

Market Your Business with **Twitter**

I have good scoop for you if you run any kind of **web business** or plan on starting one, such as:

- * Software products
- * Web-based services
- * Physical products
- * Membership sites
- * Coaching programs
- * Amazon products
- * Affiliate products

This will work for all of them and more. I can't think of any web business it won't work for.

What your web business marketing is like **WITHOUT** social backchannels:

- Don't have word of mouth spreading virally for free to friends of your customers
- Don't get free market research by visually seeing the conversations going on in the minds of your prospects, customers, affiliates, influencers and promoters
- Don't engage people through social channels



WITH:

- Visually see the conversations going on in the hearts and minds of buyers and prospective buyers, so you can know what creates value for them and be able to deliver it.
- Discover any negativity or noise in your market and be able to stem it, fix it or solve it.
- Provide a no-brainer way for your customers and prospects to spread word about the valuable content you have
- You **MAGNIFY** and increase the results you get from ANY piece of content you put out by engaging people in conversations. When you think about it, these conversations are actually **ADDITIONAL** content that is created without your personal and direct involvement or time investment. As long as you control any negative noise or feedback in an appropriate way, this can work to your favor.

Instructions How to Market Your Business Using Twitter

1. The concept is that the backchannel is the stream of conversations behind the scenes on social media. It could be Facebook, Linked In groups, Twitter or others.
2. For the next step...



<http://sharepl.us/twitter>