

Who is Guy Kawasaki and why does it matter what he thinks.

Guy Kawasaki is the managing director of Garage Technology Ventures, an early-stage venture capital firm and a columnist for Forbes.com. Previously, he was an Apple Fellow at Apple Computer, Inc. where he was one of the individuals responsible for the success of the Macintosh computer. He is also noted for bringing the concept of evangelism to high-tech business.

He is now regarded as a leader figure in the use of social media as a commercial marketing tool.

In his blog, "[How to Use Twitter as a Tool](#)", Guy Kawasaki explains various tools and tips for using "Twitter".

Guy Kawasaki's key recommendations on increasing effectiveness of marketing through Twitter are:

- With the proliferation of websites and blogs seeking recommendations from top journalists to create awareness about your brand has lost its significance. To gain popularity, people should discuss and tweet about your brand. With Twitter, your chances to reach more people will increase with the increase in the number of your followers. For that Guy recommended [SocialToo](#) that automatically follow a follower on Twitter.
- Use [TwitterCounter](#) to track the number of followers for each Twitter account.
- To monitor what others say about your brand or product using [Tweetdeck](#).
- To get email notifications of your twitter mentions, you can use [Twilert.com](#) which works just like Google Alerts.
- Be proactively responsive for every tweet that you get.
- Use [Twitterfeed](#) to make your blog posts automatically appear as your tweet.
- To avoid duplicate announcements and unintentional automated tweets, e-mail listing is a good option. Email notification by organising an email list of followers is an effective strategy to announce new topic and help the recipient to decide if they want to tweet it to others.
- Use [Brightkit](#) to tweet several people at a time and to schedule your tweets.

- Use [Twibs](#) to track what other companies are doing on Twitter.
- Use [Twhirl](#) to help you to manage your Twitter accounts.

Social marketing is one of the most promising internet marketing strategies. Social marketing platform like Twitter, Facebook and MySpace have already gained immense popularity among online entrepreneurs. In this scenario, Guy Kawasaki's in-depth understanding on Twitter and its tools can be a valuable asset for anyone who is interested in building a strong foundation for his online business.