

Isotov Information Services provides contract research and analysis services to business and legal professionals worldwide. Did you make your last important decision with all the information you needed? If not, don't hesitate to contact us for solution options and strategies.

*Aloha and welcome to the first edition of Isotov Information Services' monthly e-newsletter. You are receiving this because it is a courtesy for our valuable current or past clients, or you have asked to subscribe to this free newsletter. If you would like to **unsubscribe**, just email me at [info@isotov.com](mailto:info@isotov.com). It will not hurt my feelings at all. If you feel like passing it on, feel free.*

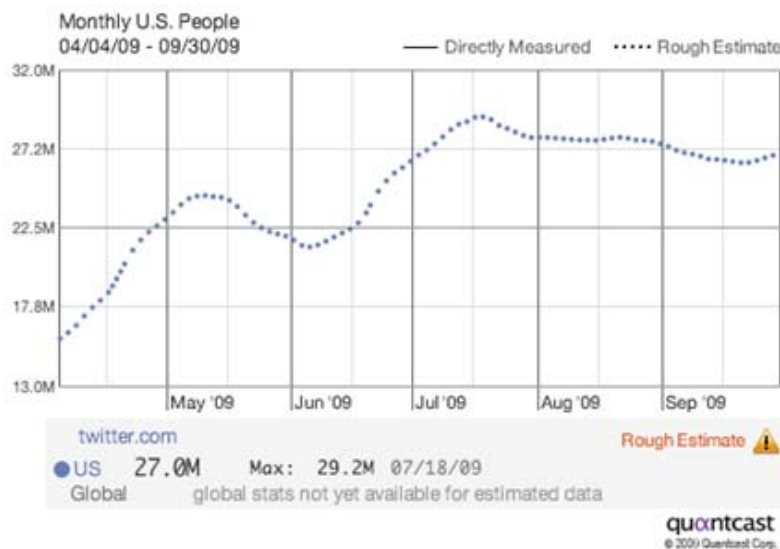


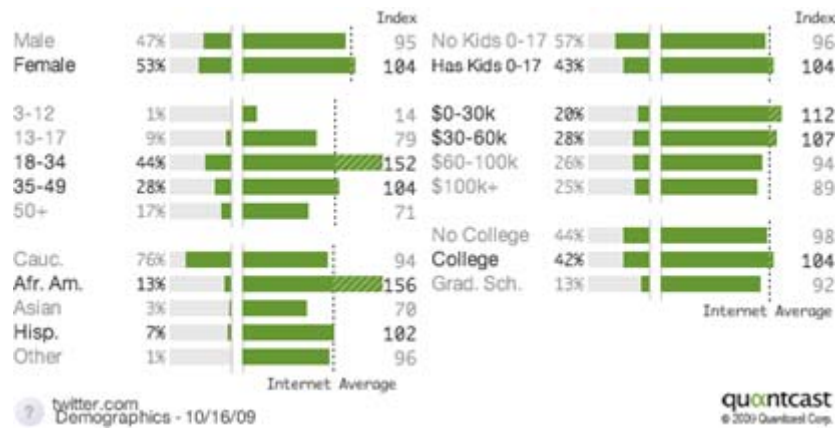
## TWITTER IS HOT FOR BUSINESS

Everywhere I turn these days, I am seeing and hearing the word “Twitter”. Kids, adults, academics, actors/actresses, and most especially business... are all twittering and tweeting. Anyone with a computer, iPhone, Blackberry, etc., can tweet. I am twittering, and a host of my colleagues in the information arena are twittering. Someone goes to a conference, there's a conference tweeter page that springs up, and every remote person who could not attend, can still keep in touch. My tennis association is twittering about the next U.S. Open already. Even our local Maui Chamber President is twittering; albeit, you might get a little jealous on the East Coast when she tells you it was 80 degrees and beautiful at sunset last night as she was arrived for an event.

It may seem crazy, and it is fun, but moreover... it is something businesses should be taking advantage of, especially in this economy where effective market strategies are the keys to survival. Currently, popular Twitter target markets are the more educated, slightly more female than male, and young adult audiences. If this is your target audience, then there is real value in participating in the conversation that your customers are having about you online. The other thing to understand is that there has been an explosive growth of people getting on to Twitter, and if this is not your target market, then they will probably be on Twitter in the next few months.

Source: [Quantcast Audience Profile](#) . See below.

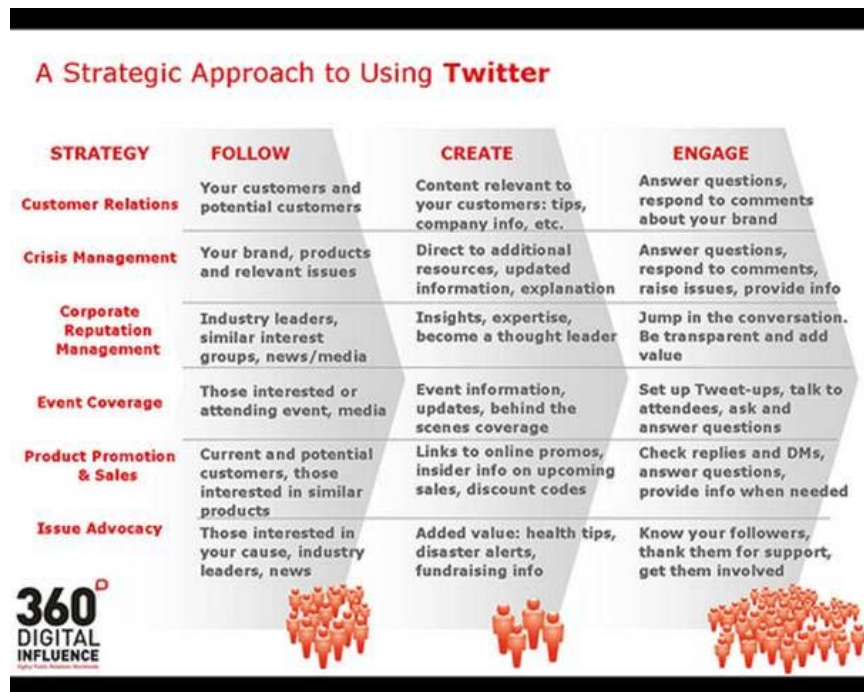




Income represents total household income. 100 index is internet average.

Although you may not find many C-Level executives twittering themselves, you will find that many have hired professional “twitterers” to tweet for them. A whole new employment category has popped up. For instance, public relations and marketing firms, even small graphic design firms, are not only handling logo design and marketing campaigns for their clients, but are adding the updating of social networking sites, such as Twitter or Facebook to their repertoire of services. Twitter is not just about the message, it’s also about how to incorporate all the bells and whistles that make Twitter an effective way to stay connected with clients and market to new ones.

To help, I saw a posting on one of my listservs about a great site that provides a simple strategy chart on how to connect and use Twitter for your business. Read on:



Source: <http://tinyurl.com/ycov673>

“May I publish or reproduce this?” Be my guest! Just make sure you credit the source, Isotov Information Services, and include the URL, <http://www.isotov.com/>. An archive of this TIP & TRICKS and others is available [here](http://www.isotov.com/). Do you need value-added research or analysis services?

For more information: +1 808 243 3282

[www.isotov.com](http://www.isotov.com)

[Unsubscribe](#) from this list at any time.

Our mailing address is:

Isotov Information Services, 16 South Market Street, #2i, Wailuku, HI 96793 USA  
Copyright (C) 2009 Isotov Information Services. All rights reserved.