SORTING THROUGH THE TWITTER NOISE

Sorting through the initial noise.

Twitter is a platform intended to facilitate conversations between colleagues, friends, brands and fans. However, Twitter's estimated **200 million registered users** are engaging in conversations on thousands of different topics, many of which won't interest you.

So, how do you sort through the noise and find relevant communities to engage in? That's the question we're going to answer in this eBook.

Your Twitter Bio Needs Keywords

The first time you log into your Twitter account you should create a bio that includes keywords related to topics you're interested in.

This is important because search engines (including the internal Twitter search engine) will index your page. Including specific keywords will help others interested in the same topic(s) find you.

It will also help anyone who finds a link to your Twitter page quickly identify if you have like interests. For example, anyone who stumbles upon Jon's Twitter page will instantly know he is interested in social business and customer acquisition, enchantment and retention. If they are also interested in the same topics, they will likely follow Jon. Similarly if their Twitter bio states they are also interested in these topics, Jon will likely follow back.

This is another benefit of including keywords in your Twitter bio. If no one knows what you're interested in, they won't know to follow you too.

The interests you list should naturally coincide with the types of tweets you will write and the articles you will share.

Search for Others to Connect With

Instead of waiting around for Twitter followers to find you, seek out like-minded people yourself!

Think of it this way: when you enter a local networking event, you don't start shouting ""HEY! DOES ANYONE WANT TO BUY MY PRODUCT?!" You look for people you want to engage with and stand adjacent to them. You listen in on their conversation and eventually step in when you can add value.

In both the online and offline world, it's all about finding and engaging people in meaningful conversation in order to create a connection, build credibility and earn trust.

You **can use Twitter directories to find people who have similar interests** or live locally to you. Here are a few great Twitter directories to get started with:

- [WeFollow](#)
- [Twellow](#)
- [Tweetfind](#)

When deciding whom to follow from the lists of people the directories provide, consider the following:

- What is the Twitter following to follower ratio? Do they appear to be engaging others in conversation?

- When was their last tweet? And the tweet before that? If they don't tweet often, you may not want to follow them

- What kind of tweets do they send? Is there stream full of helpful articles, tips and conversations, or does it look spammy or boring?
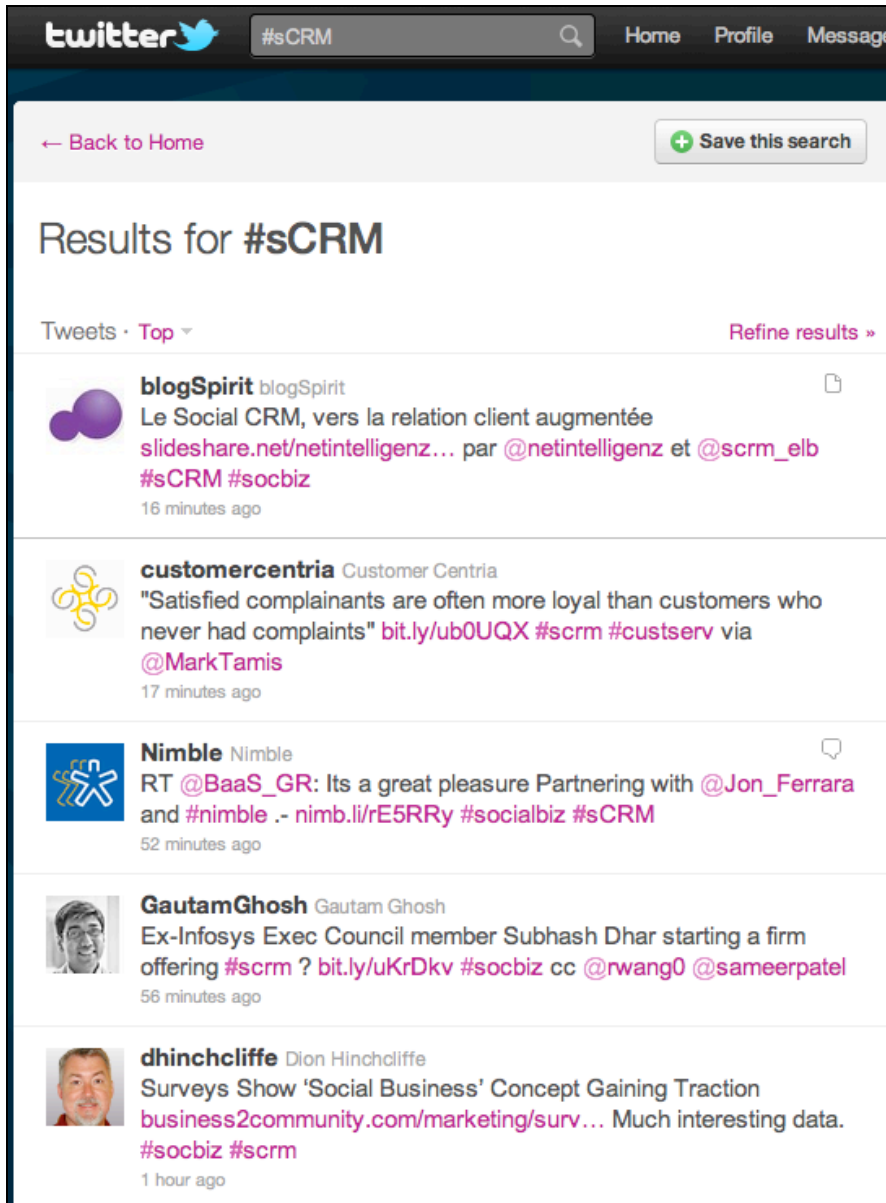
As you start following new and interesting people, be sure to RT (retweet) their links, visit their blogs (look for a link in their bios), or comment on something they have said.

