

12 FABULOUS TWEET IDEAS FOR SMALL BUSINESSES



Twitter is a 'love it or hate it' type of social media platform. It moves super-fast, it uses 'hashtags' and we regularly see people getting into trouble for tweeting the wrong things (especially footballers for some odd reason!)

One of the biggest issues people seem to have with Twitter is they don't know what to Tweet. They kind of like the idea of it, they think their customers could be on there but they just don't know where to start. How about you? Are you a tweeter? Do you use Twitter in your business? If you do, I've got some ideas for tweets that you could use to help build relationships and boost your credibility and drive traffic to your business website.

Twitter is a really good business building tool and a really good relationship builder, but it's also very easy to get overwhelmed by it and feel as if the conversation is moving too quickly to follow. It's also easy to run out of ideas VERY quickly!

So here are 12 ideas for tweets that might, or might not, work in your business but at least it'll give you some inspiration!



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1. TWEET YOUR BLOGS

I have tweeted out my blogs for a few years now and it works really well to raise awareness of my brand and share my content, which in turn drives traffic to my website. You can see it in action on my Twitter account .

I use either Edgar, a paid social media sharing service that lets me share images too or Tweetily, which is a Wordpress plugin installed on my blog but you can, of course, do this manually from your website.

I make sure each of my weekly blogs has a good, eye-catching image that will work well on Twitter and other social media platforms - images show up really well on Twitter and you can use Canva to create just the right sized image, for free.

Use a free link shortener like Bitly so you don't waste lots of characters just sharing the long web address.

2. TIPS, HOW TO'S AND SHORTCUTS

What would your customers and potential customers love to know? What would they find really useful? What would position you as an expert and show you know your stuff?

Let me tell you something – it doesn't take much to become known as an expert in your field. Sometimes all you need to do is share what you know and have the confidence to talk about it – and why not do this on Twitter?

What short tips can you share? Can you share them as an image? Can you share them as a few words? Can you share them as a short video? Can you share them from a page on your YouTube channel, website or blog? Just link to them?

Think about who you are trying to attract into your business and think about what would STOP them in their Twitter tracks – what post or headline would make them stop and read instead of scrolling past? Get into Super Customer mode and have a mini brainstorm to come up with some top topics.

3. EVENTS YOU'RE ATTENDING

If you're attending a networking event or a conference or seminar then use the event hashtag and tweet about it. If YOU'RE interested then there's a really good chance your followers and customers will be interested, so you can be their reporter in their absence.

Share what the speakers are saying, share things that you're learning. Take photos. Introduce people.

Events work really well on Twitter and sharing the event hashtag will let people find you - and you'll be able to see who else is there and sharing the hashtag so you can hook up and meet in person.

4. REQUESTS FOR HELP

Twitter is a mine of information and full of people who love to help.

Through asking on Twitter I've found last minute cupcakes, a throne for an event, a balloon modeller and some fantastic awards. And I don't use Twitter that much! Think of what you COULD find if you asked.

Seriously, if you need to find a person or a thing, it's always worth asking first on Twitter because you never know who is out there, and who they might know. This definitely works best, though, if you've participated a bit beforehand so people who who's doing the asking.

5. PRODUCT PHOTOS

Twitter loves a nice image. If you're a maker or a retailer then post photographs of what you sell. Share photos of you unpacking new stock, photos of a new piece of kit, anything your crowd of Super Customers would love to see.

Use the photographic element of Twitter to showcase what you do.

It's under-used and you could be using it to support the more visual social media that you might already be using, like Pinterest.

To make sure your images are the right size for Twitter, try something like www.Canva.com which has free templates to help you get it right first time.

6. WORK IN PROGRESS

We love to see behind the scenes and we LOVE seeing what you're working on.

Take photos of work in progress, of your workroom or studio. Show new fabrics you've just bought, new paints, a new massage table that you're unpacking.

Share photos of product catalogues you're browsing while you're deciding what to stock or make next.

People LOVE to feel a part of the business like this, they love 'behind the scenes' images that let them into the real life behind the shop or website.

You can even do a bit of product research by asking people to say which of a choice of items you should stock - you can start to build some excitement and some buzz using Twitter and even get some pre-orders if you do it right.

