Twitter Explosion

**Dominate Twitter with
Ava Fails of ProWebWriter.com
and StackingBenjis.com**

Twitter Explosion by Ava Fails

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Introduction

I'm not going to bother with the "What Is Twitter" side of things because there are thousands of posts online where that information can be found. Obviously you know what Twitter is and the potential is has or you wouldn't be reading how to increase your followers. I've been on Twitter since January 2008. I've always loved it, but didn't always know how to use it. When I first started, I would tweet random things about my day. After all it was "microblogging". I was never one of *those* people who tweeted when they showered, ate, and slept…nope, not me. Ahem.

ProWebWriter
@pr0webwriter

Quick trip to the store.

8:33 PM - 22 Dec 2008

A Lot of People Don't Get Twitter

I didn't get it at first either. I was tweeting about what I was doing, where I was going, and when I went to bed. No one cared. I didn't have a clue about how to use it as a marketing tool. For a good number of years, my Twitter account was just there. I used it off and on, but it wasn't a very engaging place for my followers.

I started paying a little more attention in 2014 and even did one of those follow train things to get some followers. It worked okay, but the followers weren't targeted and most of them didn't stick. As time went on, the sheer tenure made me want to stay along with things like watching a fun hashtag like #1stRunMovieLines or #FacebookDown.

Picking Twitter Up and Dusting It Off

I spent a good chunk of 2014 as the Social Media Manager for an established SEO firm. As a part of my job there, I had to be on top of the Social Media world and make sure our practices adjusted as the industry

changed. Naturally, Twitter was a big part of all of that and I ran many accounts for people in all different industries ranging from dentists to landscapers to painters to motivational speakers…in Israel! It was an awesome experience. If I had only known then what I know now!

Yeah, so in July 2015 I learned about an amazing tool that set my Twitter account on fire. That's what I'm going to share with you in this guide.

A Brief Look at the Stats

I don't want to bore you too much with stats so I'm going to keep this simple and brief. Cool? Cool. This is my account summary from **Twitter Analytics** (<<= Check yours; it's FREE) from June 2015:

JUN 2015 SUMMARY

Tweets
44

Tweet impressions
3,072

Profile visits
123

Mentions
8

New followers
42

This was actually in the middle of an uptick from the end of 2014 when I was getting new followers in the single digits! My Twitter account basically just sat there.

Let's look at August 2015:

AUG 2015 SUMMARY

Tweets
804

Tweet impressions
36.8K

Profile visits
821

Mentions
26

New followers
430

That's a bit of a jump there, huh? At this point, I was using a service to automatically welcome my new followers with a welcome tweet and had been for a year or so. **This jump in stats was the result of more tweets going out and that's about it.** I also diversified my tweets to include a good number of my interests and thanks to that tool, I was also tweeting out more images because...**this**.

I just want to show you one more thing, and then I'm going to share the exact protocol I follow to produce these results.

This bar graph shows my followers for the last 90 days. That's a good amount of time to show the steady gain. I wish I could stretch this out longer so you could see back to July 2015. I'm sure there would be a stark difference. Since I can't show that, I want to talk about that upswing

halfway through December. I talked to **a friend who has 35+K followers** that he says he built in 6 months. He has a second account in the mid-20000 range. I asked him his secret, and what he told me is most of what I'm going to share with you. I also increased my tweets.

I saw a gain of around 70 followers in one day and began getting pretty close to 100 a day half-ass doing what he told me. **These numbers can be swayed quite easily by just tweaking two things: the amount of tweets you're putting out and the number of people you go out manually and follow.** Which brings me to what you **shouldn't** do with your Twitter account.

Twitter Don't's

Well, you can do what you want to, but I don't recommend these things unless you want to rob yourself and your followers of a great experience with a unique network.

- **Don't ever buy followers.** All you get is junk followers and bots. My system and method gets you real, targeted, active, organic followers that you can use for various Internet Marketing purposes. For example, **Twitter is awesome for helping to build your list!**
- **Don't automate everything.** There are ways to do things with the least amount of effort and it still look like you touched it. If you do automate it all, you will still see results, but they won't be as good
- **Don't welcome new followers with DM's (Direct Messages).** I hate DM's, but that's irrelevant. It's important to note that I see a lot of accounts out there that say in their bio, "Do not DM." I would do the same in mine if the real estate wasn't so limited

Before We Get Started

The 80/20 Rule of Social Media

One of the most important things I learned working in Social Media was the 80/20 rule of which states that for every 20% of content you share on social

media about yourself or your business, you should share 80% content from others related to your niche. I know it sounds crazy…here you have YOUR Twitter account and now you can only use it 20% of the time. **Ignoring the 80/20 rule of social media will stagnate your progress. If you ever plan to use social media platforms to build your business, you have to implement this rule.**

Once you do this, you will begin to see people engaging with your content and Twitter will make a lot more sense. Also, when I run into people who "don't get Twitter", I like to explain it to them like this:

Twitter is like sending a text message to the world. What would you say if you could text message the world about your business?

Now to take it a step further, you wouldn't text your contacts over and over about your business because:

1. They already know about it from your previous texts
2. They may ask you to stop contacting them
3. They are not targeted

Just because someone is your friend or contact doesn't mean they want to be bombarded by information about you and your business nonstop. If your friends and contacts don't want that, neither do your Twitter followers who may not even know you at all. Make sense?

So, what have you learned about Twitter? Twitter is how you can send a text message to the world.

How Many Times Per Day Should You Tweet

It's a loaded question. Buffer posts two contradicting numbers on their blog. If you don't know who Buffer is, they are a platform software for users, small businesses, and agencies where you can connect your social media accounts. From inside Buffer, you can schedule posts to your accounts, send the same post to multiple accounts from one place, and a lot more. I dig them because of their robust free plan.

Anyway, in this infographic, Buffer says 3 tweets per day will suffice and that users actually lose engagement after that third tweet.

Well, that just seems ludicrous to me. When people see your tweet, how do you know how many that is for today? I have more than 3000 followers as of this writing, and I don't have a clue how many times they tweet per day. It's kind of a pain to find out. I'd rather engage with their 4th tweet than attempt it.

