



The Chaffey Column - Twitter Lists

Twitter Lists

[Twitter introduced Lists](#), a major new feature, End October 2009, which should help all Twitter aficionados manage the Twitter firehose better since it offers categorisation / grouping of Tweets from related sources by interest - however you define interest! It's your choice.

You can also follow lists compiled by others to save time. A good example is from uber-blogger Robert Scoble who has [created many lists, some of which are already popular and he follows lists by others](#).

To give you a feel for this feature, [these are lists I'm on after a few days](#) - you can see from the names of the lists that I'm mainly perceived as a digital marketer since my tweets are across all digital marketing, although I'm on some more specialist niche lists such as SEO or email marketing.

Implications of Twitter lists for marketers

Twitter Lists give company owners a new way to assess the engagement of their Twitter audiences compared to that of competitors.

You should review who is listing you through the "listed" link on the right of your Twitter home or profile page and evaluate.

- How many Twitter users are listing you compared to similar organisations/brands since this is an indication that your tweets are valuable in some way?
- Your listing to follower ratio will be an indication of the quality or value of your tweets to subscribers and I'm sure social monitoring tools will use this ratio - example ratios are me (1.7%), Econsultancy (1.6%), Scobleizer (2.7%)
- The way in which you are categorised - what's your positioning?
- How popular your different lists are with other Twitter users?

This will become a lot more useful once [online reputation management tools](#) and Twitter aggregators such as Tweetdeck and Seismic incorporate this. I can foresee that similar lists will be aggregated to show the most useful people to follow on a topic in a similar way to [Wefollow](#) and will get really useful once only the most popular Tweets are rated using a similar mechanism to [Postrank](#).

About the author

Dr. Dave Chaffey, is the Director and lead consultant for [Marketing Insights Ltd](#), an independent digital marketing consultancy. Dave is also the CEO and co-founder of the "Smart Insights Digital Marketing Portal": <http://www.smartinsights.com> which advises companies on how to succeed online through smarter use of web analytics tools like Google Analytics.

He is the best selling author of several [Internet Marketing books](#) used by digital marketing professionals and on many University and College Courses globally. His latest book, Internet Marketing: Strategy, Implementation and Practice, now in its 4th edition, was published in January 2009.