7. TESTIMONIALS

If you've got a happy customer then paste the testimonial on a lovely background image using www.Canva.com and share it on Twitter!

Even better, get some video testimonials and upload them to Twitter too!

Testimonials, especially if they demonstrate how people are using your product and service and show people how they could apply it to their business, can be an excellent sales tool and a great Tweet idea. The hard bit is being brave enough to ask for them but you're not a scaredy cat are you?

8. FREEBIES

If you're not already collecting email addresses and building your email list – WHY NOT?

Seriously, you need to do this for so many reasons (there's even an e-book about it) and Twitter can really help your efforts! If you've got a free e-book or a check list, a cheat sheet, a discount voucher or a treat to encourage people to sign up to your email list, share it on Twitter!

Use a link shortener like www.bitly.com and share the link to your freebie sign up page – you can have it tweeting out several times a week and you can share pics of it too, to tempt people to subscribe.

9. INTERESTING RETWEETS

If you see something that really resonates with you and will resonate with your Super Customers, retweet it! It's a really good way to build relationships with the person whose account you've retweeted but also it means that you're not having to come up with original content all the time (which has GOT to be a good thing).

If you're scrolling through your Twitter feed and something catches your eye, share it via a retweet and put a little comment on there about why you found it so interesting. You'll look like you're thinking about your followers (which you are, obviously) and they'll enjoy seeing something you thought was interesting enough to share. Yay!

10. OBSERVATIONS

You know how you're always taking photos of random things when you're out and about (or is that just me?...) Well, there's a point to it now! Yay! Observations when you're out and about can be great little snippets to use on Twitter.

If you see something that looks great and gives you an idea for a product or service, Tweet it - your crowd will be intrigued. In my case I could share examples of funny marketing or marketing that I think is really effective, because that's what my followers would find useful. I've taken photos of funny signs and ads too, and these work well because my audience is women business owners.

11. STATISTICS OR INDUSTRY NEWS

I bet hardly any of your followers have time to catch up on industry news. What they really need is someone to tell them what has changed and what they need to know. If ever I saw a job with your name on it, that's it! YOU are the news ninja for your Twitter followers from now on, OK?

Has a law changed? Tweet about it (and even better, blog about it and get your Twitter followers over to your website to read it). If an interesting report or survey has been published, share it with your Twitter followers. If someone got great PR coverage in your industry, Tweet about it. Before long your followers will be following you because you're the one in the know – and that's GREAT for your profile and reputation.