I think Buffer knows their stuff though because I've seen this next number in more than one place, and I'll show you. **Hubspot** landed in the 22-tweet range. **Simply Measured** says "tweet your heart out". **Social Media Examiner** fell in the 1 to 4 tweet practice like the infographic above. How many tweets are right for Buffer themselves? 14.

From their blog:

14 times per day, from midnight to 10:00 p.m. Central Time, never more than once per hour; seven times per day on weekends, from 3:00 a.m. to 9:00 p.m., roughly every three hours

What's good enough for them is good enough for me and my clients. When I set up a client with my system, I promise a minimum of 14 tweets per day. **For me, it was the tweet volume first that brought new followers to my account.** Like I said, without some extra clicks which we know people don't do to buy things or check out your links, how is anyone going to know if it's tweet number 1 or tweet number 21? I say the more the merrier!

As long as your tweets meet one or more of the following criteria, tweet away:

- Entertains your followers
- Answers industry-related questions
- Solves industry-related problems
- Shares industry-relevant information

Each time you tweet is another chance for someone to follow you, visit your website, and/or become a loyal customer.

100 New Followers Per Day

This isn't complicated and you might already be getting 100 followers a

day. That means you can use this to get more! There are several reasons why this is a good number:

- It's nice and round
- It's a decent amount. That's 3000 new followers per month. You'll make influencer (100,000 followers) 33 months! I could've done that two times over by now. If you want faster results, again **just tweak these two things: the amount of tweets you're putting out and the number of people you go out manually and follow**
- If you're new to Twitter, it's a lot.
- It's a steady climb

Let's Do This!

All the accounts in the steps below are free to create and use. Most, if not all of them have a premium plan, but it is not required for this method.

1. **Optimize your bio.** Use hashtags pertaining to your niche/market/business/interests. Fill everything out completely
2. **Make sure you have a decent-looking profile image and header.** You can use **Canva.com** to create your Twitter header image
3. **Start tweeting.** You need 10 to 15 tweets before you begin following other users. Twitter will generate your first tweet for you, you just pick between the options they offer
4. **Join Klout.com by logging in with Twitter and fill out your profile.** Click the **Explore** tab for tons of Tweets to send out which should be based on the interests you selected when you created your profile.

   Schedule as many as you like. Klout only schedules 3 tweets per day, so you're going to need a little bit more, and you'll need to do this about once a week. However, I have not run into a limit as to how far out you can go. I have never exceeded a week or 10 days.
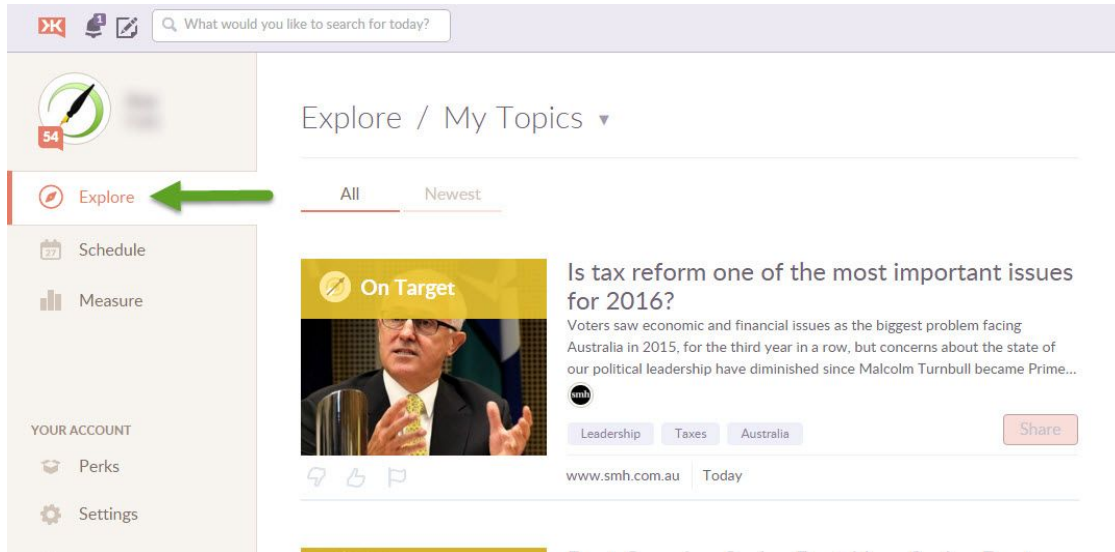
5. **Create an account at GetCrate.co.** This should only consist of signing in with your Twitter account. Follow the prompts to edit the Sample Crate for more tweets you can schedule like Klout. You may need a Buffer account for scheduling. The Buffer free plan limits your queue to 10 tweets. If you want to invest a little money in Buffer, you can get unlimited scheduling. Otherwise, you'll need to do this everyday to reach the 14-tweet minimum to pull in followers

