

Twitter Content Creation Checklist

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Twitter Content Creation Checklist.

Even though a tweet on Twitter can't be any longer than 280 characters, writing those tweets can be almost impossible – especially if you're looking to use Twitter to build your business online!

So much has to go into each tweet that you send out to make it effective that you really have to think through these kinds of posts, checking – and often double or triple checking – to make sure that it is “just so” and will produce the kind of results that you are hoping for.

No, mastering Twitter as far as it being a marketing tool isn't some kind of dark art.

But there definitely are specific things you can and cannot do on Twitter if you want to use it as a powerful solution for building your business rather than an instant notification system that lets everyone know what you had for dinner yesterday.

To better help you with each and every single tweet you send out from now on, we have put together this quick guide to really help you make the most of everything Twitter has to offer.

Run through this checklist before you send out ANY tweet and you will be able to catapult your success right through the roof.

Let's dive right in!

Why am I sending out this tweet?

You would be absolutely shocked at the amount of people that tweet mindlessly when running a business, probably the biggest mistake you can make when it comes to Twitter today.

Everyone already has overloaded news feeds, Twitter feeds, and a social media life that is almost impossible to keep up with as it is.

When businesses start adding on extra layer of “noise” with no real value or no real content, instead just trying to keep their name in front of everyone, they start to shoot themselves in their own feet – and that's when Twitter turns from a powerful tool to build your business into may be the guillotine that cuts your business had off.

There's nothing wrong with posting every 15 minutes on Twitter IF you have something valuable, interesting, and engaging to say.

Now, the odds are pretty good that this super-fast posting schedule just isn't sustainable for you – or any other business, for that matter – but it's just as important that you make sure you know exactly why you are posting to Twitter before you hit the “send” button.

Always – ALWAYS – ask yourself why before you hit that button. It'll save you a world of hassle and headache, not to mention prevent you from creating bad juju with your followers.

Is this tweet targeted to my ideal prospect?

Now that you have determined that your tweet definitely does have a specific goal in mind it's time to figure out whether or not that tweet is targeted to your ideal prospect or a “shotgun-style” approach kind of sent out into the universe without any real expectations.

Obviously, you are going to get much better business results when you laser target each and every single tweet you send out to your ideal market.

Once you understand exactly who your best customers are and build a psychological profile of those individuals, you're able to almost effortlessly create Twitter content – and marketing content in general – that really resonates with them and pulls you into a deeper relationship with one another.

You need to be sure that your tweets are adding extra value to their lives in one way or another but you also need to make sure that your tweets are also interesting, engaging, and entertaining.

Your tweets don't necessarily have to be both of those things at the exact same time, but EVERY tweet that you send out must be one or the other or people are going to start filtering you out, on following you, or (even worse) bad mouthing you and your business on Twitter.

Laser target each individual tweet as though it was a text message to one individual customer and you'll find your Twitter success goes right through the roof.

Is my message crystal-clear and how is my tone?

It is really, really easy to get your message wrong – or to have the tone of your content misinterpreted – when you are talking about the written word, and this is something that you really have to strive to get a lot better at.

A lot of people that jump on Twitter aren't shy about firing off 140 characters at lightning like speed, never really double checking that the message they are trying to convey is crystal-clear and can only be interpreted in the way that they want it to be interpreted and that the tone is just right as well.

Big problems – BIG problems – pop up on Twitter when you have a mismatch between your message, your tone, and your overall business branding.

The name of the game with social media marketing across all social media platforms is consistency, and if you have a disconnect anywhere your followers are going to instantly recognize it, and that's when they are going to bail or start ignoring you faster than you ever would have expected was possible.

Always go back and double check that you are just as crystal-clear with your message as can be and that your tone/voice matches your branding.

Really trying to hammer this out of the park and you'll deal with a lot fewer self-inflicted marketing messages to deal with.

Will this tweet fit in 280 characters or do I need a picture?

Even though there is no "perfect" tweet length, studies have shown that tweets that are below 100 characters increase engagement by 17% over those that are longer than 100 characters – but that doesn't mean that you should truncate your Twitter messages just to try and get under this artificial barrier.

In fact, you'll probably want to try and hit the sweet spot between 120 and 130 characters (especially if you are going to be including links in your Twitter messages).

This gives you plenty of room to expand your message and get your point across without filling up the entire Twitter block and turning people off of whatever it is you may have to say when they are simply scanning their Twitter feed.

At the same time, there are definitely going to be instances when 280 characters aren't enough to get your point across.

Rather than split your tweet into two different messages – which will always, without fail get jumbled up in someone's Twitter feed – you'll instead want to consider using a Twitter picture of the content that you would like to share.

It's an easier way to circumvent the 280 character limit that smart and savvy Twitter users have been leveraging almost since day one, but you do give up a little bit of flexibility and readability – especially in a Twitter feed.

It's always a good idea to try and keep your tweets to 280 characters or less or use a different marketing channel, but if you are really pressed into using Twitter to get your point across do everything in your power NOT to have your tweet split into two different chunks.