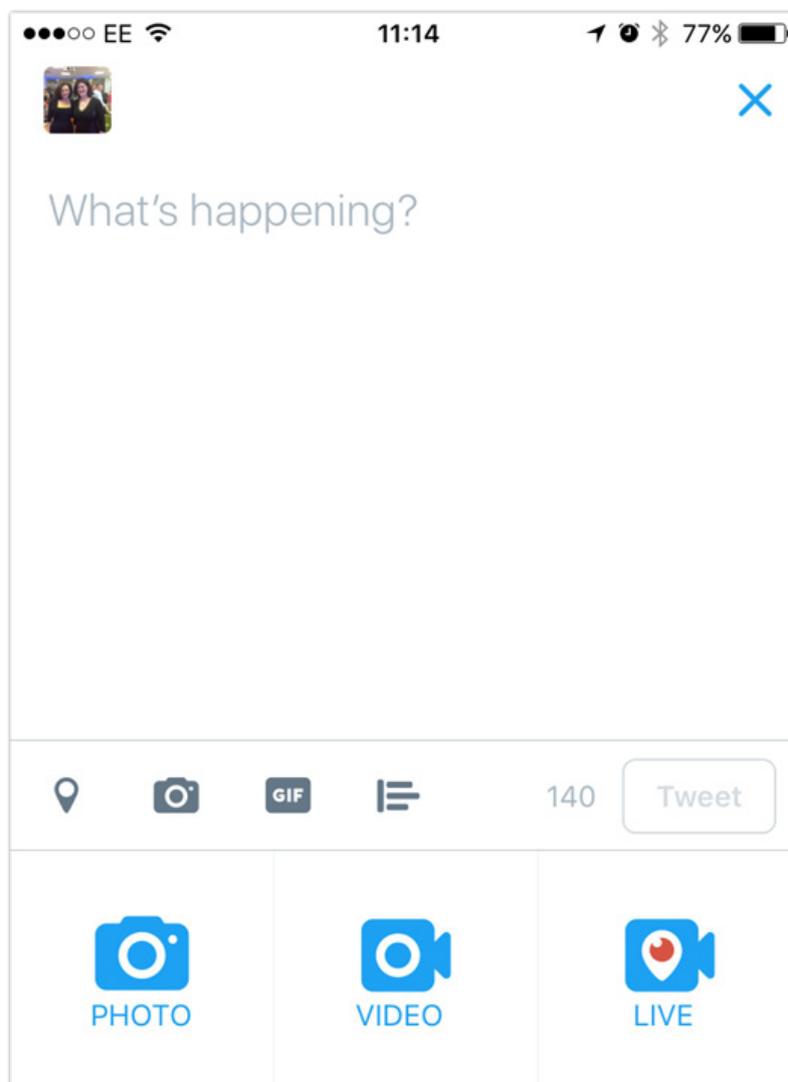
12. VIDEOS

Yes, videos on Twitter!

They are brilliant for engagement and super-easy to do. If you're on your phone, just to go create a Tweet and you get a white screen for typing text but also 3 options for image, video or live video beneath. It really is that easy. And videos are amazing for marketing – they can get a message across far better than the 140 characters you usually have to work with. Give it a try, you might love it!

GET TWEETING!

Come on, don't be shy! If you think Twitter could work for your business, give it a go. Don't dabble for a day and then give it up as a bad job, take a little time to watch and learn then dive in. Many businesses get lots of customers from Twitter but they take the time to build relationships, share great Tweets and do it well. Over you to, time to get tweeting!



ABOUT US

Claire Mitchell is a marketing and business coach, an Amazon best-selling author and mum.

She works from home in a little village by the river in the North East of England with husband Mitch, daughter Chloe and dog Meggie. She's been featured in Marie-Claire, The Guardian, Closer, Essentials and the Huffington Post. She's been featured on TV-AM, Radio One and The Apprentice.

ABOUT THE GIRLS MEAN BUSINESS

Created by Claire Mitchell, The Girls Mean Business is an online business school for women. She runs a number of courses and classes including:

THE GIRLS MEAN BUSINESS CLUB

An AMAZING group of women business owners who are determined to build their business, no matter what!

This is SUPPORT ON STEROIDS! Learn all about business and marketing with people who KNOW what it's like to feel flat, isolated or out of your depth – who GET what it's like to build a business when life gets in the way and who WANT to learn and help others do the same. It's AWESOME! A monthly class and challenge get you motivated, little surprises through the mail make you happy and likeminded people to hang out with make you SUCCESSFUL. Yay!

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The 30 day motivation programme for women business owners.

30 days, 30 mini lessons, lots of motivation and a fantastic, supportive Facebook group = HUGE progress and the foundations for AWESOME success.

SMALL BUSINESS SUCCESS CAMP

The ULTIMATE BUSINESS SUCCESS COURSE for beginners (or those who are rusty and need to start again properly).

7 modules, over 100 bite-sized videos and a whole bundle of planners, cheat sheets and workbooks. Perfect if you don't have time to waste – you can just pick a mini-class on the topic you're struggling with and watch it right now. Job done, move on. Or you can work through all the modules and watch yourself morph into a successful business owner before your very eyes! Yay!

THE BIG GIRL KNICKERS BUSINESS ACCELERATOR

The SERIOUS BUSINESS BUILDER'S COURSE for seasoned business owners who are a bit flat or stuck in their business and are ready to be bold, brave, put on their big girl knickers and step up to the next level.

12 modules, over 100 mini- videos, monthly challenges, regular bum kicks and NO EXCUSES! If you are serious about building this business, if you've HAD IT with getting by, if you're DONE with doing OK, it's time to get those big girl knickers on and show the world what you're made of!

We've also got Online Coaching Made Easy and Supercharge Your Sales as well as lots of other amazing free and paid resources on our website. What's not to love?

No excuses, time to build that AWESOME business!

love, Claire xx



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