



How to Use Twitter for Business

Social media can be confusing and overwhelming and Twitter is no exception. With only 140 characters available per tweet, it's hard to know if what you're saying is reaching your target audience. In this paper, we will help you understand why Twitter could be the missing piece of your online marketing puzzle. You will learn:

- When Twitter makes sense for your business
- Why Twitter must-have
- Connecting with #hashtags
- How to use Twitter like other people use Google

In our blog post *Breaking Down the Tweet*, we wrote about Twitter basics including the different parts of a tweet, recommended tweet frequency, and scheduling tools. Now we're ready to apply the basics to using Twitter for business.

Is Twitter right for your business?

Before selecting any social media platform - and any marketing strategy - it is important to understand who your target client is. While you may have more than one marketing persona, you must have at least one. The reason is that you can begin targeting your marketing, specifically social media, efforts to that target client.

Twitter is about interaction, exchanging information, networking, and delivering content.

If you're thinking about using Twitter for business, you will likely use it to connect with your community, industry thought leaders, and prospective clients and share your original content from blogs and newsletters. If you're looking to connect with customers, try Facebook, Instagram or Pinterest. If you're looking to connect with other professionals, try LinkedIn.

Twitter is right for your business if you're ready to be active, tweeting 2-10+ times per day.

Don't rely solely on a scheduling tool like TweetDeck, Hootsuite, or Buffer to reach your audience. You've got to be live tweeting about topics related to your business while also connecting with your followers.

The Twitter Must-Have

We often hear people complain that Twitter is filled with a lot of garbage. And it is if you're not following quality accounts.

Even if you're following quality accounts, your feed can get busy and it's challenging to absorb all of it. That's where lists can help you.

Lists are a must-have if you're using Twitter for business.

If there is one thing we wish we had done when we started our Twitter account, it's to make lists.

Each time I follow someone new, they are added to a list like one of these:

- Clients
- Prospects
- Industry leaders
- Chambers of Commerce
- Local contacts
- Special Events

If you already have a Twitter account, we recommend doing what we had to do -- create lists and add people you already follow to the appropriate list. Choose list categories that makes sense for your marketing strategy. If you're an online business, you might not have a local contacts list, for example.

Do what makes sense for you.

Track tweets on each list using Twitter or a tool called TweetDeck rather than scanning every tweet in your feed or searching for specific users.

Growing a Following

Years ago it was a fairly common practice to buy Twitter followers. While it was great to say you had 10,000 followers, we learned later many of those were fake accounts. The biggest lesson learned from buying followers was the importance of building an organic following.

Twitter is an open network meaning you don't have to send a request that the other person has to accept before you are able to see their tweets. That means you can follow anyone -- from your neighbor and favorite business to thought leaders, politicians, and celebrities.

From the day you establish a Twitter account, follow accounts that make sense for your business. It will keep your Twitter feed clear of unwanted tweets. It's not a foolproof system but we find it to be an effective strategy for our clients.

To grow an organic following, tell people where to find you and connect with other users. Add a social media icon to your website and newsletter. Connect with others on Twitter; don't just

follow them, engage in conversation with them. They're more likely to follow you if they know, like, and trust you.

Connecting Tool

We've found one of the most effective ways to connect with people on Twitter is at an event where a hashtag is being used. It's likely those folks are in the same industry as you or a complementary one making it beneficial for you to meet.

Twitter has been a powerful tool in connecting me with others in my industry. In 2012 I attended my first WordCamp in Phoenix. It's a conference for web designers and developers, bloggers and copywriters. Using the event hashtag and hashtags from breakout sessions, I met people who have become friends as well as resources and clients for my business. They have introduced me to other people who have become clients as well. It's worth the investment of time to make your presence known on Twitter. -- Anne McAuley, McAuley Freelance Writing & Blogging Badass

Discovery Tool

Utilize the search bar and hashtags to make Twitter your search engine, much like how others use Google. Why? News and trends happen on Twitter long before hitting mainstream media.

Follow the political debates on Twitter to get a pulse on how your favorite candidate is doing. [Carly Fiorina](#), for example, won the first Republican debate, at least on social media. Follow her campaign [@CarlyFiorina](#). Most, if not all, candidates today have a presence on Twitter.

And you don't just have to follow politicians. Celebrities around the globe and close to home are on Twitter. Want to know what's happening in Gilbert? Follow [@MayorJohnLewis](#) and [@GilbertPRSS](#).

If you're interested in using Twitter or other social media for your campaign or business, contact Social Tech Consulting today!

SocialTech Consulting
227 N. Gilbert Road, Gilbert, AZ 85234
info@socialtechconsulting.com
480-331-8152