



TWITTER TIPS AND TRICKS

You don't need to be famous to emulate these social media celebs



**Adam Franklin &
Toby Jenkins**
Founders, Bluewire Media

**Exclusive
Interviews with:**
Jeff Bullas
Iggy Pintado
Kylie Bartlett
Laura Fitton



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Introduction

Twitter is one of those social media platforms that many of us dismiss, denigrate and deny. And then we actually try it out and get **totally hooked!** We immediately recognise the tremendous opportunity that Twitter offers by allowing us to connect with other human beings.

This **Twitter Tips & Tricks e-book** will give you backstage access to four people with big social media profiles. Australia's very own **Jeff Bullas** is a Forbes Top 50 Social Media Influencer and he shares his journey of building his initial Twitter audience from 15-20 people to 47,000 followers (it's now over 160,000). The super-connected **Iggy Pintado** reveals his novel way of proving all his followers are real and "The Web Celeb" **Kylie Bartlett** tells us how she uses Twitter and other social media tools to become famous on the web.

And of course there's the absolute star, known internationally as the "Queen of Twitter", **Laura Fitton** aka **@pistachio**. Laura explains her daily Twitter ritual and reveals her secrets for using Twitter to nurture relationships with reporters to attract huge publicity.



We hope you like this e-book!

All the best,

Adam & Toby.

Adam Franklin **@Franklin_Adam**
& Toby Jenkins **@Toby_Jenkins**
Founders, Bluewire Media



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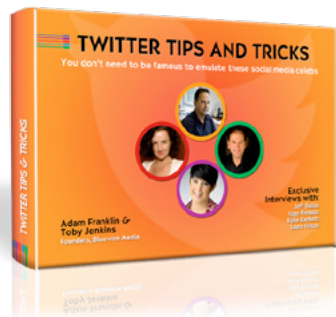
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Twitter Tricks & Tips e-book <http://bluewi.re/1 4fJ3SO> -- exclusive interviews with @pistachio @jeffbullas @iggytintado @thewebceleb

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Chapter I. Jeff Bullas: How to get 47,000 Twitter followers



Jeff Bullas

Jeff Bullas' blog is read in 190 countries with 4 million page views each year, but he is also a consultant, coach, mentor and speaker - specialising in online presence and digital marketing. Jeff has made it into Forbes Top 50 Social Media Power Influencer 2013 and Huffington Post Top 100 Business Twitter Accounts, and written the book, **Blogging the Smart Way**

Other websites where you can find Jeff Bullas

 www.jeffbullas.com

 www.facebook.com/jeffbullas

 [@JeffBullas](https://twitter.com/JeffBullas)



How to get 47,000 Twitter followers

It sometimes surprises me how approachable people are online and Aussie blogger, **Jeff Bullas**, was no exception! It was one of Jeff's posts about [37 Signals monetising their blog](#) that caught my attention, so I dug around to find out a bit more about him. I discovered that Jeff writes fascinating blog posts **everyday**, is an [AdAge Power 150](#) blogger (that's a big deal) AND has [over 47,000 twitter followers](#). I was intrigued (and yes, impressed).

I wanted to find out how...

So I tweeted Jeff (and mentioned a [mutual friend](#)). Within 12 hours Jeff had tweeted me back via a DM (direct message). Yes, social media is effective for meeting aspirational contacts!



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Chapter I. Jeff Bullas: How to get 47,000 Twitter followers

Transcript

Can you tell us how you got to 47,000 Twitter followers?

Good question, I'll try to keep that brief. I started in December 2008 and I didn't use it very much. I sent tweets to couple of friends. I think I had 15 or 20 people on for about three to four months. Then I started to blog and that's when I really started getting interested in Twitter. From that, I then started to **follow people in the niche that I wanted to follow**. That's what's very good about Twitter. It's very good that you can follow people in your niche by doing a search. Or you can actually follow people who are big in your niche, so with social media it might be **Chris Brogan, Brian Solis, David Meerman Scott** or it might be **Brian Clark** of Copy Blogger.