6. **Create an account with Statusbrew.com by logging in with Twitter.** This is where you can manage your followers and set up your automatic welcome tweets. Click the **Audience** tab at the top of the page. Scroll down in the left navigation and click **Welcome Tweets** under the **Compass** heading. Type **#welcomeTweet {users}** in the **Write your message here…** field. After that, write a short welcome to your new followers, but make sure you leave space for a few usernames. Once everything looks good, follow the screen prompts to select options for all the settings and you're done. Each time you receive a new follower, they will receive a welcome tweet. You'll get a lot of engagement from these: likes, retweets, and mentions.
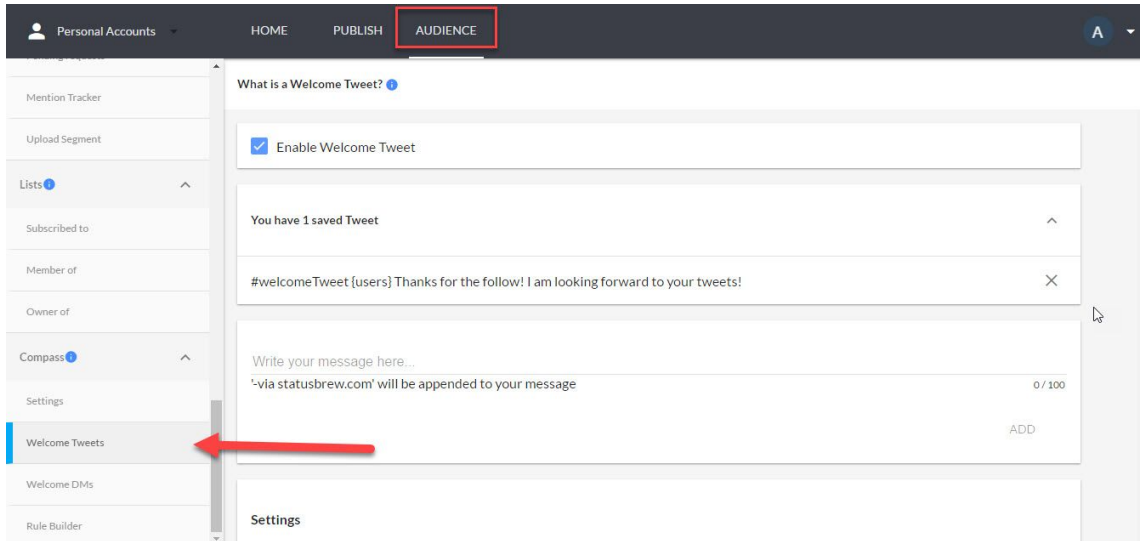
7. **Follow some people!** You can do this several ways, but you need to follow at least 100 a day and I recommend doing this part manually for now. If you noticed when you were in Klout, it suggests people to follow in the right sidebar. Follow any of interest, but don't be worried if you don't find any.

You can also use a great tool in your StatusBrew.com account in the left sidebar called **Copy/Followers/following** located under the **Intelligence** tab in the left navigation.
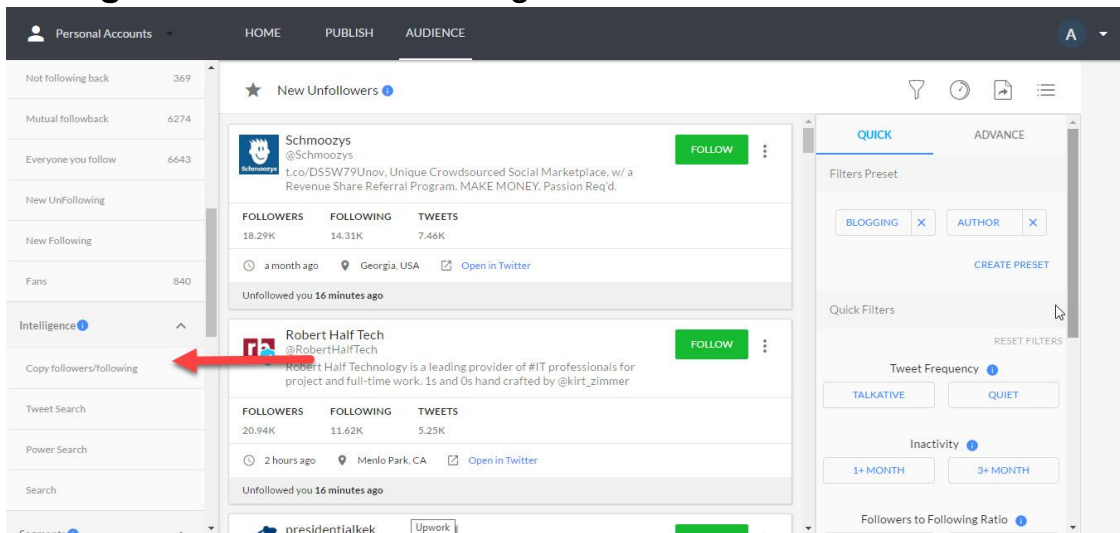
This allows you to copy followers from any account, so if you find a Twitter user you really like that represents your interests or market well, you can put their twitter username (handle) in the field and see a list of accounts to follow. The free Statusbrew account limits you to

following a total of 50 users.

Finally, you can use Twitter itself to follow as many people as you like. I actually don't know what the daily limits are because I've never hit them. Either from your Twitter Home page or your Profile page, you will see this box:
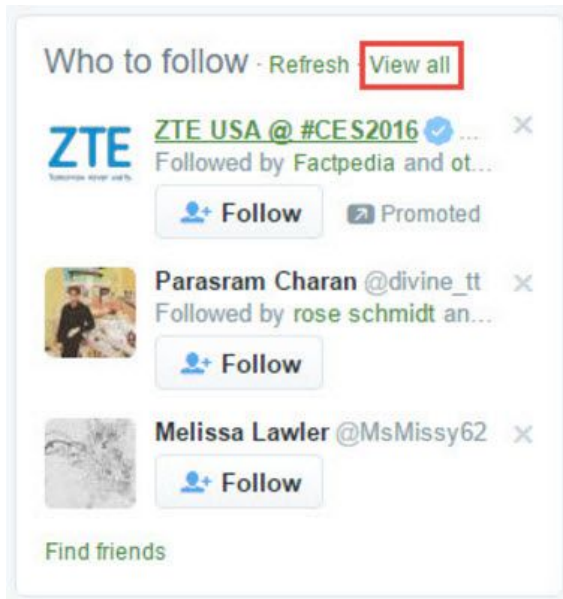
These are recommendations from Twitter. Click **View all** to open them full page. Follow anyone who strikes your fancy. I like to follow people who are in my market, local people, cool companies, entrepreneurs, and more. I never follow people with a blank bio, who are hawking followers, or do not have a profile image.

Repeat daily. Click **Find friends** to add users from your contact lists in Yahoo, Gmail, AOL, etc. You can use Twitter search as well to find people to follow by searching for your keywords.

After 7 days have passed, begin going into Statusbrew on a daily basis and unfollowing anyone who has unfollowed you. Unfollow those you have followed who have not followed you back in 7 days.

