



Dominate your market with Twitter: Tweet your way to business success

Jon Smith, José Llinares

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Twitter is a social networking and micro-blogging service that allows its users to send and read other users' updates (known as 'tweets'); text-based posts of up to 140 characters in length. Updates are displayed on the user's profile page and delivered to other users who have signed up to receive them. You may think 'and then what'? Its simplicity is perhaps its charm and twittering is growing at a phenomenal rate. Already in the US 10% of people are using the site. Barack Obama, Stephen Fry and Britney Spears are all regular tweeters. With a recent \$35million investment from private investors it is predicted that Twitter will soon overtake Facebook in its reach. Innovative companies like Apple and Ford have already discovered the instant benefits of using the social media phenomenon to reach consumers directly, build their brand, and increase sales. Dominate your market with Twitter is the first UK book to be published on this growing phenomenon. In it digital marketing experts Jon Smith and José Llinares reveal how marketers can use Twitter to their best advantage, creating strategies to build a loyal following among Twitter members and expand awareness of their product or service. It's a straight talking, no-waffle, practical pocket guide and the tips inside can put into practice immediately.

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