



P R E S E N T S



6 TIPS ON
TWITTER
MARKETING

Twitter is a powerful tool that allows businesses to listen to customers and talk directly to them. It can build awareness of your brand amongst others. It is essentially a virtual conversation platform. Here are 6 useful tips to help you engage potential customers on Twitter:

1 Use Pictures

According to Twitter smallbiz, you are likely to get 150% more of a response if you use tweets with pictures. Pictures grab the attention of viewers. While scrolling down the twitter timeline, a picture amidst a sea of text will catch the eye. Twitter has also integrated a new feature where the image is only partially displayed. This gives the viewer the incentive to click it in order to view it in full.

2 Use Hashtags

A hashtag is a keyword or phrase preceded by the hash symbol (#) that people include in their social media posts. It makes the content of your post accessible to all people with similar interests.

For example, lets say you are a tech company that has created a new phone. To get your tweet out to the right audience you would use hashtags such as “apple”, “android” and “iphone 6”. Why use these hashtags? Because people who search these tags are most likely to be interested in new technology. Also the more popular the hashtag you use, the wider of an audience will see your tweet.

Tweets with hashtags receive 60% more retweets than those without. They also have a 24% higher engagement rate. Using hashtags is probably the easiest cost-free way to market your business and your products or services.

Apple eat your heart out! [#apple](#) [#android](#) [#iphone6](#)



Example tweet using a picture and hashtag



3 Use Links

A link is a reference to another piece of content on the internet. This could be anything such as videos, images, articles and blogs.

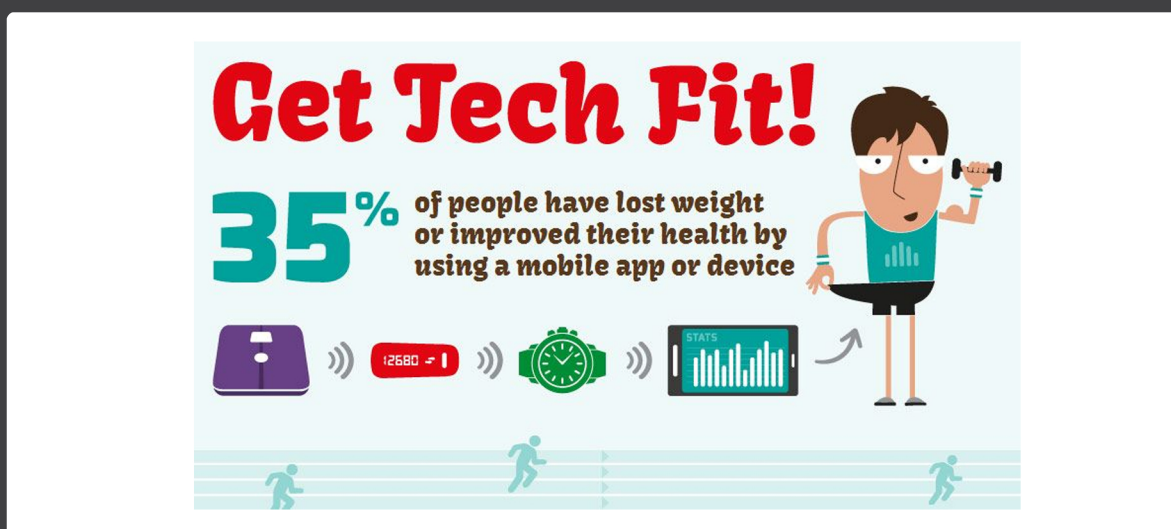
Studies have shown that 92% of business engagements were link clicks and that they receive 86% more retweets than those without.

A few ways you could add links to your tweets is perhaps to start a YouTube channel and upload regular videos about your products/services, campaigns, or even behind the scene footage of what goes on in the office. You could start up a blog. Write about your products and services or the best ways to go about doing what your business does and getting the best results. One easy way is to share content. Found an interesting article to do with your sector? Share it with your twitter community. Don't forget those hashtags!

4 Be Creative

To be successful in Digital Marketing is that you have to stand out from the crowd. Make your tweets more creative with the following:

- Infographics
Have an interesting statistic or piece of data you want to share? Turn them into an infographic. Infographics are visual representations of information and data. A good infographic is worth a thousand words. Google them for some inspiration.



Example Infographic



- Ask questions
Ask simple questions that require simple answers. For example, got a new product that comes in a variety of colours? Tweet a product photo and ask the community which is their favourite. Easy to answer questions like this are more likely to gain user engagement.
- Respond to questions
Responding to questions is a good way of gaining an audience, many people respond to questions on Twitter, in addition, after responding or before responding check other people's responses and engage with them.
- Quotes
Quotes are always popular no matter what social media platform you're on. The reason why people like them so much is that they're often general enough to relate to a wide audience. If you do wish to use quotes, try and find some around your particular industry passion.

5 Connect with Influencers

Depending on your target market, you would use influencers relevant to that industry, it doesn't have to be somebody famous, just somebody who can generate traffic towards you. It could even be a fan of yours who is recommending your services to others. If you owned a food business for example, food bloggers could be influencers. Unless you have the money and resources to have a world famous person, such as an actor or somebody who appears in the news and TV a lot, it doesn't have to be. You could see a massive turnover in your business by using influencers to promote your products.



Sylvester Stallone starred in a recent Walburtons ad!

6 Tweet regularly

Studies have shown that regular and consistent tweeting has better results. Generally, you will tend to find that people who tweet more have more followers. It is more likely that your follow-base will engage if you actively tweet rather than tweeting sporadically. Not tweeting regularly can result in a decrease in your follow-base and you are therefore not reaching out to as wide of an audience.

