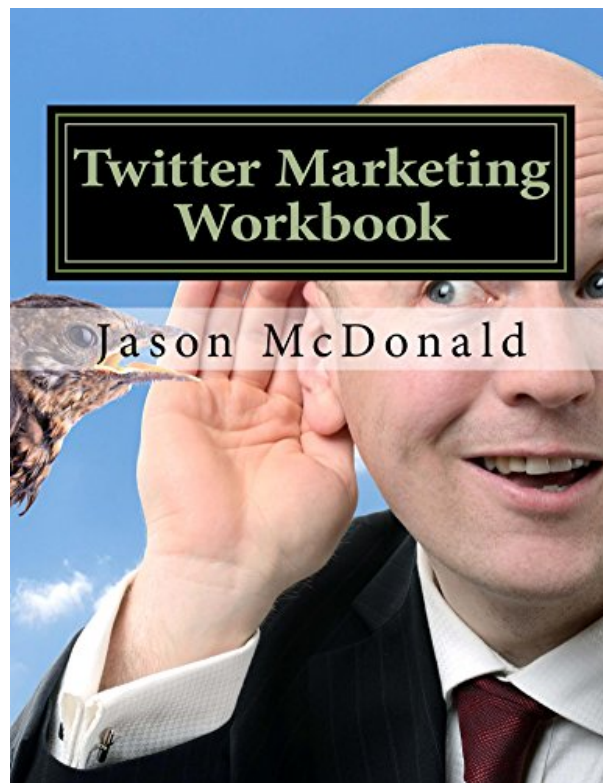


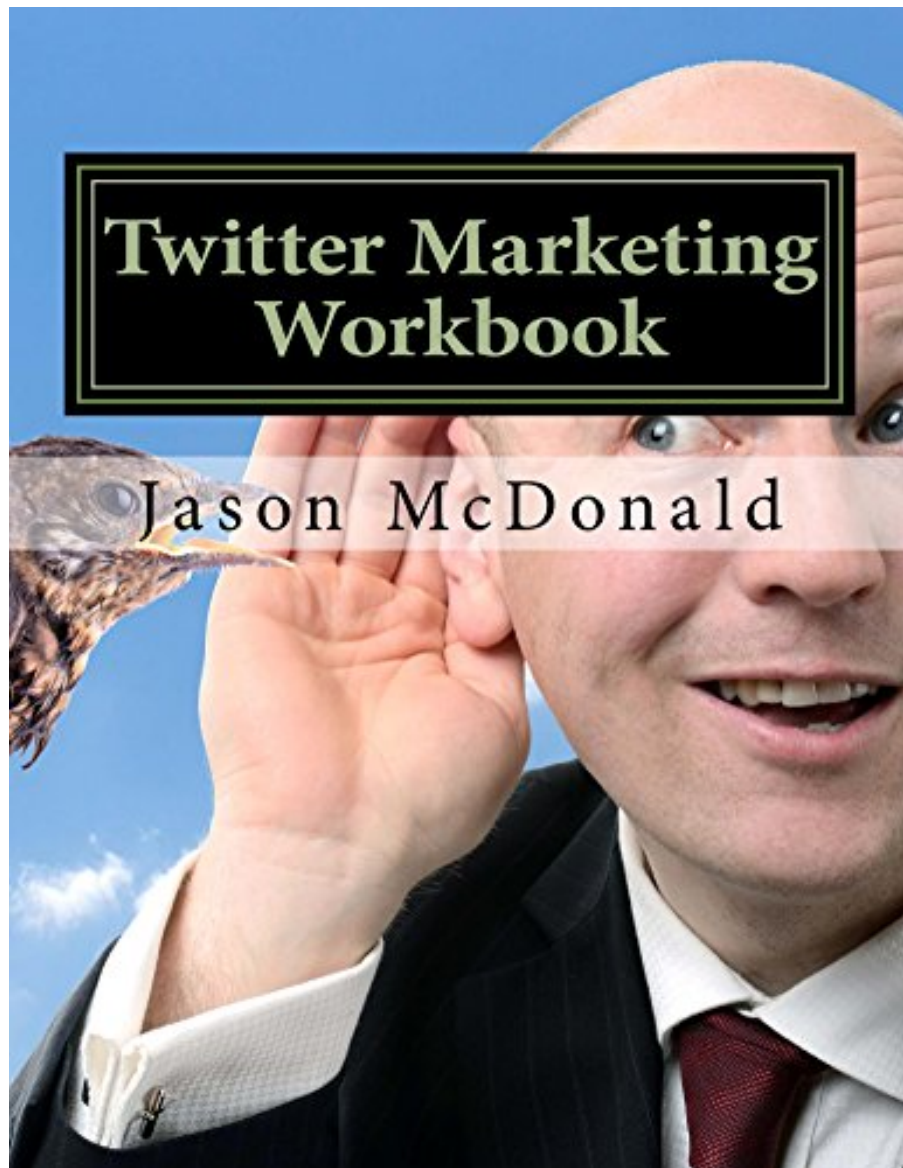
TWITTER MARKETING WORKBOOK: HOW TO MARKET YOUR BUSINESS ON TWITTER

BY JASON MCDONALD



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About the Author

Author Jason McDonald has been active on the Internet since 1994 and has taught SEO, AdWords, and Social Media since 2009 – online, at Stanford University Continuing Studies, at both AcademyX and the Bay Area Video Coalition in San Francisco, at workshops, and in corporate trainings across these United States. His passion is to take complex marketing topics such as social media marketing and make them easy-to-understand for small business owners and marketers. His style is practical, hands-on, and fun. He received his Ph.D. in 1992 from the University of California, Berkeley, and his B.A. from Harvard University in 1985. When he's not surfing the Internet, Jason can be found being trained by his black Lab, Buddy, across the highways and byways of the San Francisco Bay Area. Learn more about Jason at <https://www.jasonmcdonald.org/>.

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Twitter Marketing Workbook 2016

Learn how to market your business on Twitter for free

A best-selling Twitter marketing book from a best-selling author on Internet marketing: Jason McDonald

Twitter is the crazy child of social media: newsy, chatty, and hard-to-understand for most marketers. Amidst the clutter, you can find AMAZING marketing opportunities on Twitter - from tweeting out special deals to nurturing your most loyal customers to pestering journalists about your latest product. If you know how... Small businesses and large businesses alike can leverage Twitter for amazing free marketing opportunities. Even better you can research Twitter, discover it is NOT for your business, and sleep easy at night free from TWITTER GUILT, that nagging feeling that if you're not "on" Twitter, you're missing out.

You can market on Twitter effectively - IF you know how

With up-to-date information on how to market via Twitter, the Twitter Marketing Workbook includes

- **SOCIAL MEDIA MARKETING** - an easy explanation of what social media marketing really is, and how to "think" about social media marketing.
- **Twitter MARKETING STEP-BY-STEP** - an explanation of how Twitter works as a marketing tool, how to research your competition on Twitter, how to set up and optimize your business Twitter page, and more. All in one easy-to-read Twitter marketing book.
- **TWEETING STRATEGY** - creating great content is the first step, and knowing how to tweet it is the second. The Twitter MARKETING WORKBOOK explains how to find other people's content to share and how to create your own content.
- **FREE TWITTER TOOLS** - as part of Jason's SOCIAL MEDIA TOOLBOOK, you get complete access to not only FREE Twitter tools but hundreds of FREE social media tools as well - a \$29.99 value!

Twitter Marketing Worksheets

This isn't a fancy book. This isn't a pie-in-the-sky Twitter marketing book. This is a practical hands-on book, with links not only to free tools but to step-by-step worksheets. By the end of the book, you'll have a Twitter marketing plan ready for your business.