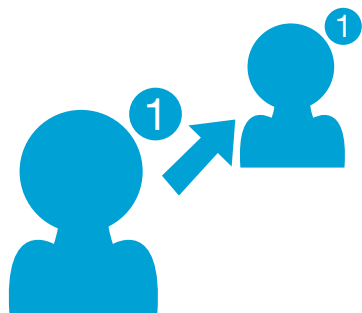
What I found was, when I started to blog and produce good content, that started to drive interest on Twitter as well. If you've got some content worth publishing, then you've got something worth tweeting about. But not only that, actually tweet other people's content that you found valuable to your audience. I actually regularly follow people in my niche. One of the major Twitter etiquettes is **if you follow someone on Twitter, they'll follow you back**. I do that regularly, I still do.



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“ If you want to accelerate your Twitter followers, you will follow people in your niche. ”

If you want to accelerate your Twitter followers, you will follow people in your niche. That's very powerful because you're actually in touch and communicating with people that are interested in what you're talking about on your blog. I found that I did that fairly aggressively early on, but today if I don't actually follow anyone, I'll get about 1500 people a month that will follow me because of the content.

Also, I think as you build up numbers you get what I call **Online Credibility**. They will follow you because of that as well as your blog. This is when **multi-channel social media** starts to get really powerful. On social media there is a thing called **Tension Quantification**. It's how many Twitter followers you have, how many Facebook friends you have and how many people subscribed your blog.



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Chapter I. Jeff Bullas: How to get 47,000 Twitter followers

You have this Tension Quantification which actually gives you what I call online credibility. Real or imagined, it works. If you really want to build your Twitter following I would:

- > Publish great content in your blog
- > Follow people in your niche or in your industry who are leaders.
- > Twitter etiquette is actually to follow back. Continue to do that and it does take a bit of time.
- > I also automate some things like following people back. Some people some time say is not proper Twitter etiquette but I cannot literally follow 1500 people manually back every month.

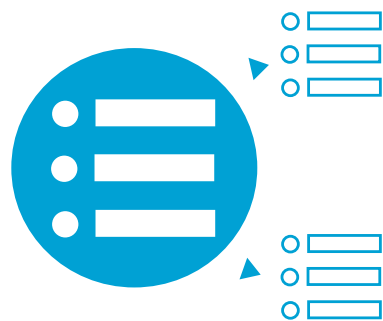




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When following so many people, how do you keep track of those that you are particularly interested in?

I usually use a tool called [Tweet Deck](#). I've just changed over to [HootSuite](#). What I do is I create a list of people who constantly tweet what I do and who I have conversations with. I can actually monitor them in streams. They could be what you call fans, people that love your work or people who are closer friends who you keep in touch with.

You actually split them up into a different list. HootSuite is a free tool or you can get a paid version of it with more features and functions. It allows you to actually control and monitor your Twitter stream, because the Twitter stream can be quite overwhelming if its just one big stream. I do use the Direct Message (DM) channel a lot, which is what you call private back-channel. You actually can have one-on-one conversation without anyone else seeing it. If I want to talk about something offline, I'll use the direct message channel on Twitter.



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Chapter I. Jeff Bullas: How to get 47,000 Twitter followers



“ It's also very good for actually finding out trends that are happening in your niche or industry. ”

How would you explain Twitter to newbies or dismissive senior management?

It's a **very good promotional tool**, a guy called Kawasaki uses that to promote his blog and his website. It's also very good for actually finding out trends that are happening in your niche or industry. You can put in a search function and just see what's happening. I found out about Kevin Rudd being dumped as Prime Minister through one of my friends' Twitter feeds. It's very good for monitoring noise about your brand in real time. That's another thing, if you've got a real time tool that actually measures noise about your brand, whether it's a personal brand or a brand of your company. I don't know if you've noticed recently but Google's added updates that's just changed to real time and actually shows Twitter feed in Google.



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If you put that up to a CEO or a newbie and show them what's happening in real time about a well known brand, they can actually see people commenting and tweeting about that brand. **It's great for having conversations.** It's great for **monitoring.** It's great for doing **real time search** about what's happening in real time. It's fantastic as a tool for companies to find out about what people are saying about their brand. Don't dismiss it. It can appear to be quite trivial, but don't be fooled by 140 characters. **There's a lot of depth and breadth.**

What would you recommend organisations do to get started on Twitter?

The first thing I'd do is set up and optimise your Twitter account. There's a couple of really important things on that:

- > I would set up your background so that it actually has your brand name. I'd also upload and make sure that in your Twitter account you set up a link to your blog or your website and also upload an image or logo of your company - **Consistent Branding.** That's how I'd start, make sure you've got it well set up for people to click through and link to your website or blog and with proper branding.



