

TWEET-TASTIC MARKETING



Discover how to use
twitter to expolde your
marketing campaign

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INTRODUCTION

Social media marketing is probably the number one method of marketing for businesses today, and Twitter is a major player in that. In fact its one of the best social media platforms you can use to market your business.

The number of businesses using Twitter to market their business is growing year on year, and for good reason. Twitter users are 3 times more likely to follow a brand on Twitter than they are on Facebook.

Not only that, 67% of Twitter followers are more likely to buy from a company or brand that they follow on Twitter.

In this training guide we will look at:

Chapter 1: What is Twitter Marketing? – We will go over exactly what Twitter Marketing is.

Chapter 2: Why Twitter Marketing? - We will explain why your business should be using Twitter as a marketing tool to grow your brand and increase sales.

Chapter 3: Twitter Advertising Options – In this chapter we will look at the various different ad options on Twitter and how they could help your businesses.

Chapter 4: How To Create A Twitter Strategy That Works – This chapter will look at some of the key strategies the experts use day in and day out!

Chapter 5: Highly Effective Twitter Marketing Top Tips – We share with you the top industry tips that will help you get amazing results from your Twitter marketing campaign!

Chapter 1 – What Is Twitter Marketing

Definition: *Twitter marketing is all forms of Twitter uses for marketing purposes. It encompasses free and paid uses of Twitters services and applications by a brand but also all encouragements and incentives addressed to consumers to relay and amplify brand contents, messages and campaigns. Usually, customers relay brand messages and contents by using Twitter buttons and hashtags.*

Since its launch in 2006 Twitter has become a fixture in the lives for most of us. Some of us turn to it daily in order to see what is happening in the world, to see what friends are doing or to get a peak into the lives of celebrities. Twitter has a broad spectrum of users including businesses, government departments, celebrities, politicians and religious institutions. Even the British Royal family send out updates via Twitter.

We use Twitter trends to see what is popular, it is used to measure the chatter of everything from political campaigns to TV reviews!

With around 200 million users sending out the same number of micro-blogs (approximately) every day, Twitter is certainly an effective channel for communication.

However, this social networking site is not just for teenagers or celebrities tweeting about their daily activities.

The power of Twitter as a marketing tool has been realized by many small business owners, who are using it to help their businesses grow. Considering that it costs very

little to market a product on Twitter, small businesses should definitely use this tool for boosting their internet marketing activities.

Marketing your business on Twitter is one of the quickest and easiest ways to build your business brand. Twitter is also great for maximizing the reach of your businesses message and building a following of fans interested in what your business has to say or offer. You can then use Twitter to build a relationship with those fans, which will then turn into brand loyalty. You can even use Twitter to build a highly responsive email list!

If You don't already have a Twitter account for your business then you really need to open one. You will surely have noticed by now that most brands carry the Twitter logo on their websites and business cards asking you to “connect on Twitter” and there is a reason for this. Twitter is one of the fastest ways to brand and connect with your target audience.

For a while small businesses tended to avoid marketing their business on Twitter. There were a number of different reasons for this, all of which were to some degree understandable, but were non the less inaccurate.

One of the most common reason given by small business for avoiding using Twitter, is that you can't possibly get your message across in only 140 characters. This couldn't be further from the truth. You can educate, entertain, inspire, inform and communicate in a short burst, you just need to make sure you phrase it correctly.

Other reasons business owners give for avoiding Twitter is that they feel its too time intrusive, again there is an easy solution to this. You don't have to be tweeting constantly to get your point across. Equally however, you don't want to not tweet for days then send all your updates out every 30 seconds! The easy solution is to use a

tool like buffer to allow to schedule your tweets in advance, that way you can plan your tweets, and only need to check into twitter once a day to briefly reply to anyone who tweeted you.

The range of people who use twitter everyday makes it an amazing marketing channel for any type of business because you can be sure that your target market will be on there!

Creating a Twitter page for your business is easy, its as simple as creating one for yourself except you use your business details for the account.

Once you have created your account you will be given a personalized URL (www.twitter.com/Yourbusiness)

You will then be able to upload your logo, cover and colors to Twitter to ensure they match your business branding.

Once you have opened your Twitter account and added your logo and branding then its time to start thinking about who to follow from your business account.

When it comes to who to follow, you should look to follow the following types of people.

