



# Twitter Marketing Workbook: How to Market Your Business on Twitter

*Jason McDonald*

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## Twitter Marketing Workbook 2016

### Learn how to market your business on Twitter for free

*A best-selling Twitter marketing book from a best-selling author on Internet marketing: Jason McDonald*

Twitter is the crazy child of social media: newsy, chatty, and hard-to-understand for most marketers. Amidst the clutter, you can find AMAZING marketing opportunities on Twitter - from tweeting out special deals to nurturing your most loyal customers to pestering journalists about your latest product. *If you know how...* Small businesses and large businesses alike can leverage Twitter for amazing free marketing opportunities. Even better you can research Twitter, discover it is NOT for your business, and sleep easy at night free from TWITTER GUILT, that nagging feeling that if you're not "on" Twitter, you're missing out.

### You can market on Twitter effectively - IF you know how

With up-to-date information on how to market via Twitter, the Twitter Marketing Workbook includes

- SOCIAL MEDIA MARKETING - an easy explanation of what social media marketing really is, and how to "think" about social media marketing.
- Twitter MARKETING STEP-BY-STEP - an explanation of how Twitter works as a marketing tool, how to research your competition on Twitter, how to set up and optimize your business Twitter page, and more. All in one easy-to-read Twitter marketing book.
- TWEETING STRATEGY - creating great content is the first step, and knowing how to tweet it is the second. The Twitter MARKETING WORKBOOK explains how to find other people's content to share and how to create your own content.
- FREE TWITTER TOOLS - as part of Jason's SOCIAL MEDIA TOOLBOOK, you get complete access to not only FREE Twitter tools but hundreds of FREE social media tools as well - a \$29.99 value!

### Twitter Marketing Worksheets

This isn't a fancy book. This isn't a pie-in-the-sky Twitter marketing book. This is a practical hands-on book, with links not only to free tools but to step-by-step worksheets. By the end of the book, you'll have a Twitter marketing plan ready for your business.

Got questions? Just Google Jason McDonald and send him an email - he's happy to help.

## About the Author

Author Jason McDonald has been active on the Internet since 1994 and has taught SEO, AdWords, and Social Media since 2009 – online, at Stanford University Continuing Studies, at both AcademyX and the Bay Area Video Coalition in San Francisco, at workshops, and in corporate trainings across these United States. His passion is to take complex marketing topics such as social media marketing and make them easy-to-understand for small business owners and marketers. His style is practical, hands-on, and fun. He received his Ph.D. in 1992 from the University of California, Berkeley, and his B.A. from Harvard University in 1985. When he's not surfing the Internet, Jason can be found being trained by his black Lab, Buddy, across the highways and byways of the San Francisco Bay Area.



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#### **Scot Vines:**

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