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“ What happens as you grow is you can then actually drive traffic through your tweets...” ”

- > Once you've done that, I would then start following people in your industry - **thought-leaders**. See from the sidelines what they're saying and see what they're tweeting about.
- > Once you start feeling comfortable about that, see how Twitter works. Some people are worried that they're going to say the wrong thing on Twitter because it's new and frightening.
- > Then just start to use it and maybe leap into some of the conversations, make comments or post a link up that you find interesting. Maybe post up one of your blog posts that is relevant to your industry and do that regularly. What happens as you grow is you can then actually drive traffic through your tweets and drive the traffic through to your blog or your website.



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That's the basics of what I do and if you want to keep growing your Twitter followers, just continue to follow people. Not everyone is going to follow you back, so don't feel upset if you follow 120 people and only 100 follow you back. But as you grow your credibility and as you post great content, you find that people will start to follow you.

But have fun with it. I've created great relationships online and met with people face-to-face because of it, just like today. I never ceased to be amazed with the power of it.

In Summary

OK, you can't realistically follow 40,000+ people's live twitter streams, so how does Jeff keep in touch with people he's particularly interested in?



1. **Uses 'lists'** on tools like **TweetDeck** or **Hootsuite** -- both free -- to follow tweeters
2. Uses the **direct message channel (aka DMs)** to keep in touch with twitter contacts privately.
3. Originally started on Twitter in 2008, but didn't use it much.
4. Then he started to blog.



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Chapter I. Jeff Bullas: How to get 47,000 Twitter followers

5. He followed people in his niche (which is 'blogging and digital marketing') and especially followed thought leaders like **Chris Brogan**, **Brian Clark** and **David Meerman Scott**.
6. By tweeting his own blog posts, Jeff had something valuable to contribute and he attracted his own following.
7. As his number of followers increased, it increased his 'online credibility' and led to more followers.
8. Although some would argue the opposite, Jeff says that Twitter etiquette is to follow people who follow you.

In summary: Produce great content, follow leaders in your industry and automate follow-backs.

How To Get 53,000 Twitter Followers: My Story - is Jeff Bullas' post after our interview.



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Chapter 2. Iggy Pintado: Real Tweeples



Iggy Pintado

Spanish-Australian **Iggy Pintado** is a Marketing Director, Business Catalyst and 'super-connector'. Iggy is the author of **Connection Generation**, lives in Sydney, Australia and is an avid soccer and football fan.

Other websites where you can find Iggy Pintado

 www.iggypintado.com.au

 www.facebook.com/iggypintado

 www.iggypintado.com.au/connectiongeneration/

 [@Iggy Pintado](https://twitter.com/IggyPintado)



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Chapter 2. Iggy Pintado: Real Tweeples

#Real Tweeples

I had the pleasure of watching **Iggy Pintado's** keynote at the recent **Social Media Down Under** event in Sydney. After his presentation I got to interview Iggy.

Transcript

Can you tell us about Real Tweeples?

Adam Franklin: Hi, its **Adam Franklin** and we're at **Social Media Down Under**. I am here with **Iggy Pintado** and I've got one extra question I would like to ask you following on from your presentation today. Can you tell us a bit more about **Real Tweeples**?

Iggy Pintado: Yeah sure, I was once asked about all the people who follow me on Twitter and whether they are real or not. And what I decided to do is take a 30 second video of them. Basically asking them who they are, what they do and what's their passion.



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Chapter 2. Iggy Pintado: Real Tweeples

Then post it up on my YouTube channel called [Real Tweeples](#) and I have already introduced about 130 people to my network via Real Tweeples. It is just giving that face and that context to the people that are on Twitter.

[Adam Franklin](#): Yeah right, that's awesome!

[Iggy Pintado](#): You're next by the way

[Adam Franklin](#): Fantastic!



Where can people find out more?

[Adam Franklin](#): How can people find out more about you, Iggy? Where should they go?

[Iggy Pintado](#): They can find me just about anywhere, [Google me](#), [Facebook me](#), [LinkedIn me](#), [Twitter me](#), [YouTube me](#), wherever you like I am pretty much there. Blessed with a name like **Iggy Pintado**.



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Chapter 2. Iggy Pintado: Real Tweeples

Adam Franklin: Unique

Iggy Pintado: Because its very unique.

Adam Franklin: Google **Iggy Pintado** or connect with him, he is probably one of the most connected people in Australia and thanks again for speaking today.