That's it. Rinse and repeat until you reach the desired number of followers. Eventually, your account will kind of take care of itself and will take a lot less work.
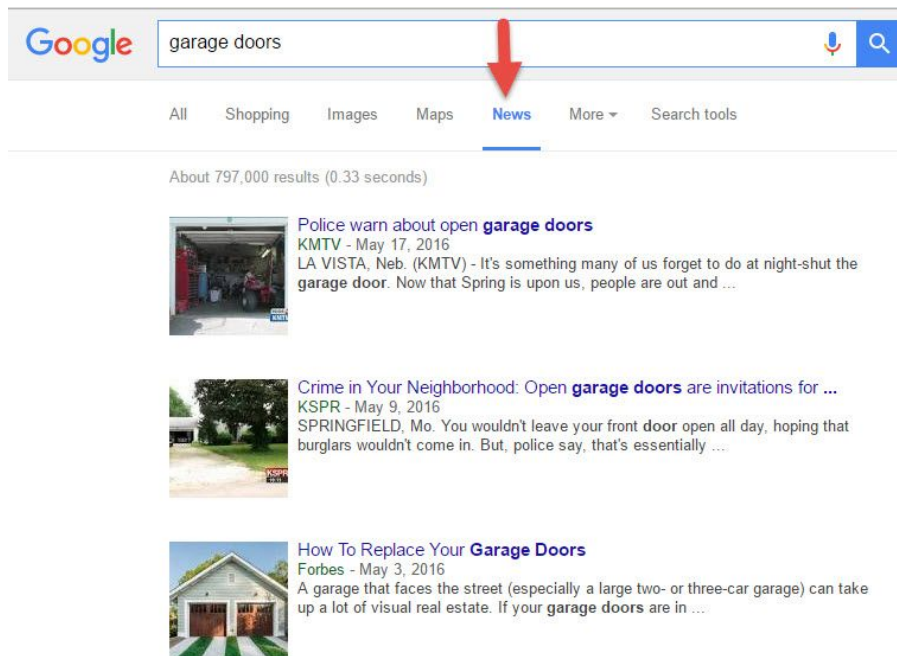
Finding Great Content to Share

Now, we covered this a little bit already with Klout and Crate. When I worked for that aforementioned SEO firm as a social media marketer, the most challenging part of my job was finding industry-related content to share on behalf of my clients. Remember, I mentioned above the wide array of clients I had ranging from motivational speakers to garage door installers. **Have you tried looking for something interesting to say about a garage door lately?**

You learn to get creative really quickly.

I have some fantastic tricks up my sleeve for finding content:

Google – I run the Google gamut by performing a keyword search. For example, let's use the garage door example since that's a tough one. If I just type "garage doors" into Google, I end up with a bunch of local places who do garage doors. This isn't good content to share because it's from the competition. However, if I click over the **News** tab, things look a bit more intriguing. All three of these are good shares. Sure, two of them are on the same topic, but sometimes, good content bears repeating.

Now, if you look for content to share about garage doors on a regular basis, you will repeat this search many times, but you might have to tweak it to get new content. You can do that by clicking the **Search Tools** button and selecting a time frame from the drop-down menu. Google will then show you content from that time period. You can also use **Google Alerts** and get content from your best search right to your inbox.

Brainstorm – Write out all of the relevant aspects of your niche that someone might search for. If we use the "garage doors" example, I would write down the following: garage door brands, garage door styles, garage door security, etc. You get the idea. If your niche is "chocolate bars" then your list might be something like: chocolate bar recipes, recipes using chocolate, health benefits of chocolate, etc. Write down everything you can think of. You will thank yourself later when you feel like you're running out of content.

Check the competition – When I would get really desperate for content, I'd check the competition on Facebook and see what they were sharing with their followers. A lot of times, I would have say a dentist in random town A, so I could search for dentists in any of the hundreds of towns across the nation and find great stuff to share with the local followers of the dentist in random town A. **This is a great way to find new ideas when you're stuck**.

AllTop.com – Here's a quote from their About page:

"The purpose of Alltop is to help you answer the question, "What's happening?" in "all the topics" that interest you. You may wonder how Alltop is different from a search engine. A search engine is good to answer a question like, "How many people live in China?" However, it has a much harder time answering the question, "What's happening in China?" That's the kind of question that we answer."

If you hover your cursor over the **Topics** tab, you will see a menu appear that includes each letter of the alphabet:
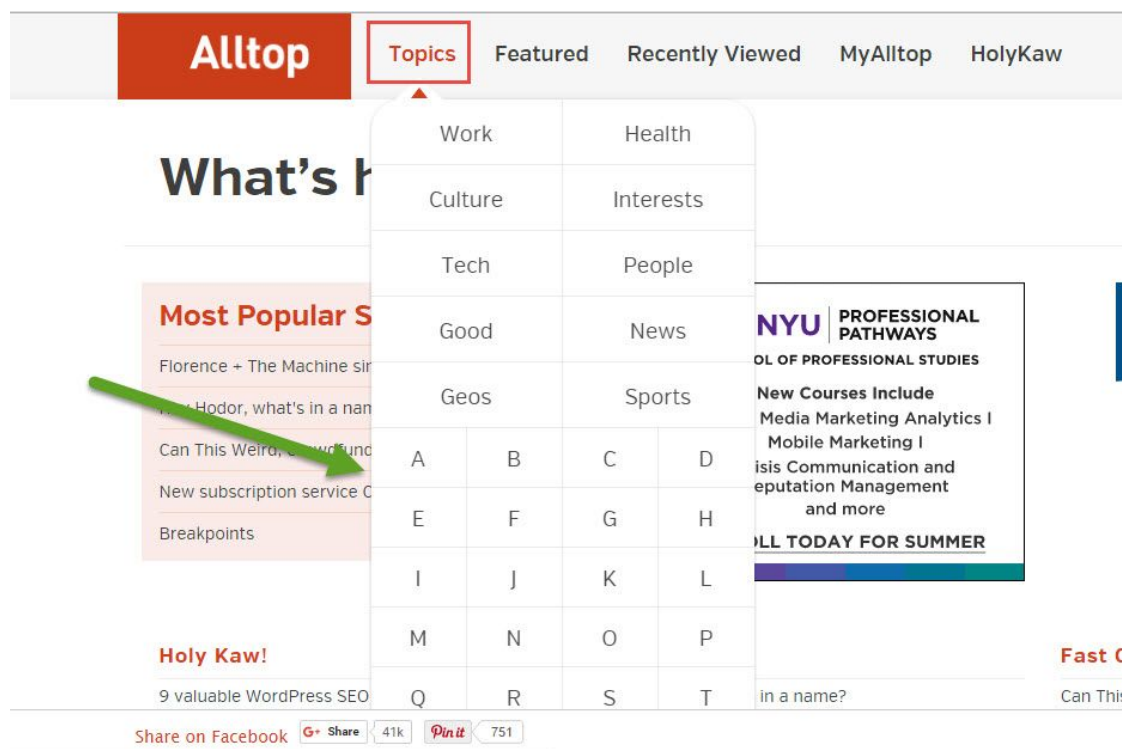
AllTop displays lists of the latest articles from relevant blogs that pertain to the topic you choose. Unfortunately, we can't use our "garage door" example here, but you might be able to use one of your brainstorm results. Some relevant topics from AllTop would be under H: home automation, home improvement, etc.

