

How To Dominate Twitter And Facebook And Get Millions Of Business Followers

- **TSX -80.98 to 12,979.81 (CP)** back under 13,000 as a sharp drop in oil prices and growing concern about the outlook for the global economy hurt financial and energy shares. But markets closed well off early lows of a 222 point tumble amid a report that Greece has reached a new austerity plan with European officials. TSX also got support from Research In Motion Ltd. after analyst Kevin Smithen at Macquarie Capital gave the BlackBerry maker an outperform rating. RIM shares were rose 5.54 per cent to \$29.14
- **DOW -59.67 to 12,050** after an earlier retreat of 235 points, New York markets were mainly lower as data came out showing more Americans filing for jobless insurance last week. The U.S. Labour Department said applications rose by 9,000 to a seasonally adjusted 429,000 last week. It was the second increase in three weeks and the biggest jump in a month.
- **Dollar -.51c to 102.25c USD** as nervous investors sought the safe haven of the American currency after the U.S. Federal Reserve downgraded economic growth and oil prices tumbled and by plunging oil prices that were already weak
- **Oil -\$4.39 to \$91.02USD per barrel** after the International Energy Agency announced the release of 60 million barrels of oil from global strategic reserves in 28 countries because of the ongoing disruption of oil supplies from Libya. The IEA estimates that Libyan unrest removed 132 million barrels of light, sweet crude oil from the market by the end of May.
- **Gold -\$32.60 to \$1520.80 per ounce** its biggest one-day drop in more than a month, after disappointing U.S. job data hit investor risk appetite and boosted the U.S. dollar's safe-haven appeal.
- **Canadian 5 yr bond yields markets -.09bps to 2.10. 1.49.** <http://www.tmxmoney.com/HttpController?GetPage=BondsAndRates&Language=en>

The *rate of return on your bond*, can be read through a yield curve, If the **increase in bond yield** continues to go up, the spread will continue to shrink and this could be **a trigger for interest rates to rise. 1.40 and 1.60**

Revealed: The Actual Worth Of A Facebook Fan

Alyson Shontell,

Social media marketers often complain that their efforts aren't measurable.

Hitwise used internal data to determine the ROI of Facebook advertising. It found that **each Facebook fan generates about 20 visits per year to a retailer's site.**

"The figure of 1 fan = 20 extra visits to a website uses a unique methodology that combines Hitwise data with data from social media experts Techlightenment," it writes.

"We took the top 100 retailers ranked in the Hitwise Shopping and Classifieds category and benchmarked visits to those websites against the number of fans those brands had on their

Facebook page. We then also looked at the propensity for people to search for those retail brands after a visit to Facebook using our Search Sequence tool.”

From that stat alone, fans are clearly worth the social media effort.

<http://ca.finance.yahoo.com/news/Revealed-The-Actual-Worth-Of-siliconalley-1117658836.html?x=0>

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Use targeted advertising on Facebook

Sure it's pretty basic, but that's for a reason. It's the most effective tactic for growing your Facebook followers. These adds are relatively inexpensive, highly targeted, and can be customized to appeal to different prospective demographics

Pay for fans

Believe it or not, there are actual services out there that guarantee you a certain number of fans--if you're willing to pay for them. FansAndInvites.com and SocioNiks are two such companies that offer these services. You can even target fans or followers by location.

Though the companies absolutely insist that the followers they bring are real, genuine people, beware: their interest in your company or intent to support your small business probably isn't. Still, one Facebook "like" begets more, and this is one way to get the snowball rolling in hopes of an eventual avalanche.

Incentivize clicking "like" or following on Twitter

If you're not willing to pay for followers directly, try offering free stuff, discounts, or other attractive items. But make them available only for people who "like" you on Facebook or follow your Twitter feed.

Piggyback off hot-button issues

How did one little-known author get more Facebook fans than George Clooney? Completely by accident. But it serves as a good lesson for those looking to up their fans.

Gregory Levey's memoir recounting his experiences as Israeli Prime Minister Ariel Sharon's speechwriter was titled "Shut Up, I'm Talking." [Facebook users became fans of the book's page for the title's implications rather than the content of the book.](#)

Sure, many of those fans aren't likely to buy the book, but once again, it's crucial to get the ball rolling. And going from 700 fans to 700,000 in a matter of months does exactly that. Consider using catchy headlines, or reference hot-button issues to garner attention for your Facebook page. The more popular it becomes the more likely you are to turn heads among people that actually might contribute to sales.

Notice trending hashtags

Maybe the popular [#RIP2TheCompetition](#) hashtag isn't the best way to introduce the world to your business, but engaging in trending topics is an excellent way to get the word out.

For example, if you're in the travel industry, be sure to chime in on the "Travel Tuesdays" hashtag and offer a discount to followers. Or, your company sells treats or luxury items, engage in the "TGIF" hashtag and tell all who are willing to "Like" your Facebook or follow your twitter that they're eligible for weekend savings

Target popular tweeters

Say you're opening a sandwich shop in your neighborhood. Seek out a popular local food blogger that tweets, and tell him about your business. Fatten him up with a free sandwich, and, if he likes it, he might fatten your social media following.

How? Be sure to tell him that any of his followers that follow your business on Twitter are welcome to a half-off sandwich. Remember, anyone interested in the blogger's content is perfectly suited for your business. Or, for a quick gauge of your ROI, consider offering a discount to customers that mention the blogger's name.

For a mere \$8 sandwich, you could potentially gain dozens of interested followers

Create good content

If people who discover your page find it boring or useless, all that hard work you put into getting them there in the first place will go to waste. Create beautiful, compelling content that invites visitors to click around, read, and truly "like" or want to follow your page.

Update frequently

Several digital media PR experts told us the number one mistake businesses make with their Facebook and Twitter pages is they don't update enough. Social media is not rotisserie chicken---you can't "set it, and forget it."

Take advantage of Facebook's news feed, and applications like TweetDeck, by constantly updating your social media pages. It will keep you fresh in your follower's minds and, with a little luck, can appear on news feeds--or be retweeted--to prospective customers.

Engage customers conversations

The beauty of social media is that customers truly believe they can have direct content with your company. Uphold this belief and create trust by responding to your customers who comment on your page or tweet to your account.

But don't dare do so in PR-speak or *corporatese*. You'll shatter their trust. Answer in an authentic voice that's consistent with your values to keep existing followers happy and give reasons for new ones to hop on the bandwagon.

Respond to complaints

Remember Domino's recent campaign that urged customers to post photos of pizza delivered to their homes? Well, here's a shocker: some of those pictures showed some pretty sloppy, nasty pies. Worse, some pizzas depicted orders gone wrong.

Yet Dominos used social media savvy to turn a disaster into more Twitter followers. One store manager-turned-social media expert, Ramon DeLeon, took matters into his own hand. He tweeted a link to a video to one unhappy customer, and [has since garnered nearly 7,000 followers](#).

<http://www.businessinsider.com/how-to-be-popular-10-tips-for-growing-your-fans-and-followers-on-facebook-and-twitter-2010-10#use-targeted-advertising-on-facebook-1#ixzz1QAPVfFTG>