

INTRODUCTION. Before you plunge into setting up your business Twitter account and tweeting wildly to interact with your customers, it's worth researching Twitter to find out what potential customers are doing on Twitter as well as identify companies to reverse engineer.

TWITTER SET UP (PROFILE). You and your team will need a **Twitter account** for your business (Use <http://jmlinks.com/1h> to set it up) Next, you'll need to identify potential companies that are either similar to your own (competitors) and/or major brands that you respect that seem to be doing a good job of Twitter marketing. (Use Twitter search or Google *site:Twitter.com* to identify potential companies.)

Twitter account set up for: _____ Twitter handle: @ _____
Email associated with this account: _____

List existing competitors and identify their Twitter page by URL:

Competitor: _____ Follower Count: ____ Twitter handle @ _____
Competitor: _____ Follower Count: ____ Twitter handle @ _____
Competitor: _____ Follower Count: ____ Twitter handle @ _____

Brands you like that seem to "get" Twitter:

Company: _____ Follower Count: ____ Twitter handle @ _____
Company: _____ Follower Count: ____ Twitter handle @ _____
Company: _____ Follower Count: ____ Twitter handle @ _____

Find and follow the above accounts from within your own Twitter account. Then click on the BLUEFOLLOWING link at the top left of your Twitter account to begin to reverse engineer their marketing strategy.

INVENTORY: PAGE SET UP. Take the accounts you identified above, and begin to inventory what you like / dislike / need to create for your own Page.

Likes / dislikes about their Header Image:

Likes / dislikes about their Profile Pictures:

Likes / dislikes about their Account Bio:

Likes / dislikes about their Pinned tweets:

INVENTORY: TWEETING STRATEGY. Next, analyze the accounts as to what they are tweeting and why. Which tweets have many likes, comments, and retweets? (*Click on a tweet to see this information*). Which tweets are blatantly self-promotional? What is their apparent tweeting rhythm, or percent that are fun vs. percent that are self-promotional?

Likes / dislikes about tweets:

Examples of tweets that got a lot of interactivity (favorites / conversations / retweets). Why?

Examples of tweets that are “buy my stuff.” Do you think that they are effective?

INVENTORY: CUSTOMER INTERACTION. As you review competitors and other companies on Twitter, do your customers seem to be on Twitter? If so, what are they doing? What sorts of strategies do you see in use that are keeping them engaged? What is the “reason” for which customers are on Twitter, and therefore companies like yours can use Twitter as a marketing channel?