Using Twitter as Part of Your Social Media Marketing Plan by Cathey Lee

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Twitter is much different from Facebook, and tends to attract a more diverse mix of active consumers waiting to learn about the newest products and latest trends. It will be pivotal for you to understand these nuances so you craft an effective and interesting Twitter presence and expand your social media marketing strategy.

How to Set Up Your Twitter Account

Use your twitter handle to promote your brand.

Use non-diminutive words such as â€œexpertâ€• or â€œguruâ€• that show your authority and expertise fo description.

Set up a page that lists all twitter handles of employees in your company.

It is important for you to establish a relatively casual atmosphere on your twitter account; it will create a more informal, yet personable and comfortable relationship with potential customers that encourage them to engage with you often.

Gaining Exposure and Awareness for Your Twitter Page

People on Twitter follow influencers and key experts in the industries they are interested in. It is vital for you to establish relationships with industry leaders so that industry leaderâ€™s followers (your potential customers) can learn about you brand through a resource they trust.

*- Connect with journalists and bloggers who cover your industry.

*- Use technorati to identify and start following influencers.

*- Pitch to influencers on Twitter.

*- Be brief and concise in your personalized pitch.

*- Leave comments on influencerâ€™s articles.

*- Use your original content as an outreach tool.

*- Help influencers with their research by posting useful content on their twitter page.

*- Do not follow too many people at once.

*- Your following: follower ratio will look imbalanced.

Other useful Tools:

*- Tweet Grader

*- Muck Rack

Twitter has a strong presence of early adopter who tend to be the first to purchase the newest products.

They depend on these industry experts to make that purchasing decision

Following these thought leaders will help you find the inspiration for your own content creation, while also providing you with the chance to get in touch with active consumers in your industry.

Use these tips to expand your social media marketing plan into the Twitter-verse!

Letâ€™s Hear From You!

Is your business on Twitter or any other social media platform yet? Which social media platform do you find more beneficial and why? Leave a comment below!

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Cathey Lee - About Author:
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