

Twitter & SocialOomph: A Match Made For Legal Marketers

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Twitter is an an invaluable social media platform whose value and popularity alludes even it's CEO, Evan Williams, let alone its 100's of 1,000's of users. Truth be told, Twitter as a stand alone, probably wouldn't have much use for me. However, with the third party applications designed to support it, it's an essential tool for driving traffic to my blog and linking me to potential clients.

I was interviewed by George Brooks of Keynote, KITE's the blog. (KITE ite is a free desktop, utility for testing and measuring performance, especially if new features and changes to the site are being made, or testing performance prior to launch time.)

We were talking about TweekDeck, and explained that TweetDeck was one of several platforms that I use to monitor conversations on Twitter pertaining to legal marketers in general, those specific to my clients.

I then went on to say that, I could not have a conversation about Twitter and how I use it, without including SocialOomph Professional, formerly called *Twitter Later*. I'd been using the free version, which enables scheduling a tweet at a future date and time, for several months, and thought it was terrific. When the professional version was launched, I signed up for an initial 7-day, free trial. I was completely smitten and signed-on my \$19.95 per month.

I use it to schedule tweets out as far as a year in advance, and manage multiple Twitter accounts. In this way, I can make sure I keep track of Twitter user conversations important to both my business and those of my clients.

I was so impressed with the time SocialOomph Professional saved me, that I sent a direct message tweet to its developer, Dewald Pretourious, and became an affiliate.



Read George's article [here](#):