- 1) Industry Leaders – Who may give you good ideas and industry insider news.
- 2) Local Resources / Contacts – IE. Journalists, newspapers or other influential people in your community
- 3) Clients & Customers – People you work with and companies you liaise with so

you can keep them up to date with your projects and keep up to date with theirs.

4) Local Networking Groups – Find Networking groups that are in your area or relevant to your niche and join them, then take part in their networking nights, its great for building contacts and you may even get some leads!

The next thing to consider is what to Tweet. You can't just sell, sell, sell on Twitter, if you do people will click the unfollow button very quickly! Aim to help first and sell second, and don't be afraid to let people see the person behind the brand. Use your Tweets to drive traffic to your blog, or website, share industry updates or helpful information etc.

Chapter 2 – Why Twitter Marketing?

There are amazing benefits to using Twitter Marketing. Having your business visible on Twitter will increase your businesses credibility and authenticity on the web.

Most consumers expect businesses to have a social media presence. If you put your business on twitter then it gives them another avenue in which to access you. Your customers can then message you, see your updates, get a link to your website etc.

According to www.oursocialtimes.com more than 81% of Small to Medium enterprises are using Twitter and would recommend it to other businesses!

Having a Twitter account for you business gives you stronger access to your local market. You can take advantage of local marketing by having a direct connection with your customers and community. That will maximize your chances of gaining additional and future opportunities.

You can also Tweet about the services of other local businesses that offer complementary services to your own.

In turn they will then promote your services to their local followers and customers. This will result in you growing your brand in the local community and developing relationships with other businesses local to you in your niche.

Twitter can help you with brand loyalty. It goes without saying that one of the first steps in creating brand loyalty is to create top quality products and give great customer service. Twitter can help you create brand loyalty by allowing you to forge relationships and bonds with your customers.

Twitter helps grow your brand and increase your brand loyalty and awareness by giving you a platform for communication and engagement with your existing customers as well as with potential new customers.

Twitter can be one of the best ways to gather brand loyalty for your business if you update it on a regular basis, respond any time a customer or potential customer sends you a Tweet and don't forget to give away high quality barrier free content in a bid to establish your brand as an authority in your niche.

You can use Twitter and its Ad tools for targeting and personalization. With the options available to you, you can target followers for your products and services because you will know who they are, where they come from and what they like.

You can target the followers of your competitors, you can even classify your potential customers and followers into lists based on their demographic profile, age, gender, pages they follow, groups they are members of etc.

Twitter is also a wonderful resource to help build and grow a mailing list, you can use it to drive traffic towards any opt in offer that you have. Twitters ad options and Tools make this much easier and more effective. Most marketers now use Twitter to drive traffic to their offers and grow their list of subscribers.

If these reason aren't enough to use Twitter marketing for your business then consider the following facts.

1) Twitter users are 3 times more likely to follow brands than on Facebook (Convince & Convert)

2) 67% of Twitter users are far more likely to buy from the brands they follow on Twitter (Media Bistro)

3) Over 90% say they follow businesses on Twitter to get discounts and promos (Media Bistro)

4) 85% of followers feel more connected with a small business after following them (Twitter)

5) Around 60% of Twitter users follow a brand to get customer service support (Media Bistro)

6) 61% of Twitter users follow SMBs to interact with them and share ideas and feedback. (Twitter)

7) Promoted trends turn twitter users into brand advocates (Twitter)

These facts are just the tip of the iceberg, as you can see Twitter is a Powerhouse when it comes to Marketing your business using social media.

So many of your customers are on Twitter waiting to hear from you that you just can't afford to not be present, building your brand and spreading your message.

So Now you know what Twitter Marketing is and why your business should be using it, now all you need to do is find out how to do it!

Chapter 3 – Twitter Advertising Options

For a while Twitters Advertising options were fairly basic, and even then they were mainly aimed at much bigger, corporate brands and businesses.

This has however now greatly improved. Twitter Ad options are not only more superior and effective than they ever have been, they are also available to all businesses. This means that small to medium businesses can now tap into this great resource!

Twitter opened their ad options to US users in mid 2013 then rolled out the various different options to the UK in November 2013.

So why should your business pay to advertise on Twitter?

Well its all about the numbers. You know by now that running a business is a numbers game, the more people who see or hear about your products or services then the more sales you are likely to make.

