

How to
Use twitter
for business



Topics :

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Introducing Twitter

Twitter has emerged as one of the most beneficial marketing tools for businesses and it is known as a fast and cheap source that to boost the popularity and hike the profit graph of businesses

Nowadays, more and more companies are making use of twitter as a tool to explore their business potential. Twitter helps businesses to expand their approach and to connect with people from different walks of life. Various types of information can be gathered about the expectations, needs and specifications of the people from a social platform like twitter.



It instills understanding about the audience through a strategy of a social media and aids in converting traffic directed to the site into potential clients who can bring business. Twitter helps in all the marketing, research and advertising aspects of the business and can be useful to be implied as a powerful tool in business's success.

Chapter 1 : Who Should I follow on Twitter?

It is important to revitalize the Twitter experience and to make the most of the potential that it offers to a business. Being systematic and working in an organized manner is the key to the success of the business. There are many people that need to be followed by a business through the platform of Twitter. These people can be suppliers, customers, competitors, peers, manufacturers, and so on. It is important to keep an organized track of the people who should be followed by your business.



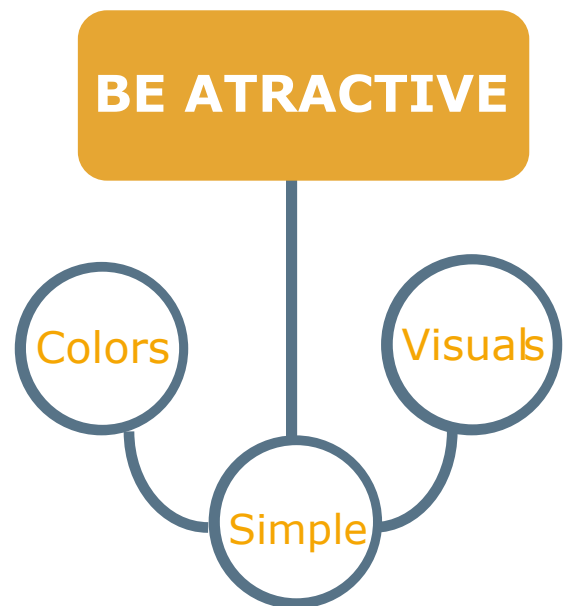
Staying up to date, and following other relevant twitter accounts is very important. This effort can help to get a more focused approach and one can easily focus on tweets that come from various groups. Up to 20 different lists can be made in Twitter with almost 500 accounts in every list.



Chapter 2 : Change your branding visually

Be attractive and appealing to your attract audience

Social networking sites, like Twitter, give you the liberty to customize the color scheme and the overall looks of the profile page. It adds to a level of interest and keenness in the page with an added benefit of showcasing your business in front of the audience. Information about your business can be added to make people well versed with the services that are provided by the business. Changing the aesthetics of the page visually can bring your business in the limelight and fetch several opportunities for the business to grow.



Twitter background can be changed by creating a customized graphic layout. All the efforts in changing the look and feel of your business’s profile page in Twitter can catch the attention of much needed customers. It not only increases your business’s clientele but also helps in bringing more opportunities for progress.

Chapter 3 : Follow a strategy

STAY AWAY FROM TWITTER BOTS

There are many accounts in twitter that are not run by human beings; in fact automated programs, called bots, are used to run them, some of which turn out to be spammers. There are some bots that take up tweets from other sources that are not in track of your business goals on Twitter. These kinds of bots can exhaust Twitter stream which are not valuable for your business. It is difficult to spot bots, as they gain their audience by following people, who in turn follow them back. So it is better to carefully review whom you are following. There are many strategies that can save you from following bots:

- **1** Do not follow people without real pictures.
 - **2** Read their bio, research about their identity.
 - **3** Review their previous tweets.
 - **4** A spammer cannot create lists of mart tweets as favorites.
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Chapter 4 : Twitter publicizing

Publicizing or advertising is a way to bring your business in the limelight. For people to become your customers, firstly they need to know about you and your business. This is only possible if your business can be advertised on a platform which reaches to a lot of people, present in various networks. There cannot be a better social platform than Twitter to highlight your business.

Twitter makes it easier for people to find your business. This can be done by adding your username in Twitter, to all of your business services and materials.



Twitter username of your business can be used in the following manner:

- **Business cards**
- **Your website (having a link)**
- **Email newsletter (having a link)**
- **Your email signatures (having a link)**
- **Paperwork done related to the clients (invoices, receipts, statements, etc.)**
- **Product information and menu sheets**
- **Signs that are posted for your business**

Chapter 5 : Follow your customers

Twitter is a great platform to bond and interact with the customers of your business. It helps you to connect and build up a strong relationship with your customers while increasing your clientele.

This process has to be a two way process. As it is virtually impossible for you to track your each and every customer, so it is a good idea to broadcast your business so that it can reach all your customers and they can also join and connect with you.

- **There are many ways to spot a customer on Twitter, namely:**

People who talk to you about your business. It is important to follow everyone whosoever takes interest in your business and its services. People who mention your business to others. They are helpful in making networks so that more and more people know about your business. A saved search on Twitter can help you to keep a track of such people.

