



# Twitter Marketing

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# What is Twitter Marketing?

- **Twitter Marketing** is a way to advertise your business on twitter. It is a Micro Blogging site which allows 140 chars, photo, video and links.
- The main purpose of the twitter is real time communication between B-B or C-B or C-C
- This is most popular social media website and it is helpful to fetch huge traffic on your website



# Basic Phases of Twitter

- To get followers for your website
- To retain your followers
- To encourage the people to interact productively
- Using the newest set of tools, technique and tactics
- Increasing your ROI



# How to set up Twitter Account ?

- Create a twitter account by choosing the brand name of your business

Go to [www.twitter.com](http://www.twitter.com) > Signup

- Add a profile picture to your twitter account

- Update the profile information such as bio, dob, location, and website address

- Add a cover image to your twitter account

- Choose Interests

Add Post means tweet on regular base



4

2

1

## Username

@username

You have 160 characters to let people know what makes your business special, and why they should follow you.

3

Your location

[www.yourwebsite.com](#)

5 Photos and videos



TWEETS  
38

FOLLOWING  
156

FOLLOWERS  
1,624

LIKES  
63

Edit profile

Tweets

Tweets & replies

Photos & videos

5



Pinned Tweet

Placeholder text for the pinned tweet.



# Twitter Graphic Dimensions

- Profile Photo
  - Default : 73x73px
  - Normal : 48x48px
  - In timeline – Mini : 24x24px
- Profile Banner
  - Default : 1500x500px
  - Medium : 600x200px
  - Small : 300x100px



# Types of Tweets in Twitter

- Text Based
- Link Based
- Photo
- Video



# Hash Tag in Twitter

- The # symbol, called a hashtag, is used to mark keywords or topics in a Tweet.
- It was created organically by Twitter users as a way to categorize messages.
- Hashtagged words that become very popular are often Trending Topics.
- Using hashtags we can amplify our message to audience.





# How to use hashtags in Twitter

- Identify important Hashtags – Use the site <https://www.hashtags.org/>
- Find and mention influencers
- Align your campaign with trending topics
- Time your tweet



# Basic Points of Twitter

- **Tweet:** It is a short message sent or a post shared by you on Twitter. It must be 140 characters long and can include hashtags, images, videos and URLs. Better is first sort your URL then post on twitter.
- **Retweet (RT):** It refers to sharing or reposting someone else's tweet. It is simply the repetition of another user's tweet or post. By default, it begins with "RT: @username," tweet text.
- **@reply:** It is used to reply to other users. It starts with @username followed by your tweet, where username is the Twitter handle of the recipient. It is saved in the replies tab of a user.
- **DM (Direct Message):** It is used to send private message to someone you are following. Only the recipient can read the direct message.



# Basic Points of Twitter

- **#Hashtag:** It is used to add "Hash" sign before important keywords in your tweet. It helps your tweet get easily found by your target audience.
- **Twitter Handle:** It is your username, e.g. The text after the @ sign. My website Twitter Handle is **@Sitesbay**
- You are allowed 160 characters to describe your business on your Home Page.
- Make sure that you use at least one keyword phrase that describes your business best. It will help improve your online visibility as search engines often display this information in the links when Twitter





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Mention

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bit.ly/TFtYKQ #SocialMediaMarketing



12:13 PM - 26 Nov 2014



ReTweet



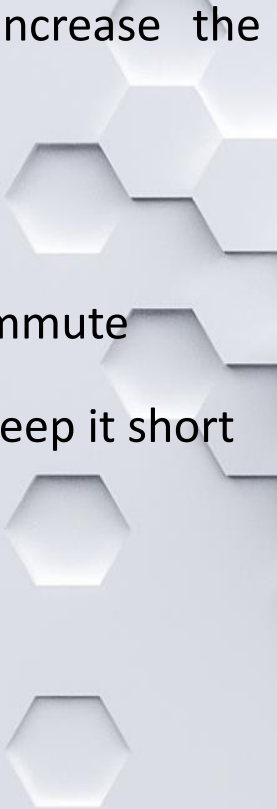
Favourite



Link

HashTag

# Techniques To Increase Twitter Followers For FREE

- Tweet should include Image or Videos for allowing users to increase the engagement
  - Use direct messages to directly communicate with your audience
  - Twitter engagement is higher in weekends and during the time of commute
  - Try including hashtags in each tweet and use the right hashtags and keep it short
  - Create an engaging tweet and ask the followers to retweet
  - Create twitter polls whenever necessary
  - Include twitter address in your email signature and business cards
  - Integrate twitter to your website and social share to your blog posts
- 