You! – I'm not talking about the content you or your business may generate since I'm focusing on the 80% of the 80/20 rule for the time being. I'm talking about the content you consume on a daily basis from around the web: your Facebook news feed, blogs you read, your Twitter stream, websites you use and visit regularly, etc. People want to know that stuff. Sharing the articles and content you find interesting with your followers is a great way to keep them engaged. Not to mention, this puts a personal spin on the stuff you share. **As an industry leader, people want to know what you find interesting and helpful.**

Reddit.com – Reddit touts itself as the front page of the Internet, and well, I can't really argue. There's not another site like it online, but there are imitators. I've written about Reddit in the past to try and clear some of the confusion. It can be a bit intimidating to newbies. Reddit is broken up into communities by topic called subreddits. Using the search feature, you

will find there is a subreddit for pretty much EVERYTHING. That makes it easy to see a wide variety of content that others in your niche are sharing on the site. **This is the engine behind my method of dominating Twitter.**

[SimilarSiteSearch.com](#) – So you've found a great site that churns out a ton of great content for you to share, and you want to find more like it? There's a website for that. SimilarSiteSearch.com will get it done. Type the URL into the search box and you'll get a list of sites you can check to find more content.

Putting It All Together With Automation

You thought you were going to be tweeting constantly, didn't you?

There seems to be a stigma attached to automation as it relates to social media. **People tend to think that social shares have less value if they are scheduled or automated. This is rubbish.**

Automated content is still just as relevant to your audience as if you tweeted it manually.

What I'm about to share with you is something that I've suppressed in the past because that's how valuable it is. I knew it would get around eventually, but I didn't want to help that happen more quickly.

Head over to **[IFTTT.com](#)**.
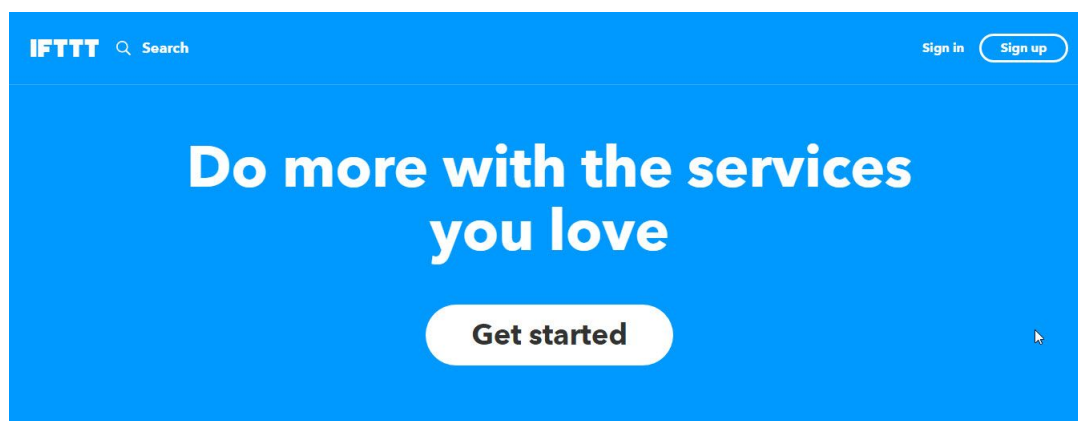
At this point, let's go over some of the terminology that IFTTT uses, so you can understand what is going on.

First off, IFTTT stands for If This Then That. It's a programming concept that says when one thing happens, then the response to that action should be this certain thing. For example, if I change my profile image on Facebook, then change it also on Twitter. Make sense?

The main components of IFTTT are applets. Applets are the If This Then That statements you create with IFTTT. You create applets by connecting services to IFTTT. In this guide, we are concentrating on Twitter and couple other services to automate a large part of that 80% of the 80/20 rule.

Go ahead and create an IFTTT account and we'll get started.

Once you're logged in, click the arrow beside your username in the top-right of your screen and select **New Applet** from the drop-down menu.
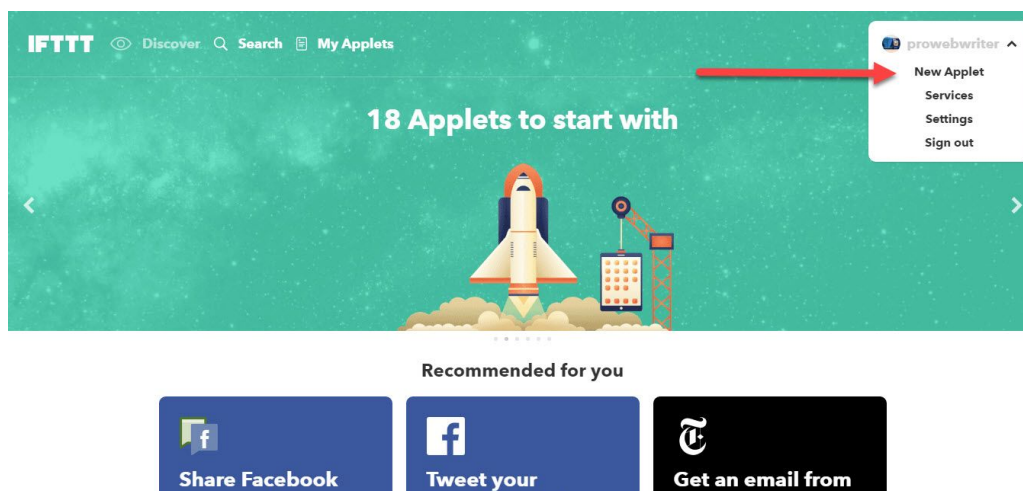
The **New Applet** screen will open.

