Cheatography

The Ten Minute Twitter Marketing Plan Cheat Sheet

by Dave Child (DaveChild) via cheatography.com/1/cs/8870/

Minute 1: Notifications

Log in to Twitter

Head to "Notifications"

Reply to @mentions you haven't yet replied to

Thank retweets, follows and favourites

Minutes 2: Follow

Using those same saved searches, find 5 new accounts to follow

Head to your influencer lists and find 5 more new interesting accounts to follow

Minutes 3 - 5: Lists

Browse each of your influencer lists

Write 5-10 replies and do 5-10 retweets

Take note of any interesting current topics for your own tweets later on

Minutes 6 - 10: Write!

Write 3-6 tweets for today

If using a manager (like Hootsuite), schedule your tweets as you go

Tip: use saved searches to help provide inspiration for tweets

Making the Most of Twitter Lists

Use Twitter Lists to manage your contacts effectively.

You'll want to maintain a few lists - industry leaders, superfans, competitors, affiliates and so on.

Twitter Saved Searches

Twitter Management Software

Twitter scheduling software is key to keeping management time to a minimum. Here are the tools we recommend:

- Hootsuite - https://hootsuite.com/
- Buffer - https://buffer.com/
- Tweetdeck - https://tweetdeck.twitter.com/
- Sprout Social - http://sproutsocial.com/

Twitter Analytics



By **Dave Child** (DaveChild)
cheatography.com/davechild/
aloneonahill.com

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