

How Pin-a-Tweet Can Help You Grow Your Leads

Twitter will allow you to "pin" a tweet to the top of your profile page. The process is simple. Scroll through your Twitter profile page, and find a tweet you would like to pin. Click the 3-dot icon that reveals more options, and from the drop-down menu that appears, select "Pin To Your Profile Page." Refresh the page.

Now, what you will see that the pinned tweet appears at the very top of your profile. The way to use this feature for creating new leads is simple. Create a tweet with a compelling image, and a "can't miss" list-building offer. Tell the Twitter world you will give away a free e-book, video course or some other resource to everyone that signs up for your email newsletter.

Make sure this is a truly valuable opt-in freebie. You want to give away something that has a high perceived value in the minds of your audience. A one-page checklist will not usually draw as many leads as a 5 video course. Also, make sure this giveaway is extremely relevant to the hashtags and keywords your tweet used to get the attention of your prospects.

This tweet is going to be at the top of your profile forever, or at least until you unpin it. It needs to be your best converting tweet, attached to a landing page and email list-building freebie that virtually guarantees you are getting that email address. You can pin and unpin tweets whenever you like. This means testing and tweaking until you find the perfect tweet to maximize your lead-generation efforts.

Once you pin a new or old tweet, consider running an inexpensive twitter ad campaign to test its efficiency. You can spend as little as \$5 on a twitter ad campaign, and after you tabulate how many new leads you

generated, it only takes a little math to see how much each lead cost you. Pair this information with how much each new customer is worth to your business, and you can eventually discover the tweet you need to pin to create a positive return on investment (ROI).

When you do this, you not only have an effective way of building leads and growing your prospect pool, but you also generate a positive cash flow. Even if you just develop a break even point or a level where you are spending very little for each lead, pinning a post to the top of your Twitter profile can help you grow your business, as long as you are frequently monitoring and split testing for the best results.