# Steps to create a campaign in twitter

- Go to twitter ads
- Select the marketing objective
- Create an ad based on the objective you have selected
- Set the bid and budget
- Add a payment method to launch your first camp



# Smart Tweeting



Tweet multiple times daily.



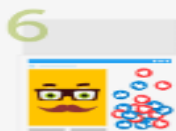
Optimize and schedule your tweets for the best times.



Remember to ask questions.



Run twitter polls.



Tweet inspirational, funny, interesting, or even controversial stuff.



Tweet interesting photos, infographics, and videos.



Send tweets with the right hashtags.



Tell stories with tweet threads.



Do #FF Follow Friday's.



Comment on trending topics.



Don't spam when tweeting.



Repost some of your tweets on another social network.



Make time for tweeting everyday

# Network with others



Engage with your new followers.



Engage with your target hashtags.



Engage when others tag, reply, or retweet you.



Engage with influencers in your niche.



Use a free networking service like **twiends**



Tag influencers when something's relevant to them.



Tag people you've written about in your tweets.

# Retweet



21



Retweet important news and great content.

22



Use quote retweets as much as possible.

23



Use hashtags and mentions in your retweets.

24



Ask for retweets occasionally.

# Do events



25



Join or host twitter chats.

26



Run a twitter contest.

27



Do support through twitter.

28



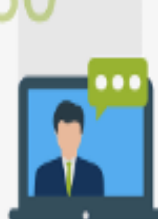
Host a tweetup.

29



Host a debate, interview, or Q&A.

30



Live-tweet an event or show.



## Become an Expert

### Want to grow your twitter followers responsibly?

Trusted by 50,000 monthly users • since 2009



Know which hashtags your target audience use.

32



Curate and tweet great content relevant to your niche.

33



Do a webinar and take questions on twitter.

34



Post a video tutorial and ask people to share it.

35



Do a podcast.

36



Speak at conferences.

37



Do a radio interview.

38



Write a book / eBook.

39



Research and publish a report.

40



Start a friendly feud with another expert.

41



Follow-wall an exclusive resource for your new followers (exclusive access).

42



Get a content marketing person to create a content calendar for your tweets.

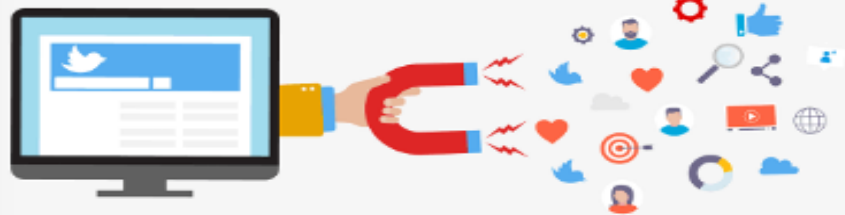
43



Track your twitter analytics to know what's working well.

# Twitter Account

## Do outreach



44



Ask your friends & family to follow you.

45



Leverage other social networks like Facebook, Instagram, Snapchat, LinkedIn, etc.

46



List yourself in social media directories.

47



Use a SEO link-building expert to do outreach for you.

48



Join a local networking event.

49



Ask influencers to recommend that people follow you.

50



Add your email contacts to twitter.

51



Email your twitter url to your contacts and ask them to connect.

## Branch out online



52



Add your twitter handle to you email signature.

53



Add a twitter follow button to your website.

54



Embed your tweets in your blog posts.

55



Write a guest blog and include your twitter username.

56



Blog about your twitter account.

57



Become a forum moderator and list your twitter handle.