

How to Attract New Clients With Social Media Marketing

A Twitter Marketing System by Charles Brown

Problem: Potential clients do not want to be sold to, they all go thru an “information gathering” stage. 87% now go online to seek info before they buy. **Strategy:** Attract, Wow and Capture new clients by providing free information that solves problems and helps them achieve their goals. Offer articles, videos, white papers, ebooks, tip sheets, booklets, **and become a resource.**

Attract Them

- Twitter: Approx 50% of people you follow, will follow you back.
- Follow strategically by finding people on Twitter by keywords, topics and by location.
- Tweets should include links to valuable info.
- Link to other peoples' content more often than you do your own. (4 to 1 ratio). Be generous.
- Create evangelists.
- Great tools: [tweetdeck](#), [tweetburner](#), [tweetlater](#).

*Other attraction tools are Facebook & LinkedIn and YouTube.

Wow Them

- Use this step for personal branding, and/or to become a recognized expert in your field. Create buzz.
- Share content created by others as well as your own.
- Create a “base camp” online. Preferably a blog to build a web presence - make your blog a library of useful info.
- Create or share content, either articles or videos.
- Potential clients will bond with those providers who educate them and help them solve problems.

*Find new content from Google Alerts, Digg.com, ezinearticles.com Delicious.com, YouTube and people you follow on Twitter.

Capture Them

- Opt in email list.
- Newsletters can be informal or formal, but must contain valuable information.
- Send targeted articles with informative content, or offer ecourses.
- Educating builds trust and relationships.
- Auotoresponders: Constant Contact, Aweber, Traffic Wave*
- Induce subscribers to opt in with free offers.

*Traffic Wave is available for \$17.95/month. Free trial, see <http://twurl.nl/2ws13w> (please note, I am an affiliate).