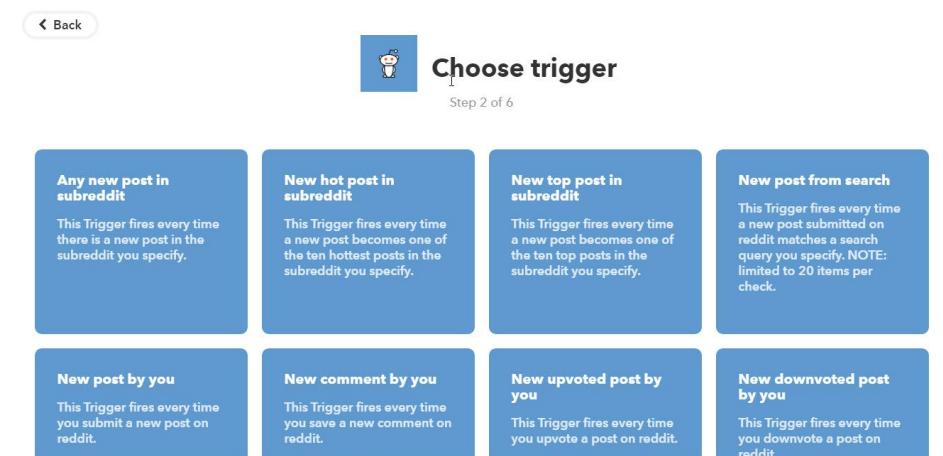From here, you build your applet by simply following the prompts by click the blue **this.** Since we want to use IFTTT to send tweets automatically, our This statement might be posts from a subreddit or an RSS feed. You simply select Reddit or RSS from the available services and select it as your This statement.

If it's your first time, you'll need to connect the service. IFTTT makes this simple, and as long as your are logged into the service itself in your current browser, IFTTT will simply use that connection to authorize its own connection with that service. Just click the blue **Connect** button.
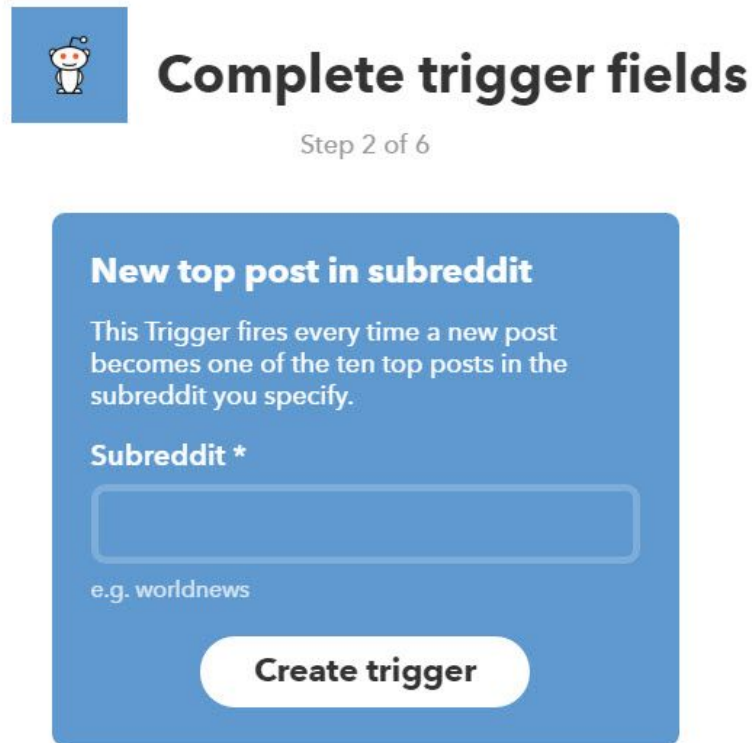
The **Choose trigger** screen will open.

Depending upon your service, there will be a number of triggers to choose

from. As you can see in the screen shot above, IFTTT does a pretty good job of explaining what each of them does. This is example, we will set up the **New top post in subreddit** trigger. That way we are tweeting out the posts that Reddit users have upvoted as the best of the best.

The **Complete trigger fields** screen opens.

Type the subreddit that you want to share from. I like to choose subreddits with a lot of image posts such as **r/QuotesPorn**. Who doesn't like quotes!?! Click the **Create trigger** button.

