

# How to use Twitter to Promote your Business

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[dmt]

Recently, Twitter's popularity has skyrocketed and it has turned out to be the most adored social networking platform. 😊

Do you wish to regularly tweet your thoughts, services, and goods of your business?

Do you want to see more traffic?

If yes, then we have a quick guide ready on ways to utilize Twitter to increase your business.

Let's start!

# How to use Twitter to promote your business



## 1. Always know your Objectives

Tried different advertising approaches on Twitter yet no favorable response?

Constantly tweeting on Twitter would not make any difference if you do not follow a business growth program.

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One of the greatest marketing challenges of business is to generate traffic. Every marketer faces distinct challenges but the aim is still the same i.e generate visitors.

With commitment, you can turn your Twitter account into a lead generation tool for your business. It is possible to maximize your [Twitter marketing strategies](#) in order to maximize revenue.

Once you are done setting goals choose the best ways and reach them.

## 2. Make a positive impression using your Twitter Profile

People today tend to judge your business on social media platforms. There's a saying that "The first impression is the last impression" therefore a creative "first impression" is vital for your Twitter account. Your profile should focus on the deliverables which will bring in respect, recognition, and attention that is much-needed.

These are the most essential parts to focus on-

1. Outline briefly about your business, solutions, and products
2. Add Fantastic pictures
3. Use your business blogs

4. Add logo
5. Follow and socialize with people/business that is relevant

### 3. Use your followers to be Targeted by Twitter Advertisements

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Twitter Advertisements are mainly created to focus on driving traffic.

Promoted Tweets – these are regular articles, which is exhibited to an audience who are not following you.

Promoted Accounts – You can get followers through promoted accounts because it always stays in the spotlight and reaches the timelines of users.

Promoted Trends – Trending topics appear in your dashboard. You can pay and promote a hashtag and this is currently becoming popular slowly.

You can use unique kinds of advertisement campaigns on Twitter according to your needs and budget.

#### Tweet activity

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**Instapage** @Instapage  
What Is Outbound Lead Generation and Why It Can Be Good for Your Brand  
[https://instapage.com/blog/outbound-lead-generation?](https://instapage.com/blog/outbound-lead-generation?utm_medium=social&utm_source=twitter&utm_content=lead-generation&utm_campaign=outbound-lead-generation)  
[utm\\_medium=social&utm\\_source=twitter&utm\\_content=lead-generation&utm\\_campaign=outbound-lead-generation](https://instapage.com/blog/outbound-lead-generation?utm_medium=social&utm_source=twitter&utm_content=lead-generation&utm_campaign=outbound-lead-generation) ... [pic.twitter.com/ZLT5eSZH2i](https://pic.twitter.com/ZLT5eSZH2i)



**Promote your Tweet**  
Your Tweet has 0 total link clicks so far.  
Get more link clicks on this Tweet!

**Promote your Tweet**

### 4. Run Random Contest on Twitter

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You can either choose to convert your viewers into customers or can just run articles on Twitter. Select the contest you would like to run and encourage them to take part in the contest. The prizes for the contest should be associated with your organization, that way

you will be able to market your organization. Growth marketing agency uses this strategy mostly to market their customer's business.



## 5. Always schedule your Tweets

Once you start building your followers, you have to keep them participated regularly. Make a posting schedule and keep tweeting on a regular basis. When a lot of your followers are active, share your message. You must always retweet the contents to bring in more visitors.

## 6. Monitor your brand

Social listening allows you to create the type of content that your followers really want. Think of suggestions and ideas based on business trends. Always try to improve your customer experience by interacting directly with customers and then use your strategy.

## 7. Twitter video

Video has become popular in the content globe and their content is raising. There are several options for using videos on the platform although twitter is not the first thing you think of when contemplating video advertising generally.

### **Recommended read: Useful Social Media Marketing Tools in 2020**

One is ordinary videos. This feature lets you record videos up to 140 seconds and upload them to Twitter. Another choice is Periscope, which is a live-streaming service that Twitter has. Your live streams show up on the feeds of your own Twitter followers.



## 8. Use multimedia to induce engagement

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The true potential of multimedia has been on a rise in networking. A poll of Twitter users discovered that the majority feel that pictures and multimedia are better than just reading words. Why don't you offer your followers of what they are asking for, more?

### Pictures

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Include relevant images to catch the attention of your community and promote engagement. If you are currently sharing photographs of people, it is possible to tag up to 10 individuals per image. Utilize it.

### GIFs

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They have come to be a great option for adding some fun that was appropriate to your tweets, Together with users sharing over countless GIFs.

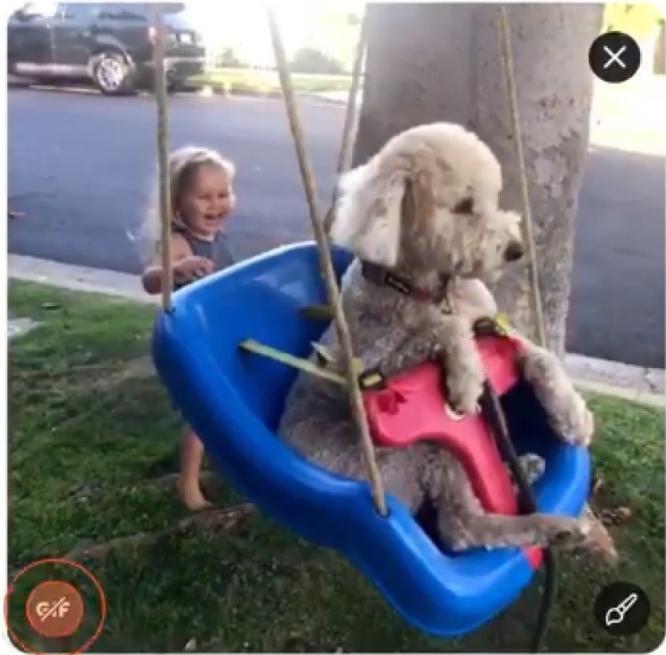
Tap the  
GIF button



Tweet



What's happening?



## Conclusion

Whatever you set your goals to be, there's absolutely no question Twitter can be a great instrument.

Twitter is the most valuable tool for any marketer seeking to increase their brand awareness, lead generation, and client service. The question still remains is how will businesses utilize the platform effectively. Look through the approaches and select one or more that would fit your business. 😊



Watch Video At: <https://youtu.be/SoMZhwwp2Gs>