



How To Make Twitter Work For You

- T** **Twitter** is a hugely powerful platform to increase your business's online reach. The average Twitter user follows 5 businesses, and 80% of all users have mentioned a brand in a Tweet.
- W** **WOW!** Tweets using Multimedia help differentiate your business from others. Tweets with images get 150% more retweets! So, mix up your content with images and videos.
- I** **Inbound** marketing works. Twitter is a place to grow customers through word-of-mouth marketing and a great place to meet your customers where they are.
- T** **Teach.** Make sure you use educational content to help your audience learn about you and what problem you can fix for them.
- T** **Tactics.** Stick to 4 fundamental tactics – Research competition, identify your audience, set goals and increase organic traffic.
- E** **Egg.** Never have the Twitter egg as your profile picture! Complete your profile and bio!
- R** **Research your hashtags.** See which hashtags your audience is already using when talking about your brand, and then adopt them yourself.