Iggy Pintado: Thanks Adam.



“ It is just giving that face and that context to the people that are on Twitter. ”



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Chapter 3. Kylie Bartlett: How to become web famous



Kylie Bartlett

Kylie Bartlett, the **Web Celeb**, helps entrepreneurs to 'become web famous' in their own industries. She is a social media branding strategist, a public speaker and a self-confessed technophile.

Other websites where you can find Kylie Bartlett

 www.thewebceleb.tv/www/home/

 www.facebook.com/TheWebCeleb

 [@theWebCeleb](https://twitter.com/theWebCeleb)



How to become web famous

When I went to the [KPI Conference in Sydney](#) I caught up with Kylie Bartlett (aka the Web Celeb) to find out how to become web famous!

Transcript

Adam Franklin: Hi there. It's [Adam Franklin](#), and I'm here at the KPI, The Key Person of Influence Conference. I'm here with Kylie Bartlett. On Twitter she's known as the [TheWebCeleb](#). I'm hoping to ask a couple of questions about her session today, which is all about building profile. So Kylie, thank you for joining us.

Kylie Bartlett: Absolutely my pleasure. Good place to be with all the lights, camera, and action here. Perfect.

Adam Franklin: Absolutely. Now, what are some of the things that our blog followers and our YouTube followers can learn from you about actually building up a profile using social media?



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Chapter 3. Kylie Bartlett: How to become web famous

Don't be everything to everyone

Kylie Bartlett: Yeah, great question. My advice would be that you very much have to have a micro niche. So don't be everything to everyone, because you'll end up being 'a jack-of-all-trades and' literally 'the master of none'. So I'm about mastering one thing really, really well and repeat it. So I'm all about **repetition creates your reputation**. Be known for one thing. In my industry, it's becoming web famous on the web. So my entire branding, my pitching, my message, the way I dress, everything looks the same. At the end of the day, it's like, "Where's Wally?". Everyone's online. It's free, and it's really hard to stand out. So cut through. It's all about having a micro niche and continually repeat it so you get known for that one thing.

Adam Franklin: Awesome. And once you've got that one thing, what are some of the social media platforms or tactics that you personally prefer and like to use?

Different platforms achieve different things

Kylie Bartlett: Yeah, interesting. The different platforms achieve different things. Mainly I use Twitter for research, listening, and building relationships with other influencers in the industry. I use Facebook definitely for engagement and building a tribe.



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Chapter 3. Kylie Bartlett: How to become web famous



“Mainly I use Twitter for research, listening, and building relationships with other influencers in the industry.”

Kylie Bartlett: I use YouTube to become 'brand you'. So it's all about being able to create your own channel and your own station. My favourite is Instagram, because that's where I can tell a story. I can be taking a photo of me in my real life and take people on a journey. So as you see, the platforms are all very different, but again, you need to know who it is that you're targeting, because if you don't know who you're targeting, then your message is also going to get lost and people are going to be bored by it. So there are just some tips on how I use the different platforms.

Adam Franklin: That's fantastic. Thanks for sharing that with all of our audience. Now finally, can you just give a quick snapshot of what the KPI Program is all about and your specific part of it.



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Chapter 3. Kylie Bartlett: How to become web famous



“...the Key Person of Influence Program is a five step methodology that we take people through who have a great idea...”

KPI (Key Person of Influence) Program

Kylie Bartlett: Yeah, sure. So the Key Person of Influence Program is a five step methodology that we take people through who have a great idea - they might already be in their own business, they're successful, but they haven't been able to get above the noise and the clatter that's going on in their industry, and they want to build a brand around being the key person of influence in their industry... - so we take people through the five steps, and I'm the mentor when it comes to social media and profiling.

Adam Franklin: Fantastic. On Twitter @TheWebCeleb.



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Kylie Bartlett: [@TheWebCeleb](#). Same on Facebook [@TheWebCeleb](#). Same with [Instagram](#). As I said, repetition creates your reputation. So [@TheWebCeleb](#) will get me found across the web.

Adam Franklin: Awesome. Thank you so much, Kylie.

Kylie Bartlett: Most welcome. Thank you. Bye.