Got questions? Just Google Jason McDonald and send him an email - he's happy to help.

About the Author

Author Jason McDonald has been active on the Internet since 1994 and has taught SEO, AdWords, and Social Media since 2009 – online, at Stanford University Continuing Studies, at both AcademyX and the Bay Area Video Coalition in San Francisco, at workshops, and in corporate trainings across these United States. His passion is to take complex marketing topics such as social media marketing and make them easy-to-understand for small business owners and marketers. His style is practical, hands-on, and fun. He received his Ph.D. in 1992 from the University of California, Berkeley, and his B.A. from Harvard University in 1985. When he's not surfing the Internet, Jason can be found being trained by his black Lab, Buddy, across the highways and byways of the San Francisco Bay Area.

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Most helpful customer reviews

2 of 2 people found the following review helpful.

A Practical Guide to Twitter

By Jack Smith

I received a review copy from Jason for the Twitter Marketing book. I am a big fan of his - lots of stuff that's free and easy-to-understand for a small business owner like me. This book is short and to the point. It has pointers to free resources for Twitter marketing, plus this is one of the few Twitter marketing books that also

has worksheets and "hands on" activities. Well done.

1 of 1 people found the following review helpful.

Well written guide to Twitter Marketing

By TFLReader

I have had a love hate relationship with Twitter over the last five years. I have tried to use it for business purposes off and on, finding in the end that it was very time consuming and produced little results for the effort that I was putting in. As small business clients demand that we use Twitter, I persist but would like to be more effective and efficient. Jason McDonald's "Twitter Marketing Workbook" has some clear and concise directions, and tools, to help any business do exactly that. McDonald's guide showed me that my Tweeting strategy wasn't very effective and I now have some great tools to both find content and create my own. This is a wonderful guide to marketing on Twitter. I received a review copy in exchange for an honest review.

1 of 1 people found the following review helpful.

Good One!

By Jessica

Now a days many people are using social sites like twitter, Facebook for business purpose. I have read another book from this Author regarding on Facebook marketing. I also bought this.

This book is packed with bunch of unknown and important tips on Twitter marketing. Author described very easily how to make business properly and successfully by using of Twitter site. As a worker of online marketing i'd say this book will help me in a great way. I was bit confused about that but now i have got a clear notion about Twitter marketing.

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