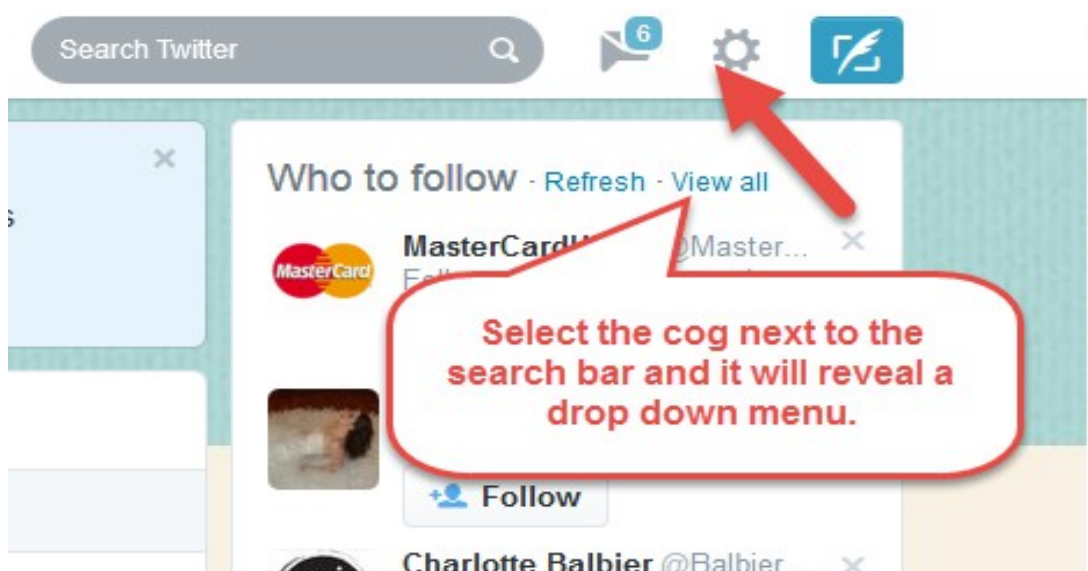
The more people you have on your email list the more sales you will make. The more social media fans or followers you have then the bigger an email list you can grow by turning fans into subscribers, and the bigger a list you have then the more subscribers you will turn into customers.

So you see its all about numbers and advertising on Twitter allows your business to reach more people. It could be that you have an opt – in offer that you want to promote in a bid to grow an email list, or perhaps you have a sale to promote or you may want to just drive traffic to your website. What ever your reason Twitter

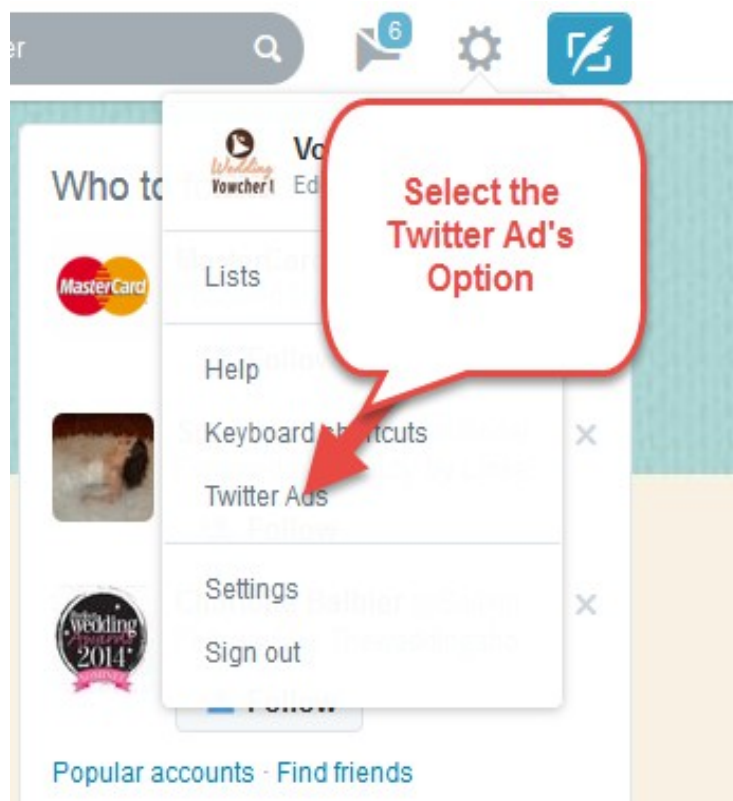
advertising can be a massive benefit to your business.