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Chapter 4. Laura Fitton: Little known PR secrets from the Queen of Twitter



Laura Fitton

Laura Fitton is the founder of OneForty and Pistachio Consulting, author of [Twitter for Dummies](#), an Inbound Marketing Evangelist for Hubspot, and has been called the Queen of Twitter. Laura says that she is 'deeply silly and fiercely optimistic.'

Other websites where you can find Laura Fitton

 <http://about.me/pistachio>

 www.facebook.com/PistachioLJ

 [@Pistachio](https://twitter.com/Pistachio)



Little known PR secrets from the Queen of Twitter

Adam Franklin caught up with **Laura Fitton** at the Inbound Conference in Boston, where he got the chance to ask her about some PR secrets that Laura uses to get loads of press and blog mentions and backlinks, and Laura shared her daily Twitter routine which makes it all possible.

Transcript

Laura's daily ritual

Adam Franklin: Hi there. It's **Adam Franklin**, and I am here with **Laura Fitton** who is **@Pistachio** on Twitter. Thanks for joining us today, Laura. I've got a question for you. I'd really like to find out what, I guess, your daily ritual using Twitter is for our followers on our blog and YouTube channel.



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Chapter 4. Laura Fitton: Little known PR secrets from the Queen of Twitter



“ I use a mix of different tools and a mix of different types of interactions on Twitter. ”

Laura Fitton: That would be great, thanks. Appreciate the opportunity. So, I use a mix of different tools and a mix of different types of interactions on Twitter. I have a very simple, single column Twitter client. It is actually called [Twhirl](#). I don't even know if you can download it anymore. It is a really old one. I have that looking at an account that follows about 700 people, but it's the people I really want to keep on top of what they are saying, and I use that as my study break treat. If I have just done a nice productive chunk of 45 minutes of work, I take 5 to 10 minutes and I catch up with the world. I see what's going on in the world, what my friends are up to, maybe what some journalist said that I want to reach out to. Just kind of 'dip my toe in' and keep current.

Most of my actual tweeting, DMs, and @replies and stuff like that I actually am old-school: I use [Twitter.com](#). So I'll often have tons of different tabs open. If I'm going to be reaching out to a journalist later, I make sure to read their Twitter before I do so.



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Chapter 4. Laura Fitton: Little known PR secrets from the Queen of Twitter

Laura Fitton: If I am going to be going a meeting, same kind of thing. If I'm going to a certain city and I want to see if my friends who live in that city - or my business associates who live in that city - are there, I go look at their tweets and see, okay, oh yeah, that person isn't in San Francisco this week. Okay, I won't reach out to him right now.

So I use a lot of different ways at a lot of different times. On my phone, it's more just to be able to keep up with direct messages or @replies and make sure I've responded to them in the correct way... not correct, but, you know, the appropriate way. I am trying to keep up the conversation.

Getting PR via Twitter

Adam Franklin: And what is a really good tip, I guess, for keeping in touch with journalists? Given you've just given a talk on how to do PR.

Laura Fitton: Sure, sure. I think the best thing to do is get a fairly targeted list, either set them as a subset list on your Twitter account or, if you have a small enough group that you're following that you will actually be able to see people, just add them in and follow them. Just read their stuff.



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Chapter 4. Laura Fitton: Little known PR secrets from the Queen of Twitter

Laura Fitton: Go to their page on a regular basis. Keep up on what they're doing. When you do see stuff that is genuinely interesting to you and you want to re-tweet it, re-tweet it in a way that they actually see that you re-tweeted it.

This is simply done by refraining from hitting that re-tweet button. Just copy and paste the tweet, clean it up, type RT. That way you're showing up on their Mentions tab.

Now, Twitter has updated the software, so that if you use the automatic re-tweet button, there is a notice sent out saying that so-and-so re-tweeted you. I don't know that everybody really pays close attention to those notices. So I still think the manual re-tweet is a better way to go.



“ When you do see stuff that is genuinely interesting to you and you want to re-tweet it, re-tweet it in a way that they actually see that you re-tweeted it. ”



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Chapter 4. Laura Fitton: Little known PR secrets from the Queen of Twitter

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Laura Fitton: That way you have got a couple of very low-level, non-threatening interactions with the person by the time you actually do want to reach out to them. **Just make sure you're being relevant.** I have one guy, he's doing it for various kinds of spammy reasons, so I finally blocked him. But he was literally re-tweeting eight tweets a day, every single day, and he was re-tweeting me way more than anybody else. It was totally creeping me out. Why is he doing this?