Now it's time to create your action. Click the big blue **that**.
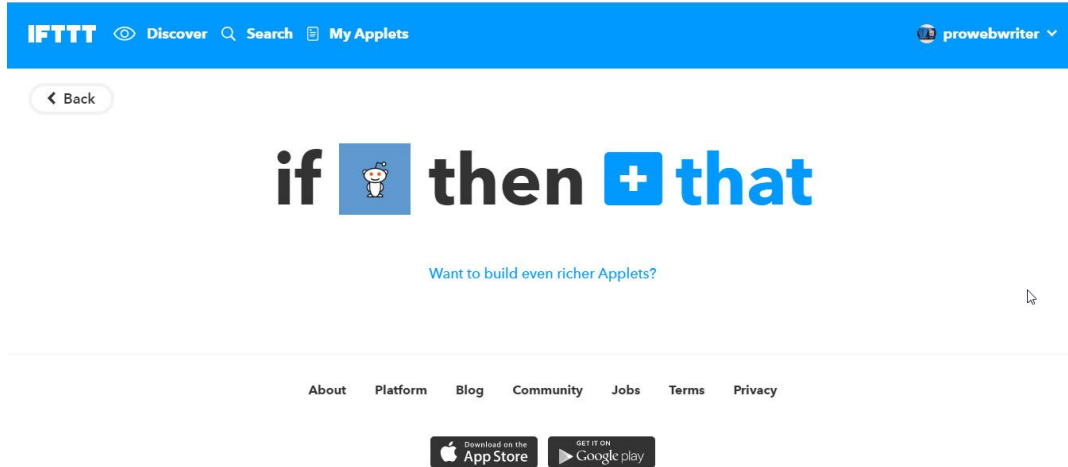
The **Choose action service** screen will open.
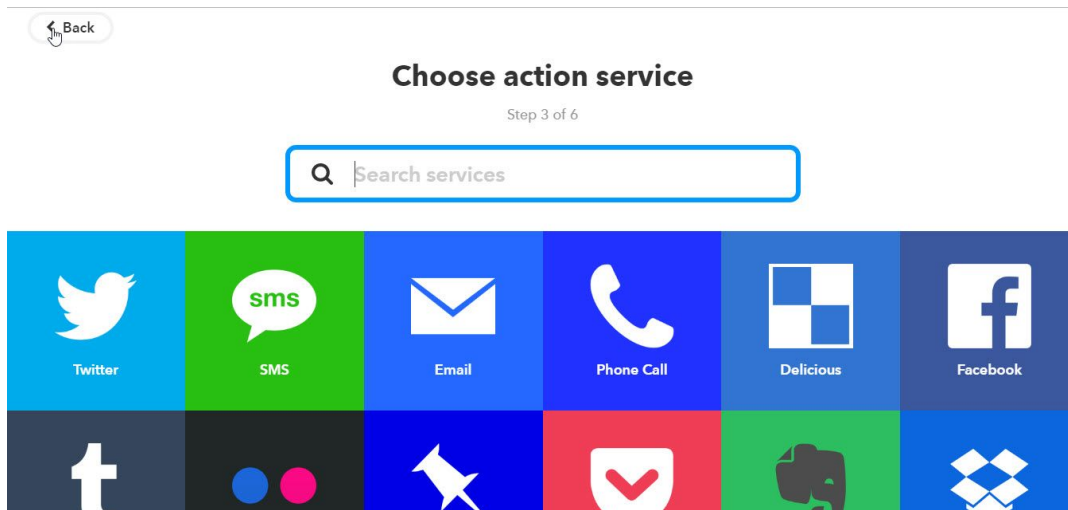
Here, we want to choose Twitter. If you don't see it at the top of the list, type it i the search for quick access.

The **Choose action** screen will open.

Post a tweet

This Action will post a new tweet to your Twitter account. NOTE: Please adhere to Twitter's Rules and Terms of Service.

Post a tweet with image

This Action will post a new tweet to your Twitter account with a linked pic.twitter.com image. NOTE: Please adhere to Twitter's Rules and Terms of Service.

Send a direct message to yourself

This Action will send a direct message to your Twitter account. NOTE: Please adhere to Twitter's Rules and Terms of Service.

Update profile picture
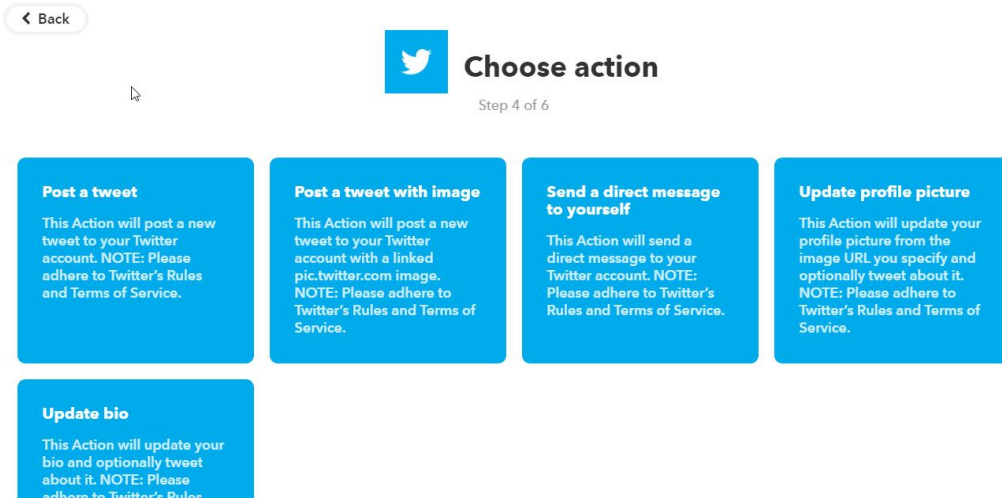
This Action will update your profile picture from the image URL you specify and optionally tweet about it. NOTE: Please adhere to Twitter's Rules and Terms of Service.

Update bio

This Action will update your bio and optionally tweet about it. NOTE: Please adhere to Twitter's Rules

You have 5 options:

1. Post a tweet
2. Post a tweet with image
3. Send a direct message to yourself
4. Update profile picture
5. Update bio

Choose one of the first two because we want to post a tweet of the content from Reddit or the RSS feed, or whatever we chose as our trigger. I like the **Post a tweet with image** action; however, this will sometimes post an image not found if there isn't an image to go with the tweet, so you have to check your Twitter stream periodically and remove these.

The **Choose action fields** screen will open.