Engaging people in conversation is key to growing your own following and becoming a part of the Twitter community.

Use #hashtags

Another way to find people with relevant interests is to search keywords using a hashtag (#). On Twitter, using a hashtag groups your tweet with other tweets using the same hashtag. You can then conduct a Twitter search to find others who have used the same hashtag as you.

For example, on Twitter 'social CRM' is abbreviated as '#sCRM.' This means when someone wants to share information on social CRMs, or wants to talk about social CRMs, they simply need to include the #sCRM hashtag in their tweets.

Doing so makes ensures other people looking for social CRM information on Twitter can find their tweets.

Conduct a few sample searches using the Twitter search bar to find the hashtags right for your industry.

Getting organized with lists.

As you start following people and they start following you back, create Twitter lists to stay organized.

Undoubtedly you have multiple interests and sub-interests. Creating Twitter lists allows you to find information based on those specific topics quickly and easily. For example, if you are interested in online marketing you might create lists such as:

- SEO
- PPC
- Social media
- Local marketers
- Marketing blogs
- Co-workers
- Prospects
- Leads

You can add the same people to multiple lists, create as many lists as you want, and make lists public or private. For example, if you created a list called "Competitors" you might want to keep that list private. Keeping a list private means only you can see it. Listorious is a great app to help you create and maintain your lists.

When a list is public it means others can see the stream of tweets from that list, and can even follow the list.

The above is an example of a public list that curates tweets from SEOs (search engine optimizers). You can see: who created the list, the latest tweets from people in the list, who is on the list, and even who follows the list since it is public.