To start advertising on Twitter all you have to do is log in to your Twitter account and follow the steps set out below:

Step 1:



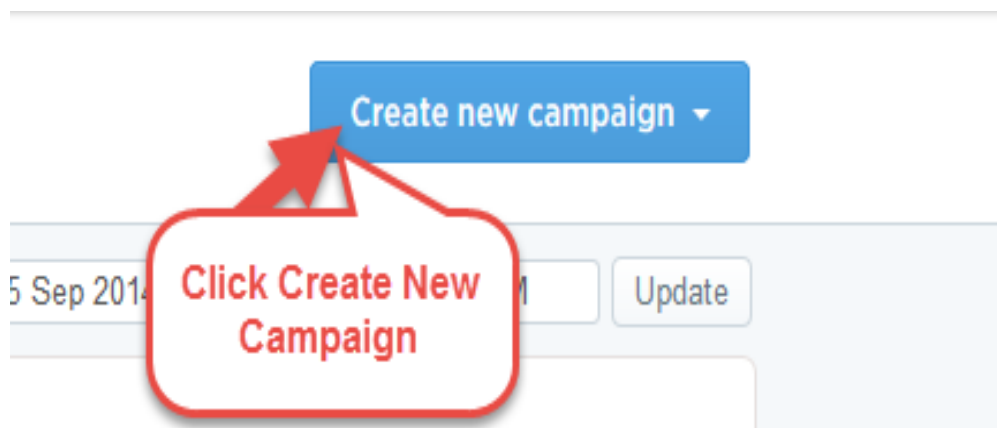
Step 2:



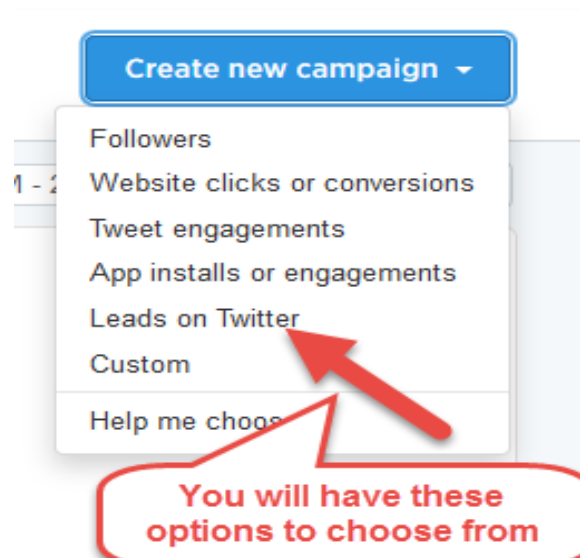
Step 3:



Step 4:



Step 5:

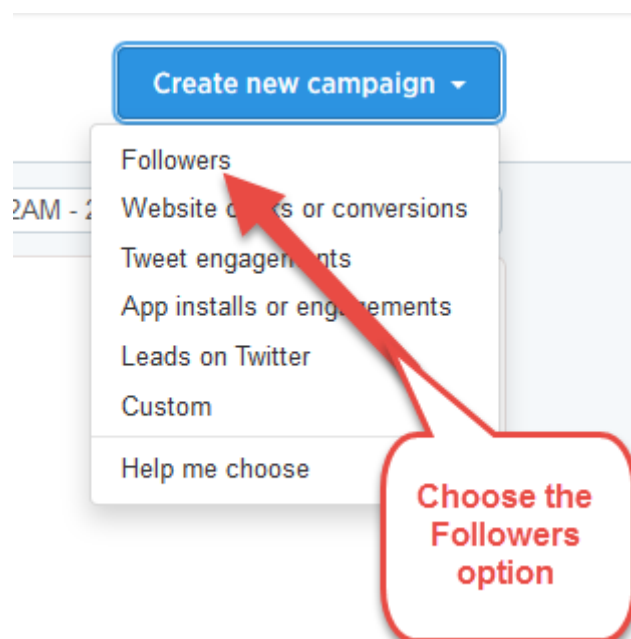


Once you see the drop down menu above you will have to decide what the purpose of your twitter ad is. In other words what is it that you are hoping to achieve? Here is a run down of the options available to you.

