Twitter Social Posting Process

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This guide is going to help you

- Generate over 28 tweets and posts per blog
- Create a bulk upload document that means you only have to upload content once a week (or even a month)
- Easily find and write 7 10 individual and unique tweets per blog post
- Generate traffic on automation with relatively little effort
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Key takeaways

- We try not to create too much content from scratch.
- If we've got a post, we've got the tweets already written
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How to generate 28 tweets from one post.

• We can copy and paste copy from the blog post itself to write and build our tweets. It's unlikely that we ever need to write our own content just for the sake of posting.

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• We can post the same content multiple times a day on Twitter because it's got a shorter attention span.

Where do we get the tweet content from?

- Every post we create needs to use the lightning post structure .
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• At a high level, the lightning post structure gives us a title, 3 key takeaways, 3 summary points a quote and 3 lessons titles.

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We'll use "Email Marketing Blog Post" as an example.

Post title

• The blog post will have its own title. If it's good enough for a title, to get people in to read, it's good enough to be a tweet to drive traffic to a post.

How to absolutely nail email marketing for your subsciences - even if you've never done it



3 key takeaways

• At the start of the post we give 3 bullet points. Each one can be a tweet for the post by itself.

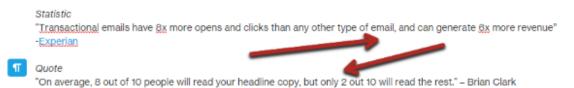
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Key takeaways

- Email marketing is KEY to automated sales
- It's 100x easier than you think
- Don't get confused by all the tools

• A quote and statistic

• We also get a quote from the source blog post, which can also be a tweet. As well as using a statistic.



Takeaway copy

Take some copy from the takeaway section of your blog post at the end.

Without a doubt our favourite email is a sales email. There's something really exciting about writing and crafting an email that could generate sales on automation. We have had customers ask us "but what if we don't have a list?" and that s line. We totally get that, but we veround that usually they DO have a list, just not all in one place AND it's never too late to start.

- Summary copy
- Finally, use some copy from your summary for another tweet.

If email marketing is a serious growth option for you (and I'm betting it is) hen you need to check out our email marketing master plan. It's got everything you need to automate and market with emails to your customers. Sign up below.

• Other copy

• Think of using copy like you would "sound bites". On TV the media takes short quotes from interviews and uses them in their promotions. Use your copy in the same way.

How to schedule your posts

- We use Postcron to schedule our Tweets
- They have a posting schedule template or you can use ours here.

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Use the column titles above to select 5 - 8 Tweets from your blog copy and paste them into the spreadsheet.

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How to absolutely nail email marketing for your business - even if you've never done it		
"Transactional emails have 8x more opens and clicks than any other type of email, and can generate 6x more revenue"		
"On average, 8 out of 10 people will read your headline copy, but only 2 out 10 will read the rest." - Brian Clark		
Email marketing is KEY to automated sales		
Email marketing is 100x easier than you think		
Don't get confused by all the email marketing tools		
Writing and crafting an email that could generate sales on automation		
If email marketing is a serious growth option for you (and I'm betting it is)		

• Sometimes we add a few #hashtags or @tag a few users, but remember to keep the characters under 140 (including the link)

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• This is where we cheat. Postcron allows us to upload multiple posts of the same copy. So we just highlight and copy the first bulk of tweets and paste it 3 - 4 times. All of a sudden we have 30 odd Tweets to post out. Now we just enter the link/url and upload to our social posting platform (we use Postcron).

Next Steps

Put all of the above into motion. It really will help your business grow.

Need more information?

Get our "Find more customers and Make more Sales" Course for a free here. It is a short course that fills in more details on how you put your Traffic plan together. Step by step and simple to understand. You will not find a more useful course for the money.

Would you like help doing this?

We can help you set up and manage your traffic plan for a lot less than an employee you have to pay every week. <u>Get in touch with us here.</u>

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