Twitter Marketing - the finest approach for social marketing by Puneet Gupta

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In the world of business today, the most important people are the consumers. They are the ones who buy or use the service or product. Their opinions are of utmost value.

Online marketing is the way to get oneâ€™s brand noticed. A good social media marketing will give a chance to target the audience in a way that gives a personal touch. Social media marketing is interactive, and one way to get noticed is with Twitter marketing.

Twitter as A Marketing Tool

Twitter has evolved into something much more than just instant messaging. It is increasingly becoming a valuable viral marketing, communications and customer service tool.

People today have recognised the benefit of using Twitter as a marketing tool. Its presence on the Internet allows one to speak to a great variety of people for free and at the same time allows one to put a link in the text which has widespread marketing benefits.

When the question of effective marketing comes, one of the phrases which is used most frequently is â€œwe need to speak to the customerâ€•. What it means is to grab the attention of the customer. Twitter allows one to speak directly to each customer. By using of @replies, one can answer a customerâ€™s query. By using the search facility it is likely to see who is talking about the position in which one is marketing and if that person is a qualified customer or not.

Corporate culture has a great impact on the results from social media marketing. What works for one company may fail for the other. Twitter marketing not only helps in increasing sales but also in improving company/customer relations and reducing costs. Certain strategies can be followed to make Twitter marketing successful.

Some of them are:

1. By tweeting links to new blog posts.

2. By engaging with others in order to increase the number of followers.

3. Providing quality content on a regular basis.

4. Combining link sharing and conversation.

Twitter is about what a person is doing right now. It is the fastest way to get the word out. When one tweets about a recent development, one is giving that information immediately to the followers. Twitter is best for people who have web-enabled phones and small screens. If an individual wants to know where people are at the moment, Twitter can do it.

Twitter marketing is faster than blogs. Blogs are a great source of information about the latest activities in a business. But making someone to read your blog means alluring them to visit a website â€“ and this involves an extra step and can even be a deal breaker. Tweets on the other hand enable the audience to get the information without requiring them to give the time and energy to locate and visit a site. Business people can use Twitter to announce a new blog post.

Twitter is about building relationships. It helps an individual to search for others with similar interests and then â€œfollowâ€• them. They, in turn, can follow you. Twitter is democratic so itâ€™s not hard to loca well-known people in a field to â€œfollowâ€• you. As with other social networking sites such as Facebook and LinkedIn, Twitter lets people locate and join communities of people with similar interests. Thus it helps in creating a network.

While using Twitter, itâ€™s very important to keep a note of necessary keywords so that a company can read and at the same time react to the most important tweets. Twitter is a great tool to know what is being said about the company.

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The author of this article is Puneet Gupta and He is an internet marketer and has strong passion about a digital marketing strategies and a Social marketing.

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