Choosing an ad to gain more followers: This is a great ad to choose if you are perhaps new to Twitter and don't yet have a lot of followers or perhaps you have been on Twitter for a while but would like to give your number of followers a boost.

Here is how to place an ad for more followers:

Step 1:



Step 2:

Twitter Ads Analytics Wedding Voucher

Untitled campaign
FOLLOWERS

Give your campaign a name
Untitled campaign
FOLLOWERS CAMPAIGN – SWITCH

When do you want to run this campaign?
[Learn more about setting campaign timeframes](#)

☒ Start immediately, run continuously ☐ Customize start and end dates

Give Your Campaign A Name

Choose A Start Time / Date

Step 3:

Creative

Compose or select Tweets to promote in this campaign.

Your Tweets will show in both mobile and web timelines. Promoted Tweets (optional) helps you gain more followers. In your Tweets, you should highlight the benefits of following your account. [See best practices and samples](#)

Compose Tweets OR Select Tweets

Choose To Compose A Tweet

Or Choose An Existing Tweet

Compose Tweets

Tell users why to follow you, e.g. "Follow us to get exclusive deals and the latest updates!"

140 characters remaining

Voucher.co.uk
Promoted by Voucher.co.uk

Select Tweets

✓ Select an existing Tweet

Select at least three Tweets to promote in this campaign.
Tip: Consider composing a few new Tweets. Fresh content is more engaging to users, and higher engagement helps your ad get displayed more often.

Step 4:

Targeting

Choose your primary method of targeting.

- Interests and followers**
Reach people with specific interests or who are similar to followers of specific accounts
FINDING NEW AUDIENCES · CONVERSATION · PUBLICITY
- Targeted audiences**
Reach people using your own data
TARGET YOUR EXISTING CUSTOMERS AND PROSPECTS

Add @usernames ... similar to that user's followers.

Targeting @usernames allows you to reach users with interests similar to followers of **any** of those accounts. For example, enter @TwitterAds to target people likely to be interested in advertising on Twitter. Search Twitter for @handles to include.

Search for @usernames or Import multiple @usernames

Then you can expand your reach by adding recommended @usernames

☒ Also target users like your followers

Callouts:

- If You Target Interests of Followers then the following options will become available
- You Can Input User Names To target
- Or you can import usernames if you have a list of names you want to target
- You Can Even Target a "look-a-like" Audience of your own followers

Step 5:

Interests and followers
Reach people with specific interests or who are similar to followers of specific accounts
FINDING NEW AUDIENCES · CONVERSATION · PUBLICITY

Tailored audiences
Reach people using your own data
TARGET YOUR EXISTING CUSTOMERS AND PROSPECTS

Choose your tailored audience source.

With tailored audiences, you can specifically target people that are important to your campaign using your own data.

1 Create the audience that you want to use.

- Lists**
Upload your own list of emails, Twitter IDs, or mobile advertising IDs.
It takes about 3 hours to process a list.
[Create a list audience](#)
- Website visitors**
Put a code snippet on your website or in a tag manager to collect visitors, purchasers, or downloaders.
It can take hours to days depending on how you implement marketing tags on your site, and time to collect visitors.
[Collect website visitors](#)

Callout:

- Or You Can Target A Tailored Audience, You could Import A List Or Target Website Visitors

Step 6:

2 When your audience is ready, you can use it in all of your campaigns.

You will have the option to save this campaign as a draft on the next page.

Choose all of the locations you want to reach.

Enter countries, states/regions, metro areas, or postal codes to limit your reach to any combination of locations currently available. [Learn more](#)

or

NEW Limit targeting by excluding tailored audiences.

Limit targeting by gender.

Limit targeting by languages.

Next Choose Your Target Location, Gender Languages etc

Step 7:

Budget

Set a daily maximum (required).

Cap the amount you will spend each day. The maximum resets daily at midnight, Europe/London time. [Learn more](#)

£ per day

Set maximum bid per new follower.

