

TweeParties.com



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When planning our cover story for this month, we put out a call for start-ups. We wanted to know about your new company and how you went through the process of bringing your idea to fruition.

One submission stood out in particular. TweeParties was created by Erin Boudreau, who was interested in using Twitter to organize parties focused on helping businesses build their brands and increase product awareness. TweeParties.com acts as a place to help organize and plan parties, reach out to other businesses and even provide "post-party analysis."

We spoke with Boudreau about her startup to discuss a few strategies.

Tell us about the pre-launch process. What research, design, development and online marketing audits and tasks did you complete or plan to accomplish before launch?

We executed keyword searches through Google to see what terms were popular, and we really developed our site incorporating popular terms. We also took a close look at our competitors' sites and noted what they were or weren't already doing. We noticed that none of them were actively engaged in online advertising, so we made that a priority.

Also, we noted that no one had identified themselves as the source for Twitter party event information. Since we are offering Twitter party hosting and planning services, we felt that it was vital to become known on Twitter as being the source for event information for all parties, both ours and those organized by other companies and hosts. We did tons of Google searches, analyzing our competitors' websites. We also looked at many sites in general to see what we liked/disliked. I also personally contacted people I had connected with via social media to let them know about us and what we could offer. We also read the issues of *Website Magazine* to make sure we didn't miss something!



Share with us how you launched. Did you start a social media campaign, employ a public relations agency or rely on your existing connections to generate awareness?

We did it all ourselves. First, we held a launch Twitter party to announce on Twitter who we are and what we do. We sent a press release through PR Web, which was picked up by a number of blogs. We advertised on websites that are frequently visited by people who attend Twitter parties and chats, enacted a campaign on Twitter to generate awareness, and we hosted a party for a well-known company, El's Cheesecake, at no cost to them to gain more followers and generate awareness.

What are the steps you have taken post-launch to educate new users on your service, to increase user interaction, and further spread the word and extend your website community?

We have advertised online with AdWords, 7Search, LinkedIn and a banner ad on a Twitter aggregator site. We also are active on Twitter (of course!) and Facebook. We post tips on our blog, both for businesses and those who want to attend parties. We have utilized article marketing to an extent. But most importantly, we hold Twitter parties on behalf of our own company to get more followers and spread the word about our services.