When you create a list you have the ability to add and remove people from it at anytime. You can also delete the list altogether – which doesn't unfollow the people in it. It just stops grouping their tweets together in list form.
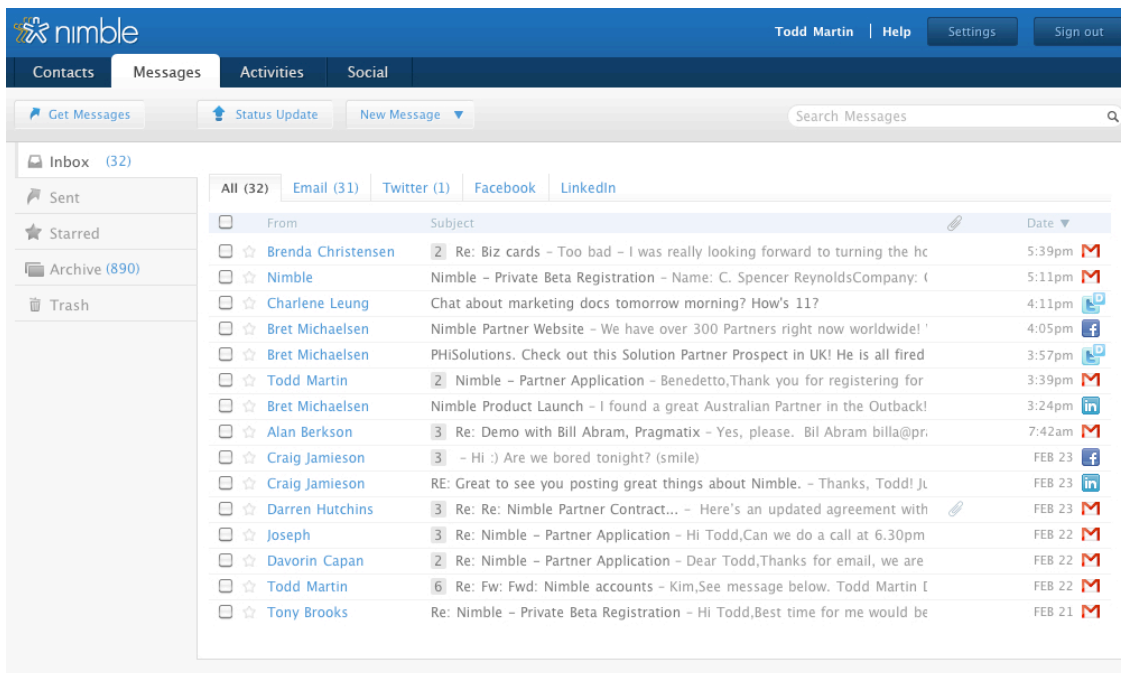
If you don't start creating lists during your early Twitter days, you'll regret it later when you're following hundreds or thousands of people and need to sort by topic. It's easier to add someone to a list as soon as you follow him/her than to go back later and have to add hundreds of people to lists.

Tracking your Twitter conversations.

Since Twitter is a platform intended to facilitate two-way conversation, you'll need to find a way to track who you are talking to, what messages you need to respond to, and what follow up actions you need to take (if any).

This is especially important if you are using Twitter for business.

A social CRM provides one dashboard for you to see all of your email and social conversations along side your calendar events, daily tasks and sales forecasts.

Nimble social CRM: Messages View

Rachel Blankstein, founder of the software review site, Comparz, says this about using a social CRM:

> A good "social" CRM solution will integrate your Twitter, Facebook, and LinkedIn contact information and feeds with your email inbox and with all the contact information, communication history, and workflows within your organization stored in your traditional CRM systems. It will allow you to assign tasks to other members of your team, schedule appointments, share social messages with team members, all through one interface.
>
> Due to the fact that social networking is not going to go away and it is the most efficient way to stay up to date with contacts, it makes sense to start integrating all of your contact information through a "social" lens.

There are a variety of social CRMs available on the market today. Some are built on top of clunky legacy architecture and layered into existing CRM systems aimed at enterprise companies. Then there are other lightweight social CRMs with limited functionality for small business.

At Nimble we think we've really **cracked the code by introducing a lightweight, cloud-hosted social CRM with advanced functionality like deal tracking and integration with third party applications** like MailChimp, Wufoo and HubSpot. These integrations provide a true closed loop marketing system for your company at a small business price.

Social CRMs are changing the social business landscape. For the first couple of years marketers and small business owners had a trying time figuring out how to calculate an ROI from their social networking. Then direct advertisers realized they could use promo codes, landing pages and coupons on Twitter, Facebook and LinkedIn to track ROI. Today social CRMs are helping sales, marketing and customer service teams calculate an ROI on the social relationships they are building.

A promo code will provide short-term insight into social ROI. A social CRM will provide long-term insight into social relationship building through sales forecasting, deal tracking and long term nurturing of social prospects and customers.

Both short-term and long-term strategies are necessary for today's truly social business.

You took your first step towards generating and tracking social ROI when you decided you wanted to sort through the Twitter noise and find targeted communities to engage with. Congratulations, now get to work!

Ready to get nimbler?

If you are interested in trying Nimble for FREE, please visit:

www.nimble.com/twitternoise

We look forward to answering any questions you may have.

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