Enter a bid that reflects how much a follower is worth to your business. Bidding higher helps your ad display more often. You'll never pay more than what you've bid, and you'll usually pay less. [Learn more](#)

Other advertisers are bidding: £1.50 – £2.20

£ per new follower

[Add a total budget cap.](#)

Set Your Budget For your Ad Campaign

CAMPAIGN WILL

- Start now

BUDGETING

- No limit per day

AND Pay £0.01—£1.85 per follower

ESTIMATED REACH

Estimated reach
Targeted audience

Increase your bid to move your estimated reach closer to the full targeted audience.

Once you have followed these steps then you are ready to set your Ad!

Many of the steps for placing Ad's on Twitter are very similar with just a few

differences, for example you can create a 'website card' if you are targeting website conversions.

A website card is an extension of a tweet that allows you enhance your Tweet by adding an image, button and link.

It lets you include a call to action and is great for driving traffic from Twitter to your website or blog.

You will want to make sure that your ad copy, image and content are all very strong and that it genuinely entices people to want to leave Twitter and go onto your website.

You will find the option in the creative Ad section and it will look like this:

Compose Tweets

OR

Select Tweets

Write your Tweet here.

TWEET

140 characters remaining

CARD (optional)

Website URL

+ Add image

Headline (70 characters remaining)

e.g. Learn about our products!

Select a call to action.

Read more

Preview Card

WEBSITE CARD

What is this?

✓ Select an existing Tweet

Select at least three Tweets to promote in this campaign.

Tip: Fresh content is better. Fresh content is better. Fresh content is better.

You Can Create A Website Card, which Allows you to Add more detail including a call to action

This is what a website card might look like on your Twitter time line:

Followed by Miss Jo Connor, GWiseman Jewellery and Old Course Hotel.

O2 in the UK @O2 · Sep 24

Trade up to iPhone 6 on O2. Get up to £250 cash for your old phone with O2 Recycle.

iPhone 6

po.st

Learn more

Promoted by O2 in the UK

Expand

Reply

Retweet

Favorite

More

Another great Ad option for Twitter is their Lead Generation cards. Lead generation

cards help you stand out from the crowd.

Lead Gen Cards work directly within your promoted tweet and they allow you to capture users details in exchange for your offer.

They are almost like embedded landing pages within your tweet, but because they automatically fill in the users name and email address when they click on the tweet, they require much less effort from the subscriber than a normal opt in form.

Then Twitter allows you to download the subscriber details and you can upload it your mailing list.

Lead Gen cards are a great way of using Twitter Ad's to help grow your mailing list, especially if you are giving away something free in exchange for the subscribers details.

Just remember to have a have a customer relationship management system in place to track, manage and collate the leads you get from your cards. Choose your setting and targeting carefully and make sure you spend time getting the design of your card correct as all these elements will be vital to your ad's success rate in terms of conversions.

Another Twitter Ad option available to you and your business is the 'Tweet engagement' and this is where you aim to improve engagement with your tweet, so you could be aiming to get it re-tweeted more, or encourage people to comment on it etc. The overall aim is to get your Tweet seen by more people, encourage more people to interact with you on Twitter and even encourage more people to like your page or visit your website.

If you have an App that you wish to promote then you could run a Twitter Ad for App install or engagement.

The Ad options for Twitter have improved so much over the last 12 months that it can really benefit your business, try out the various options and see which ones bring the best results for your business!

Chapter 4 – How To Create A Twitter Strategy That Works

Obviously one of the key elements to ensure twitter marketing success is to get your Twitter strategy correct. You need to make sure that whatever you are doing is working for your business, and that it is bringing you in the desired results.

So when it comes to your Twitter strategy what should you be aiming for?

To get the best results that you can from Twitter Marketing, then you have to first of know what it is that you want to achieve as an end result. What outcome is it that you are looking for?

In other words you have to set goals for your Twitter marketing campaign before you even start to put any strategies in place.

Your goals could be to grow your brand, gain more followers, drive traffic to your website or blog, or even grow your email list.

Only once you have set your Twitter marketing goals will it then be time to start looking at what strategies you should use.

Here are some of the Twitter marketing strategies the experts use day in day out their businesses.

Strategy 1:

Linking Your Twitter Strategy With Your Content Marketing

Now when it comes to linking your twitter strategy and your content management it isn't as easy as some people might think. Its not just a case of sharing every blog post or article you write and hoping that people read it.

Obviously you will want to share those articles, you just have to be very careful about how you do it so that it doesn't become a one way dynamic where all you do is shout about you content from your social media pages.