Fill out this screen as follows:

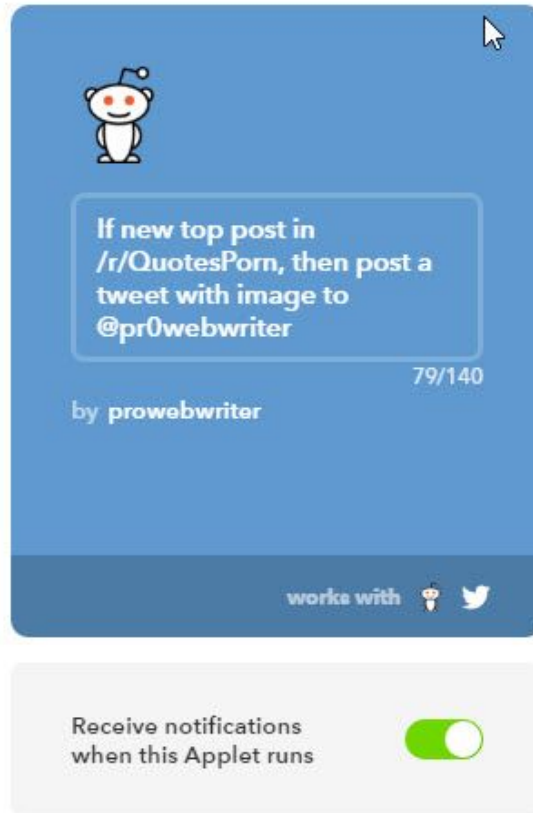- **Tweet text** - remove the **via /r/Subreddit** text from the field. This just looks ugly in the tweet. Add a hashtag. I like to use #Curated. This way, when I'm tweeting other's content, they know I've curated the share from their blog or other online profile rather than trying to claim it as my own

Leave everything else that way it is and click the **Create action** button.

The **Review and finish** screen will open.

Review and finish

If new top post in
/r/QuotesPorn, then post a
tweet with image to
@pr0webwriter

79/140

by prowebwriter

works with

Receive notifications
when this Applet runs

Finish

You'll want to turn off the notifications most likely. Click the **Finish** button.

Congratulations! You've just created your first applet and are well on your way to churning out a boatload of tweets that look awesome and will save you huge amounts of time.

I encourage you to look around IFTTT and familiarize yourself with all it is capable of. The service is FREE, and one of the most powerful things I've come across in my more than a decade in online marketing.

Now that we have that tutorial out of the way, what I really want to share with you is the applets I use to dominate Twitter.

The Exact Applets I Use to Dominate Twitter

Once you begin connecting different channels inside IFTTT, you will start to put them together in your head. Any useful piece of information relevant to your niche makes a good tweet. Let's get to it:

- **Delicious and Twitter** – Each time I add a bookmark to **Delicious**, it sends out a tweet of the link. I also have a recipe that adds these links to a Google Sheet so I can use more than one bookmarking service, but that's beside the point.
- **Reddit and Twitter** – I have several of these from various subreddits that create a tweet. Most of them include images. For example, I have a recipe set up to tweet new Hot posts from **/r/QuotesPorn** because these are usually awesome quotes laid over great-looking images. They make an excellent share to my audience of writers and marketers.
- Another valuable Reddit recipe I have set up is to tweet each post I upvote. Reddit has a system where posts that are upvoted rise in the subreddits while downvoted posts go in the opposite direction. The results you see in the **Top** and **Hot** tabs are those with the most upvotes. By having this recipe to tweet all of my upvotes, it allows me to hand-curate the posts from Reddit that interest me and share them with my Twitter followers instantly.
- **RSS Feed and Twitter** – This is a great recipe to use with the top blogs in your niche. Let's return to our "garage door" example. I found a **blog with content all about garage doors**. By adding "feed" onto their URL like this:
http://www.garaga.com/blog/en/feed/, I was able to find their RSS feed. I can now add the RSS Feed channel to a recipe using this URL and tweet each time they publish a new blog article. I can do this with as many blogs as I want including my own!
- **YouTube and Twitter** – Each time I "Like" a video on YouTube, a tweet with a link is sent to my followers. This is a great way to share videos with your followers and also a great way to support content creators on YouTube.
- **Instagram and Twitter** – Each time I share a photo or video on Instagram, the same content is shared on Twitter as well. That's a huge time saver, and you will find that you can do this with many

things using IFTTT.com. It makes it easy and quick to share content on all of your social media platforms with just a few clicks.

These are the exact applets that I've used to more than triple my Twitter following over the last couple years. **Check me out on Twitter and give me follow if you feel like it**. I set these up once, and they run until I turn them off or delete them. On a sidenote, turning off your applets is as easy as clicking a virtual power button....or tapping it on your smartphone. They have both Android and iOS apps that put the full functionality of IFTTT in the palm of your hand.

Interact With People on Twitter

Automation is GREAT, but you can't effectively get by with automation alone. You Twitter account needs to look like you touch it. As you peruse the sites and blogs you enjoy online, follow the owners on Twitter. They will almost always have their social profiles linked prominently on their sites. Retweet their content from time to time.

Yes, do this manually. **While I support automation, I think there needs to be a healthy mix of you touching your account personally several times a week.** Respond to your notifications and messages accordingly or people will assume no one's there and unfollow you.

Using Twitter for Marketing

Twitter users are notoriously difficult to sell to or activate in any manner. Twitter is really best for list building and networking; however, if you've got a minimum of 14 tweets a day going out, you have more than enough room to send out a few promotional tweets as you see fit. That is one of the main purposes of producing a high volume of content on Twitter, so you can shamelessly plug whatever you want whenever you want. Just use your head and remember that Twitter users are about as far from their wallet as they can get.

Becoming an Influencer

"Influencer" is one of those buzzwords that leaves me feeling like I MUST obtain it, but it makes me want to throw up a little too. "Thought leader" is

another one. **Some people say you need 100,000 followers** to reach influencer status, but I was recently approved as an influencer for a service with a 3,000 follower minimum, so who knows? I know that a friend of mine who has more than 40,000 followers said his account pretty much runs itself as far as gaining followers. He gets about 2,500 a day.

Cull the Tribe

Don't forget to use an unfollow service like **StatusBrew.com** to unfollow users who unfollow you or aren't following you back. These are pretty useless to you unless they are brands and celebrities relevant to what you're doing. There are a lot of people on Twitter who exercise an account-building method called "churn". They follow large numbers of users at a time, and unfollow anyone who hasn't following back in 24 hours. I don't recommend it. If you're not extremely careful, it can get you banned, and it's just a douche thing to do. The main goal is to keep your number of followers as close as possible to the number you are following. This is the follower to following ratio.

Conclusion

If you found this guide helpful, I'd love to hear from you! Has it helped you dominate Twitter or at least moreso than you were? **Shoot me an email.** Need help? I'm ready!