets
- ✓ ask questions
- ✓ discuss controversial points
- ✓ focus on real engagement and outreach
- ✓ “get on their radar”

STEP 4: Once you reach high engagement levels do the following:

- ✓ Pitch for guest posts
- ✓ Ask for interviews
- ✓ Ask for blog round tables
- ✓ Build a high influence Retweet circle

STEP 5: Always Optimize Your Content

- ✓ Applies to Both Auto and Manual
- ✓ Start with randomly selected content
- ✓ Review results
- ✓ Focus on what works
- ✓ Scale up once you’ve identified reliably productive content

Cross-feed your content among platforms

- ✓ Tweet content you create for other platforms

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- ✓ Youtube: videos
- ✓ Pinterest / IG : photos

STEP 6: Leverage the power of Questions

- ✓ Question and link Tweet format
- ✓ more engaging
- ✓ to the point
- ✓ fits how people think

STEP 7: Use your questions for Quora

- promote to Quora using same questions you use on Twitter

STEP 8: Adopt Twitter Marketing Best Practices

Element by Element optimization

Tweet Timing optimization

- ✓ Tweet during time frame you get most engagement

Use Statistics-based decision making

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