

next tuesday afternoon

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Everyone loves talking about Twitter's business model — mostly because there isn't one...yet, and they'll keep talking about it until they decide which one is best. But it's becoming more clear that while a business model is important, Twitter is perhaps the best example of a company that can afford to take its time in finding the business model that suits it best. This is because other businesses are building so much on top Twitter and using it for their own services. If Twitter decides to sell for whatever reason, there would probably be a bidding war that would show no signs of this recession. I'm hedging my bets that Google makes a bid for Twitter sooner rather than later.

If you are still questioning the connection, make that phenomenon, of the Twitter/business relationship, try this number recently reported on InternetNews on for size: Twitter has produced \$1 million in revenue over the past year and a half for Dell via sales alerts. People who sign up to follow Dell on Twitter receive messages when discounted products are available in the company's Home Outlet Store. They can click over to purchase the product or forward the information to others.

If Twitter has made Dell \$1 million in revenue, imagine how much it's making for all of the companies it helps promote. While a million dollars may not be much to a company like Dell, for some smaller companies that are also using Twitter as a sales/promotional tool, it is no doubt invaluable.

Twitter is expected to lay out its plan for how to monetize the service this year. It may involve creating premium, corporate accounts, which seems like a good idea given the numbers Dell is reporting. But while everyone is busy getting in a tizzy over its business model, Twitter continues to gain popularity, including the all-important mainstream variety.

One way or another, Twitter will be fine — even if that still doesn't make sense to some people.

I'm Lisa Davis. Let me know if I can help you in any way, please feel free to visit at OneAlliance.com and I'll be back next Tuesday afternoon.

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