- **You can find your valuable customers by using their email address as well.**



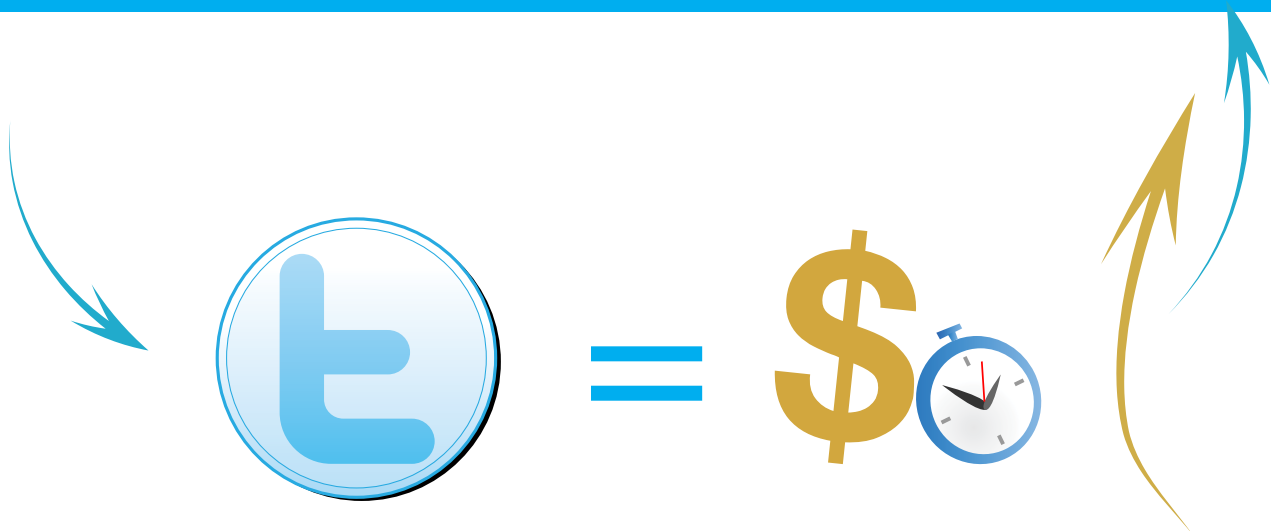
Chapter 6 : Solve your challenges in business through Twitter

To explore the full potential of a platform, it is best to make the full and proper use of it, to extract maximum benefits. If you have been using Twitter casually, then it is time to step up and take it seriously. Twitter is a powerful weapon, which can help you overcome your business challenges.

Time has to be invested in Twitter in order to understand the intricacies of the tool. But once it is mastered, then there is no looking back and it can take your business to the next level.

Twitter is talented enough to help you meet your all business goals. In today's world where everything is interconnected and works on networks then there cannot be a better way to solve problems, than Twitter itself.

The best possible way to explore the capabilities of Twitter is to try new things with it. Expand your horizons and dare to enter the new world.



Chapter 7 : Renew and review your Twitter topics

There can be instances in the initial phase of Twitter experience, where one tends to put random tweets in Twitter, as they are unfamiliar with it primarily and do not know what can be done with it.

As one gets well versed with twitter and message formats, automatically serious conversations start to dwell. The next step would be to explore the field of content strategy.

There are things regarding your business that can take the form of tweets which can help your customers to learn more about it and in a way help your business services to get advertised.

It also gives an opportunity to understand the needs of the customers and to connect with them on a thought process level. One can easily determine which topics can spark interest among your customers and those topics can be utilized to gain optimum profits and seek new opportunities.



Chapter 8 : Stretch Twitter conversation to your own blog

It is a good and innovative idea to take a progressive conversation on Twitter onto the next level and take it up a notch higher.

If you find that a particular topic is sparking interest in people and at the same time generating keenness in people then it is worth taking it to your blog. It will help to increase its positive impact and at the same time increase the opportunities for your business.

Strategies and tactics

Twitter understands your business needs and provides you the liberty to embed your Twitter tweets into the form of a blog post. It will help the blog post to retain an interactive level that can be experienced on a platform like Twitter, adding a feature of interest and excitement in the content.

Such strategies and tactics can help your business to go a long way, while establishing an increasing network of followers who are dedicated to your business and like to use the services provided by your business.

Conclusion :

1

More and more companies are nowadays making use of social networking sites like Twitter, which help to serve their purposes in many ways. It is a medium to generate traffic in terms of customers who tend to follow your business and hike the profit graph of your business.

2

A deep understanding of the targeted audience is necessary to connect with them and provide services that are specifically needed.

3

It is important to have a clear business goal and strategy before using Twitter. Once the expectations are known then it gets easier to accomplish them and overcome the challenges that come in the way.



4

Brand awareness of your business is done via twitter which advertises and publicized your business, thereby increasing its demand and market value.

5

Measure your influence with Twitter and make a mark in the field of your business by captivating and capturing all whosoever comes in contact with your business.



**Thank you for downloading our Twitter ebook,
we hope you find this information useful,
feel free to contact us if you need any help!**

