



twitter

There is a large number of Irish businesses using Twitter as an essential marketing tool. Still, a lot of businesses ask themselves how to use Twitter to promote their products and services.

Here are our top 9 tips to help you promote your business using Twitter

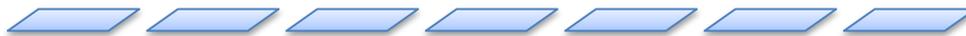
1. Treat your Tweets like a newspaper headline. Engaging, intriguing, and concise to squeeze into limited space.



Your Tweets are the 'front page', which will draw people to your website, your blog, or the checkout basket of your online store. Build on this 'headline' with high quality images, informative infographics, and other visual content to help you go beyond 140 characters.



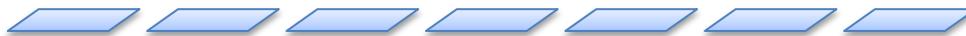
2. Use Twitter Search to find out what people are saying about your company.



This will help you to tackle any bad publicity accordingly, a customer complain in Twitter can be a bomb for your business if you don't tackle it on time.



3. Keep the pace of your tweets constant.



Tweet at least once a day; do not give the impression that that your twitter account has been abandoned.



4. Establish your business as a source of industry info.



Check your facts, produce insightful content, stay up-to-date to be a reliable source of business information.



5. The best days to launch a campaign are Wednesdays and Thursdays.



These are the days when people are more active online.



6. Share highlights from events and conferences.



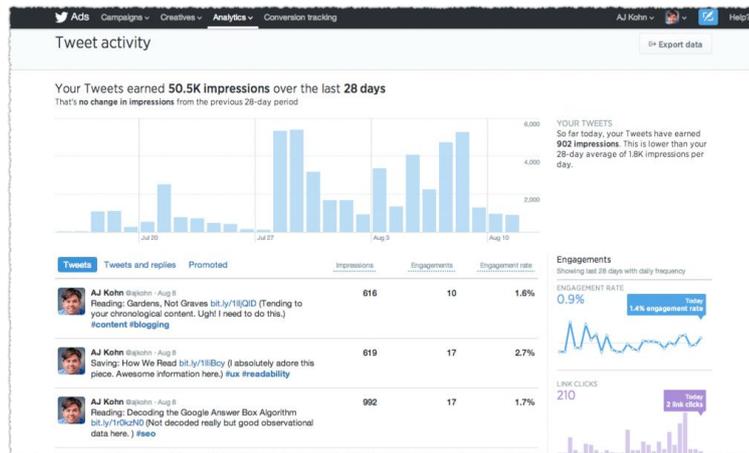
Tweet images, highlights, and quotes for your online audience to engage with. Make them a part of the event!



7. Understand your audience better with Twitter Analytics.



Good Twitter tools will help you gain insight into the small details that make a difference, like Tweeting at the right time for maximum engagement. Additionally, use a Twitter analytics platform that monitors your activities so you can see how many followers you retain over a period of time and highlight areas for improvement.



8. Give Twitter users a good reason to follow you.



Host competitions, offer discounts, post behind the scenes content.



9. Monetise your Twitter activity.



67% of Twitter followers are more likely to buy from brands they follow, use your feed to showcase the wonders of your products/service without being too pushy.

