

MagicCarpet Mobile



Twitter Directory Publishing

Twitter Publishing Access!

Offering Access to Your Mobile Directory on Twitter—And Why You Should!

Access Your YP Directory Listings on Twitter via Internet or Mobile!

Creating access to your YP Directory for Mobile users is affordable, far-reaching and extremely beneficial for increasing the reach, frequency of usage, and revenue of your directory. But if that isn't exciting enough, now there is ANOTHER NEW channel and user group to add and reach – *millions of Twitter-ers, people tweeting both locally and nationally*. MagicCarpet Mobile Directory Publishing Technology by Yellow Magic Incorporated has just added its newest feature to MCM–Twitter Access!

AT&T recently discovered that the *majority* of Twitter users access the Twitter platform with their *mobile phones*. Additionally, many conversational tweets are requesting information and suggestions to restaurants, shops, services and referrals within their area. These two dynamics alone provide a ripe audience and reasons for offering Twitter-access to your Local/National Directory of Business Listings, formatted for Twitter, to share on the Twitter site.

It is now possible using *MagicCarpet Mobile Technology for Twitter*,™ (MCM-TT) to provide your directory listing information on Twitter very quickly and inexpensively. This technology provides immediate gratification for Twitter-ers looking for referrals and contact information RIGHT NOW!

MagicCarpet Mobile Directory Publishing Technology for Twitter

How it Works

Twitter-ers are not forced to go outside the Twitter Platform to perform a local or national brand listing search – all they need to do is send your YP Directory a Tweet requesting their search information, and your Directory will Tweet back with the listing information. If your directory provides both local and national listings you will become even more valuable to Twitter-ers and “followed.”

Twitter is already a 140 character based instant messaging system, similar to SMS. So by creating a Twitter account for your Directory(s), such as *YMtemecula* for example, this will allow Twitter users to access your account and your data by simply sending you a search request, in this case for Pizza, on Twitter: **@YMtemecula Pizza**

Sending this message on Twitter will return to the Twitter user your relevant Pizza Listings and phone numbers, of up to 140 characters of information from your Directory!



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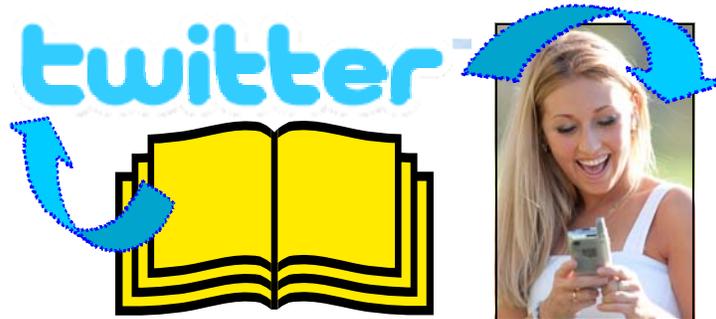
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Viral and SEO Benefits for the YP Publisher and Advertisers/Listings

Each search result that your YP Directory sends back to a Twitter user, includes listings and if desired, the search results can also include a link back to your IYP site, which will boost your traffic and general visibility on the web!

This effect gets *amplified* by other search engines such as Google and Bing, both of which recently announced agreements with Twitter *agreeing to list tweets in search results*.

This means that your local search response and activity created on the Twitter platform will be also found on Google and Bing in general search results– **adding more optimized search results** for **increased viral** use in the future both for the Directory and the Advertiser/Listing!



Benefits for Twitter Users

Sam Pretorius, Program Development Director for Yellow Magic Incorporated comments, “You can't really just go and post a whole directory's listings on Twitter, for that to actually work, you would have to continually post directory listings. **This new application will make this process happen more naturally once people start using the MCM Technology via the Twitter service.**”

If people are made aware that your directory offers YP search via a Twitter feature, it will have the effect of making not only the businesses that get posted as replies more visible on the web, but also potentially give you more clicks to your personal link placed within the response.”

Everyone wins.

Pretorius continues, “To me, what is great about all this is that **Twitter is being taken very seriously as a 'search source'**. People might ask what about Facebook? You can't really create a directory search via Facebook since as a recent article states so succinctly, [Facebook differs from Twitter in that it] is a “walled garden of friends” whereas Twitter is a ‘conversation in a crowd’ where open communication is encouraged, making it perfectly suited for this type of application and for the YP Industry.”

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