You have to keep your Twitter marketing strategy in mind when you are creating your content, think about what your goals are from the outset. Which type of content will your followers be likely to read and then share.

If you have a true understanding of who your followers are, and more importantly what their problems or desires are, then you should be able to create content that can engage them and help them.

If you can create articles that you know your followers will find helpful then engagement rates for that content will be higher and therefore your followers will be more inclined to share your content amongst their peers.

Make sure when you are creating content that you make it easy for people to share, you can do this very simply by adding share buttons to your posts.

Offer more free high quality content that they can only access if they share your original article.

The key to success with this strategy is looking at how your content supports your Twitter marketing.

Do you have ultra short lead ins for your content that will work on Twitter? Do you have super short but super useful content that can be used in a Tweet?

Have you segmented your list of followers so that you know what lists react best to what content? (Some people like to re-tweet or reply to short tweets, others to jokes, some to tweets that link to full posts or articles) That way you know what to Tweet for each segment.

At the end of the day there is no denying that content marketing and any form of social media marketing go hand in hand, so always keep this in mind when creating your content.

Strategy 2

Use Twitter To Build Your Brand

Building your brand is vital to any businesses success and Twitter can be a key player in helping you achieve this.

Twitter is growing faster year on year, and its for that reason more than any other that now is the time to really concentrate on building a brand around your business, blog or name.

Building your brand on Twitter will take some time and dedication, you can't be half hearted about it. You have to be prepared to take the time to build your brand via Twitter, it will take time and work but it will be worth it.

Before you start to build your brand on Twitter you will have to know what your brand is and how you want your business to be viewed by others. Once you know this then there are some simple steps that you can follow in order to successfully build your brand on Twitter.

The first thing to remember is to keep it simple, don't over complicate your message on Twitter, tweet often, share useful information, stay true to your business message and this will help people connect with your brand.

Share only quality content, both your own content and other people's content, let's face it this is your reputation we are talking about.

You want people to find your content helpful, informative, funny etc. You don't want them to find it poorly written, unhelpful, dull etc.

Only quality content will bring people back for more, you want to ensure that people talk positively about the information that you have given them, because this spreads a positive message about your business and your brand.

Strategy 3

Engage And Interact With Your Audience

While this tip sounds easy enough its amazing how many businesses out there over look this really easy step when it comes to marketing their business on twitter.

If someone Tweets you make sure you reply. If you can, use their name in the reply.

If they ask a question go out of your way to answer them. That way when the time comes to promote your offers and services, the follower will be more inclined to join a mailing list or buy a product because they will remember when you helped them and asked for nothing in return.

If someone re-tweets your posts then make sure you thank them for it. This should be a given, if someone has gone out of their way to help you spread your message then

they least you can do it thank them for it.

The more engagement you have with your followers the more connected they will feel to you and the more happy they will be to share information on your business which in turn helps grow your brand further.

Also when it comes to building your brand using Twitter don't be afraid to let your followers see the people behind the brand, share pictures of your office, talk about what you have on that day. Tweet about a funny story or event that may have happened, you can even share a little bit of personal information this helps people connect with your business and your brand as it makes it easier for people to relate to you.

Strategy 4

Build Your Email List Using Twitter

Social media list building is one of the most effective and quickest ways to grow your email list.

There are two methods of building your list via Twitter, Indirect list building and Direct list building.

Indirect list building is where you build a community of followers on Twitter, unlike direct list building where your subscribers sign up to a traditional email list via an email opt in.

Indirect list building is an important part of growing your list on Twitter. The better a relationship you have with your followers the more likely they are to also join your

mailing list.

When you are indirectly building your list, its important to build trust among your followers. Share content that will be of a benefit to them. Give them access to quality barrier free content in terms of a blog or cheat sheet. You will want to make it something so good that they can't believe they are getting it for nothing.

Once you have focused on indirectly building your list you will want to look at how to use direct list building and Twitter.

The idea is to give away a piece of quality free content such as an e-book, video course, chapter of a book etc. in exchange for a name and email address.

Its vital you make sure the quality of the content that you are giving away is the very best it can be, because the better the quality of the give away the more likely you are to have someone go onto become a customer in the future.

Don't be afraid to try Twitters ad options when it comes to promoting your opt in offer. Twitters lead Gen cards are perfect for this as the user name and email address are filled out automatically as soon as the user clicks on the box.

