

How to Turn TweetDeck Into a Lead-Gen Machine

TweetDeck is a customizable social media management tool. It allows you to organize and monitor an unlimited number of Twitter accounts, while also allowing you access to your Twitter Lists. The feature-rich Twitter management application gives you the power to organize your searches, the hashtags that are important to you, and offers multiple features which can help you generate leads for your business.

TweetDeck - The Basics

TweetDeck is a browser-based application owned by Twitter. Since this is not a third-party application, its integration with Twitter is excellent. It focuses on Twitter and Twitter alone, and that single-site devotion, as well as the fact that it is owned by Twitter, means you get a Twitter lead-generating experience like no other. Twitter continuously upgrades TweetDeck, meaning you always get the best possible integration and information.

With this application, you can retweet, tweet, reply, favorite, send direct messages and monitor your Twitter accounts. There is one single interface, so you can move quickly from one account to another. You can follow, mute or block Twitter users, and view profiles without bouncing around from one application to another.

How to Use TweetDeck for Developing Leads

Once logged in, you can hover over a tweet from one of your followers, someone who is following you, or another user you have not yet developed a relationship with. A drop-down menu appears that allows you to instantly retweet, reply, or favorite that tweet. Clicking on the 3 horizontal dots which appear on the upper right gives you more options.

You can follow the user of that tweet from any of your Twitter accounts, send a direct message, add or remove from lists, and share the tweet via email, or link to that tweet. Having these options once you are logged into TweetDeck saves you valuable time when you are working Twitter for leads.

If you see a tweet that is interesting, and that is a part of a conversation, you can click "view" to get access to the entire discussion. This quickly gives you access to the people who are talking about industry keywords or hashtags, allowing you a targeted path to possible prospects. TweetDeck also contains a URL-shortener which saves you valuable characters on your tweets.

You can schedule tweets to be sent at any later date, and add up to 4 images to your content. The ability of TweetDeck to manage multiple lists, mentions and searches means you always have access to Twitter users online that are interested in your market or niche. This valuable browser-based application can be used in a number of ways to drive engagement and improve your click through rate, build your email list, or otherwise generate new leads for your business.