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Twitter is a great social networking tool for instant communication, but it was not set up specifically as a marketing resource, so there are a few things missing in the service when viewed from a marketing perspective. First up, most busy Twitter users follow thousands or tens of thousands of people, so tweets are coming in mass all day long. These scroll by, so most users only see those tweets that go by while they are actively using Twitter, other than those directly to them or private Direct Messages and with all the auto-Direct Messages being slung around, many do not even check their DMs very often.

Through mistakes or due to electronic hick ups, people often end up no longer following some of those daily messages or tweets they really do wish to see. So even if they like what you send on your social network, they may suddenly no longer be receiving your messages.

If they are not using a Twitter Friend Adder system they are probably not getting great results and their time on Twitter will dwindle, if not end completely. Twitter is littered with accounts that have been abandoned, and if any of those people had been following you then you just lost your direct connection to them.

Marketing on Twitter is true headline marketing. You either capture their attention and motivate them to click your link in less than 140 characters, or your tweet misses the mark. Even the worlds best sales copy cant always manage that with just a headline - even David Ogilvy relied on a headline coupled with a great photo to hook people into his advertising.

Even if you become the most successful advanced twitter marketer and people click your every link, you have not had a chance to sale them before they see the products or services you're promoting. Think of it this way, they have gone straight from the social environment of Twitter to an Internet marketing sales page, and that can be a jarring transition since the head space of the two is so different.

The advantage of a squeeze page and email list is the headline on your newsletter just needs to get the e-mail opened. An e-mail that sits in their in-box until they are ready to review it. Did you know a persons in-box is the most visited place on the internet? You have got that entire e-mail to sell them on the service or product you are promoting, and can even give them a few alternative items to check out. And as long as they are on your list, it does not matter whether or when they go to there own social network page. And a NewF5 media rich newsletter issue followed with 3 or 4 reminder messages through your social network can be a powerful combination for those who ARE still using that social network actively.

So we know why you want your Myspace, Twitter, Facebook and Youtube friends on your email lists - so now lets look at the best way to get them on that email list. Start with the fact that we are dealing with social networking platforms, and all that is involved is about the mind set of users when they interact with it. For example, even if you are following the Advanced Twitter Friend Adder 3.0 System to keep your following tightly targeted in your niche, its still not a true sales environment, but at least you know what your followers area of interest is and what they expect from you.

There are certain truths common to almost everyone everywhere. There are certain things that break through whatever they are thinking about and say Hey - Look At Me! Especially that word "FREE"! Even if its not something they would use, people still tend to check out anything that pops onto their radar as a free. See where Im going with this? Say you were going to sell me a Toshiba XS 300 camera - am I more likely to respond to a tweet like: Buy your Toshiba XS 300 here - sales link Great prices! or one that says: Free report shows 12 reasons you should choose the Toshiba XS 300 over others - sales link/free-report/ The first one I might check out if I was already planning on getting a Toshiba right now - but the second one would get me to download the report even if it was just a someday thought to get the camera. Wow! I hit your capture page, join your list and get my report - thank you very much! You gave me helpful information for free on a topic I am very interested in. Of course I will read the first few e-mails or newsletters you send me, and if they are well done, keep on reading them. I have identified myself as a prospect, now its up to you to warm me up and sell me the camera. Which you now can do on auto pilot, since I am on your list.

If you have used an automate social media friend adder tool to build a targeted following of thousands, you should see sign ups starting to trickle in from the first or second time you tweet your free offers. Alternate the two,

sending each a few times a day and watch your followers pick up your reports and add themselves to your lists! Do not focus too much on this, it should not be your only form of list-building, nor should these be your only tweet messages - remember to re-tweet great posts from those you follow, as well as getting your own tweets in too. Remember too that you can have more than one free offer for each product, and more than one twitter account, the possibilities are limitless.

The new advanced [Twitter Friend Adder 3.0](#) by Tweet Later, completely automates gathering followers on Twitter. Combined with a complete capture page platform like [Online Marketing 3.0's capture pages](#) and you have an automated lead generator. You can now take your free time and duplicate this platform for all social networks. It is amazing what this can do for your business.

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