I finally went to his account and realized he'd post a tweet every 30 seconds. So the only way he can get that many tweets is by re-tweeting lots of other people. So, yeah, don't do that.

But, in normal, non-creepy ways you can get your name in front of the journalists a few times, over time, in a relevant, friendly, positive way. If they ask a question, answer it. There are plenty of opportunities to find a way in, to open that relationship if you just are patient about it and read their stuff for a while.

Adam Franklin: Sort of lead with that generosity and, you were saying in the talk, give first and then build a relationship.



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Chapter 4. Laura Fitton: Little known PR secrets from the Queen of Twitter



Lead with generosity

Laura Fitton: Ideally, you help them the first time you interact in some way, shape, or form. Then maybe say like, “Hey, you don’t follow me, but I had a question for you. Do you mind emailing me or calling me back for a second?” Something like that.

Adam Franklin: Awesome. Well, thank you very much Laura. I really appreciate it.

Laura Fitton: Thanks for the opportunity Adam. I appreciate it.

Adam Franklin: And where can people find out more about you?

Laura Fitton: HubSpot.com/pistachio



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Chapter 4. Laura Fitton: Little known PR secrets from the Queen of Twitter

Adam Franklin: Okay.

Laura Fitton: And the book is “**Twitter for Dummies**”.

Adam Franklin: Awesome. Thank you.

Laura Fitton: But you're not a dummy.



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You don't need to be famous to emulate these social media celebs

Connect With The Experts

You can follow each of the authors, bloggers, interviewees and experts contained in this e-book on Twitter:



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Evangelist



TWITTER TIPS AND TRICKS

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Recommended Reading

If you'd like to explore the ideas in this e-book even further, here are the products that these experts have available.

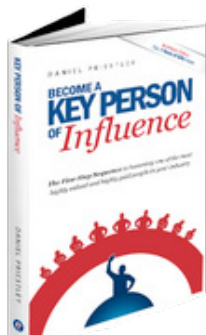
Products



- > **Blogging the Smart Way**
by **Jeff Bullas**



- > **Connection Generation**
by **Iggy Pintado**



- > **Become a Key Person of Influence**
by **Daniel Priestley**



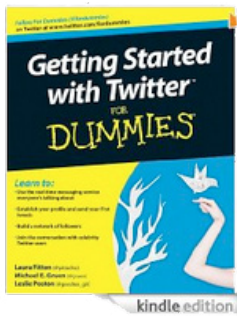
- > **Twitter for Dummies**
by **Laura Fitton**



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Products



> **Getting Started with Twitter for Dummies**
by **Laura Fitton**, Michael Gruen & **Leslie Poston**



> **DIY Web Strategy Toolkit**
by **Adam Franklin** & **Toby Jenkins**



> **Web Strategy Summit 2012**
by **Sharon Barbour**



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More of our free tools



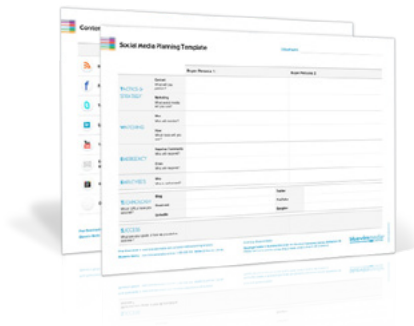
Web Strategy Planning Template



Web Strategy Secrets e-book



Inbound Marketing for Business



Social Media Planning Template



Social Media Guidelines Template



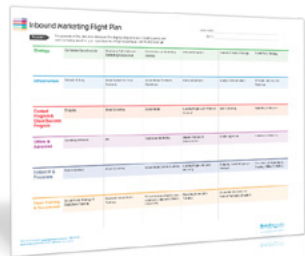
Editorial Calendar Template



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Inbound Marketing Flight Plan



Inbound Marketing Methodology



Social Media Image Sizes



Content Marketing Checklist



How to Blog for Business e-book



Twitter Cheat Sheet



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Connect With Us



Bluewire Media

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Bluewire Media helps implement and embed an **Inbound Marketing System** in your business. Clients are usually successful businesses that want help building their web marketing function in order to attract more leads, more customers and more revenue.

If you would like a hand with building your web marketing function,
please get in touch with Bluewire Media via

1300 258 394 (1300 BLUEWIRE) or

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Thank You!

Enjoy applying the knowledge you have gained from the shared experience of these diverse experts.