





Using Twitter for Clandestine Research:

- [TwitterLocal.net](#) – This is an excellent site to use when you are interested in checking out local competition, and developing local or regional marketing campaigns.
- [Twitter Search](#) – This under-utilized tool can enable you to set up alerts for competitor’s keywords, brand and company names, as well as your own. If you are interested in answering a common question within your niche, try setting up a search like the example below:

“**design book cover**” ? – this will bring up results with “design book cover” as well as a question in the tweet.

“**ACME**” **late orders or ? or Fail** – this will bring up tweets with the company “ACME” that contain the words “late orders” or “Fail.”

“**@promodiva**” – will return tweets that were sent in reply to user PromoDiva.

- [TweetStalk](#) – Interested in following your competition on the “down low?” Use Tweet Stalk to follow them, and they’ll never know.