

Twitter Tools for the Total Techie

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<http://www.SteveAtwal.com> (free Internet Marketing information)

<http://www.Bleezed.com> (free Greater Vancouver Events information)

<http://www.FrustratedFathers.com> (free resources for fathers)

Here are some Twitter tools that will help you market your business better. There are more than 100 tools, so we will only cover those more relevant to improving your business usage of Twitter. You may have your own favourites.

Client Tools: Access, Post, Research (All in One)

- **HootSuite** (Web-based) Does Most of What You Need: <http://hootsuite.com>
 - manage multiple Twitter accounts, pre-schedule tweets, keyword search, post from RSS feeds, and see stats for clicks, etc.
 - see demo video
- similar tool: **Seismic** (Web, Mac, Windows): <http://seismic.com>

Research/Tracking Tools

- **Twitter Reach**: <http://tweetreach.com/>
 - find out how many people you have reached for a particular tweet or keywords.
- **Who's Talkin**: <http://www.whostalkin.com>
 - Search for conversations surrounding your business or topics related to your business. This tool not only searches Twitter but also a variety of other social media sources too.
- **Twitter Search**: <http://search.twitter.com>
 - search and see what's being said about you or your small business on Twitter.
- **We Follow**: <http://wefollow.com>
 - user-powered directory of Twitter users, tagged by categories
 - e.g. Tweepers in Vancouver, BC: http://wefollow.com/city/vancouver_british_columbia
- **See Trends in Twitter**: <http://trendistic.com>
 - great way to keep up with trends on Twitter, including trending topics
- **TwitterFeed**: <http://twitterfeed.com>
 - feed your Blog or other RSS feeds as posts on Twitter. Also in Hootsuite.
- **Twittertise**: <http://twittertise.com>
 - schedule tweets about your business or products while also tracking the click throughs.
- **bit.ly**
 - shorten URL's, track clicks on your Website links: use it when possible to see how many click-throughs you get.
- **Twistory**: <http://twistory.net>
 - Twistory enables you to add your Twitter feed to your favorite calendar application and easily browse through your tweet history. See what you posted and when easily.