List building on Twitter is all about growing your number of engaged followers. So you begin with your indirect list (IE your Twitter followers) then you want to take those followers and turn them into subscribers with your opt in offer, and from there you want to turn those subscribers into customers!

Strategy 5

Use Twitter Hashtags

So if you know anything about Twitter you will know its all about the 'Hashtag' using a Hashtag is how we know something is trending. So it stands to reason that you should be making them a big part of your Twitter marketing plan.

Some business owners have admitted to being scared of using hashtags on their tweets. When it comes to using Hashtags there really isn't anything to worry about, you just need to know how to use them.

Hashtags are a great way of increasing interaction with your followers on Twitter. They can help you send your message viral and just generally be a great method to encourage people to engage with your page.

Here are some helpful hints and tips for using Hashtags in your Twitter marketing

campaign.

Look for business specific conversations, once you find existing hashtags that relate to your business, join in the conversation and use the hashtag in your own Tweets relating to the conversation. This is a great way of connecting with others in your industry and gaining new followers and exposure.

Start your own Hashtag. This is a great way of generating buzz around a marketing campaign. All you have to do is ask people to share your hashtag when they share something related to your product or service. If you are launching a new product you could run a competition and all people have to do is share a joke or a message etc. that includes your launch hashtag!

Chapter 5 – Highly Effective Twitter Marketing Top Tips

To make things even easier for you when it comes to Twitter Marketing and your business, here are some of the Twitter marketing tips that all the industry experts know!

Decide your purpose – Why are you using Twitter?

Are you using Twitter to build your company brand or generate leads? Are you a blogger who is using the platform to share ideas and articles and to see what others are writing about?

Once you know what your your purpose is this will help you decide who to follow and what kind of information to share.

Define your brand – Once you have zeroed in on your purpose and passion, decide how you want the Twitter world to view you.

Do you want to specialize in one subject to attract a targeted audience? Or do you want to be more general, tweeting about numerous topics? Do you want your tweets to be funny and casual or very professional? Is your goal to be an industry expert? This will give you direction on who to follow and what to tweet.

Create Tweets That Appeal To Human Nature – Combine exciting, useful content with an engaging, unique tone to emotionally connect with your audience. Include links, pictures and videos. Include things that are interesting and intriguing, humans are naturally curious so the more interesting you make your Tweets the more people will engage with them. And remember to keep your Tweets prompt and timely—a crucial element for Twitter success.

Spend Time Creating Great Headlines For Your Content – Your headlines have the greatest impact on how many people share and read your content.

Resend Tweets Just Change The Angles – Social media experts recommend that you send the same tweet at least four times, that way you can cover everything from different time zones to different work schedules, just change the title, or the wording of the tweet etc. to change it up.

Retweet great content – When you see something worth sharing that's relevant to your followers, retweet it. This means that you are sharing somebody else's Twitter content with your own followers.

Retweeting somebody else's content is great because It helps you make friends with other influencers on Twitter and It shows your followers that you're an active member of your online community.

Stay Active – It stands to reason that the more active you are on your Twitter account

the better a relationship you will have with your customers and therefore the more success you will get out of your Twitter marketing campaign.

A good basic rule is between three to five Tweets per day. You may want to try tweeting a couple times a day to see how your audience reacts, then adjust as needed.

Use Twitter Automation Tools – You Really should have updates going out of your twitter feed several times a day, however that doesn't mean you need to log in and Tweet several times a day. You have to be smart with it, if you plan your content in advance then you can use a tool such as Hootsuite to schedule your updates days in advance. Then all you have to do is check in at the end of each day to reply to any personal tweets, questions or re-tweets!

Offer Great Content – Share relevant, valuable content to the people who have Chosen to follow you – content that people will look for. Use an enticing Lead in for your Tweet to ensure they click onto your content or make your tweet the content by sharing a short useful hint or tip that fits the 140 character limit. This will encourage people to follow you, interact with you and share your content and it will help establish you as an authority in your niche.

Network Network Network – Participate in Twitter chats related to your industry or business on a regular basis, this will help establish you as a go to resource in your industry or niche.

Be Real – Be authentic, genuine and real. In other words, be yourself. People will always engage better with you on Twitter if they feel like they are connecting with the people behind the brand!

