

## Mouse and Pen Newsletter | Twitter Ideas

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Looking for some effective and creative ways to use Twitter for business? Look no further than the new set of “20 Twitter Ideas to Grow Your Business” from Mouse and Pen. Below are three of the ideas from the set to start using right away. To purchase the additional ideas for the price of a lukewarm venti latte - \$5.95 - [click here](#).

Check out the rest of the [Mouse and Pen blog](#) now for PR trends, a LinkedIn poll, and a case study about how Domino’s Pizza boosted its profit by 29% using social media.

New Clients: Mouse and Pen has recently provided social media audits for [The BBQ Guru](#) and [Therm Omega Tech, Inc.](#) If your business would like a pro bono analysis of its social media efforts that includes ideas for moving forward to increase sales and engagement with your customers, email me at [scott@mouseandpen.com](mailto:scott@mouseandpen.com).

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Three Twitter Ideas from the “20 Twitter Ideas to Grow Your Business”:

- **Create discount offers in your tweets.** For example: *Place an order for 50 shirts today and give code tweet10 for 10% off.* Test which ones have the highest responses, and repeat variations of those as often as you can.
- **Improve recruitment marketing.** Human resources representatives can create a Twitter account and tweet about career opportunities. Include a link pointing to the full job description on the company’s website, where an applicant can immediately take the next step and apply online. Post a link to the HR Twitter account in the careers section of your company’s website. At career fairs, include the Twitter address on all literature.
- **Special events.** When you produce special events, designate a Twitter table. Assign to the table Twitter-savvy reporters, important partners or valued donors who are following you or who have a Twitter account. Chances are they will tweet about your organization during the event itself, or shortly after, providing immediate coverage.

Additional Twitter ideas are available on the Mouse and Pen blog, or [click here](#). Check out the blog often for updates about writing, blogging, social media, and all things marketing communications from around the web.

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Refresher: How to Start Your Own Blog (It's Easy)

- Visit Blogger, at [blogger.com](http://blogger.com), and sign-up for your free blog account. It's run by Google, so if you have Gmail, use your current username and password. Click "Create a Blog" and you're off and running. Voila.
- Visit Wordpress, at [wordpress.org](http://wordpress.org), and click the blue box entitled "Download Wordpress 2.8.6." Follow the directions and you're on your way. Blog templates can be customized, so there are thousands to choose from. You can also drag-and-drop elements around the screen to build it. Wordpress is more involved than Blogger, so be patient, but it can also look more professional.

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Follow Mouse and Pen on Twitter, at <http://twitter.com/MouseAndPen>. Thanks for reading! Email me, Scott, at [scott@mouseandpen.com](mailto:scott@mouseandpen.com).