



7 Secrets to
Twitter Success
for Small Business Owners

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You have a fantastic business idea. You are ready to launch but you're worried. (First of all this anxiety is perfectly normal)!! There are others in the space, bigger companies with bigger budgets. They are already out there. But are they on Social Media? Are they using it correctly?



I find that sometimes it's the biggest companies who 'don't get it'.

You as a small business owner actually have an advantage over the bigger companies because People buy from People. Customers are people. Human beings. They might have had an argument going out the door with their partner, the dog or their teenager. So how you make that customer feel is how they are going to decide where their money goes. They come into your restaurant, shop or they go online and are browsing the internet on their phone on the bus into work. If you smile you might make their morning... if you are grumpy... different story. Are you 'smiling' on Twitter? Twitter is the first point of contact for many customers.

Think about what messages you are putting out there.

1. Are you just broadcasting on Social media?

Or are you saying things that might make a potential customer **laugh, identify with what you are saying, or are you inspiring them?**

Are you using images when you put out a tweet? (Images are 200 times more likely to be Retweeted than a tweet with no image).

2. Are you asking your customers what they want?

You can do Twitter polls or ask them for their comments on a particular topic ...keep away from controversy though! It could be a question like, what is their favourite extra when they go on holiday. What is the reason for returning to a particular destination every year, for example. This is a great way to do research for a future blog post. When you have answers you can write about the answers, publish survey results or **create the experience** the majority of them are looking for. Twitter is a much more casual social network than LinkedIn for example. You can create a Twitter handle (name) that says exactly what you do. For example I am Tweetinggoddess... it does exactly what it says it does...

3. Be creative.

If you are a person who does printing you could call your twitter handle JohnPrintgenius, or Thewebguy if you do websites! Once your real name is there also (like I am Samantha Kelly) it's fun to create a twitter handle people will remember.

4. Stand out from the rest.

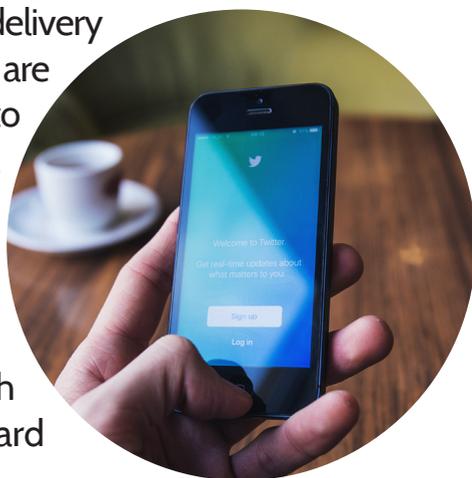
Be friendly, assist others by sharing their tweets, do a tip of the day (Try Twitter video for this) People are watching all the time.... they will expect this from you and see you as someone interesting to follow and engage with.... which also means they will recommend you when someone asks Twitter for help. I see it all the time. 'Can anyone recommend a nice restaurant in Dublin' 'I need a plumber in Wicklow, can anyone help' etc. If you are active on twitter and your twitter handle is easy to remember people will tag you and boom! You have a sale!

5. Be online between 9 and 11pm.

Most bigger companies aren't online at this time. This is where the real #twittermagic happens.

6. Tell your story.

Show us behind the scenes. We want to see you in the morning sitting outside listening to the birds before you start work. We want to see the delivery going out to the USA that you are really excited about. We want to watch you grow and succeed. Your biggest allies are most likely other small business owners and entrepreneurs. Why? Because they understand. They identify with your challenges and how hard you work!



7. **Create a community** around you.

You can create a nice little group of like-minded people around you through building relationships on twitter.

It's important to build relationships online but then take them offline. Remember that people buy from people they know like and trust. Be the best you can be, and the sales will follow!





Samantha is a social media strategist, speaker and trainer. She is the owner of the Tweeting Goddess Social Media Agency, taking the name from her Twitter handle [@tweetinggoddess!](https://twitter.com/tweetinggoddess) Samantha founded the highly successful networking event [#Irishbizparty](https://twitter.com/hashtag/Irishbizparty) which trends weekly on Twitter and is the author of 'Tweet your way to Success'.

Most recently Samantha hosted the first ever social media conference in Ireland; Social Media Summit 2016. This two day event, held at the Aviva Stadium in Dublin, attracted world renowned social media strategists and speakers such as Ted Rubin, Brian Fanzo and Melonie Dodaro. Full details can be found here www.socialmediasummit.ie

Samantha is passionate about teaching businesses how to leverage social media effectively and add real value to their business. She runs regular training courses and is a dynamic and engaging speaker and trainer.

Samantha is the proud Mum of two beautiful girls and lives in Rosslare Harbour, County Wexford, Ireland.

Top 100 Digital influencers according to Goss.ie

Runs the highly successful Women's Inspire Network and [#Womensinspire](https://twitter.com/hashtag/Womensinspire) hashtag on Twitter every Tuesday night 10-11pm

www.tweetinggoddess.com