The deliverability of that message goes to write down the toilet, and your results will suffer significantly.

Are there any URLs? Are they correct?

Savvy marketers are really starting to use Twitter as a powerful entry point into the rest of their marketing funnel, and this is definitely the kind of approach that you are going to want to start to take right now if you haven't already begun to take it.

Twitter on its own is a powerful tool for communication, but it isn't without its limitations.

To use it as the “heavy lifting” portion of your marketing machine is a major mistake – but instead using it as an entry point to push people deeper and deeper into your marketing funnel is a core element of an effective online marketing strategy today.

This will always require you to use URLs, and because of the strict 140 character limit, you'll want to make sure that you are using URLs that are shortened as much as possible. Regardless of the URL shortening service that you decide to use it is essential that you not only double check – and even triple check – that the URL is accurate and that it directs people to the right page, but you'll also want to look into tracking and analytics tools combined with that particular URL shortening her as well.

After all, the real “secret sauce” in online marketing today that helps to separated so much from traditional marketing methods is that everything can be effectively measured and powerful data collected to help you further improve your marketing approaches.

You definitely don't want to sacrifice this kind of tracking, so use URL shortening services that provide you with detailed analytics that you can use to boost the success of your Twitter marketing from here on out.

How about my hashtags? Are they the right ones?

Twitter marketing studies suggest that tweets that include hashtags increase engagement by 200% and that tweets that have two hashtags – and no more than two hashtags – increase engagement twice as much as that!

If you are looking to create social buzz on Twitter, you absolutely **MUST** use hashtags, but you have to use them effectively and efficiently. You're going to want to use hashtags that are easy to read, hashtags that are easy to share, and hashtags that are congruent with the message that you are spreading.

This can be a bit of a challenge (especially since these hashtags are going to cut into your 140 character limit), but when used correctly there may not be a better driver for social sharing and viral marketing on Twitter than dual hashtags attached to interesting and engaging content.

Before you look to create your own hashtag, however, it's a good idea to look into hashtags that are already garnering quite a bit of steam. One digital marketing firm created the hashtag “#MotivationalMonday” only to find out that the hashtag “#MondayMotivation” had more than 10,000 extra interactions on Twitter – and they could have ridden that success right to the bank rather than trying to push a hashtag without as much engagement.

These are the kinds of things you have to think about before you dive right in.

Do I have to tag anyone and are they tagged correctly?

There may not be a faster way to catapult to the highest heights of Twitter marketing than by tagging “influencers” in the Twitter world, piggybacking off of the followers that they have already created and the community that they have built to supercharge your own success.

It is absolutely impossible to succeed online today – especially with how important social media marketing is – without understanding exactly who the biggest influencers in your market are, who your biggest competitors are, and what they are doing online right now to build a following and capture attention.

You should have a master list of anywhere between 15 and 50 major influencers in your industry that you want to “piggyback” off of by including them in your Twitter mentions and the Twitter tags.

Obviously, you also need to make sure that these tags are accurate and that they are connecting with influencers, but that should be rather simple and straightforward – all you have to do is grab the handle of these influencers and include it in your tweets.

Will this grab my market by the throat and capture attention immediately?

There is so much content out there today that you have to do everything in your power to grab and capture attention, usually going over the top so that you are able to stand out from the rest of the pack immediately while at the same time really resonating with your market.

This is going to be anything but easy, as you don't want to come off as a loudmouth attention seeker but do want to come off as it influencers yourself with something engaging to share – the kind of people that your market is most interested in the following.

There's a really, really tightrope that you have to walk here but it's always a good idea to err on the side of being too attention seeking than to be to "under the radar" and never capturing any attention at all.

Have you double checked for typos?

50% of all tweets from small businesses go out with some kind of typo included, and this typo – no matter how small – can have an absolute disastrous impact on your credibility or your ability to push people deeper and deeper into your marketing funnel (especially if this typo is in any of the shortened links you have included).

It's always a good idea to write out your tweets, let them "cool" for five or 10 minutes, and then returned to them later with a clear eye and a focus on cleaning up any typos that may exist.

Sometimes it is worth letting a "fresh tweet" fly when news is breaking, and you want to capture attention immediately – but most of the time it's a better idea to let your tweet really marinate and make sure that it goes out the door picture-perfect.

... Seriously, Are there any typos? Better check again!

We mean it – go back through your tweets a second or third time and make sure that there aren't ANY typos.

When is this tweet scheduled to go out?

There are perfect times to send your tweet out, and for most people, this means sending out a blast on the weekday (preferably Tuesday through Thursday) as opposed to on the weekend.

Engagement is up 7% between Tuesday and Thursday, though you can sometimes get away with a Sunday tweet. Saturday is generally considered to be a “no go”, and you also want to think about posting your tweets in a sweet spot of the day that hits all time zones in the middle of the afternoon to early evening.

Focus on these core strategies, and you won't have much to worry about when it comes to mastering all that Twitter marketing has to offer!

Conclusion.

I hope you found this short report useful, and it has opened up some possibilities for you on how to make more of your Twitter marketing.

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