



Top tips to increase your Twitter presence

A useful guide

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If you run a business, no matter how big or small, you should be taking advantage of free marketing with Twitter.

With hundreds of millions of users and over 500 million Tweets being sent each day, Twitter offers a powerful opportunity for businesses to reach a global audience and build meaningful connections.

However, with such a huge number of people on Twitter, it can be hard for businesses to stand out and for their Tweets to be seen.

This ebook is aimed at business leaders who want to make sure they are following best practice on Twitter, generating leads and optimising their investment of time.

We hope you find it useful and if you have any questions or would like support with your social media marketing please do get in touch.

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build a great profile

A complete, well written Twitter profile does far more than put a pretty face on your company's Twitter account - it can build trust with your audience and improve how your business appears in search results.

Clear profile and cover photo

You want to portray a professional image and your profile and cover image are the first things that people will notice when visiting your page, so make sure they look good and stand out.

Write a great bio

This is where people come to find out about you and also helps your search visibility. Make sure it is punchy, easy to read and clearly conveys what you do.

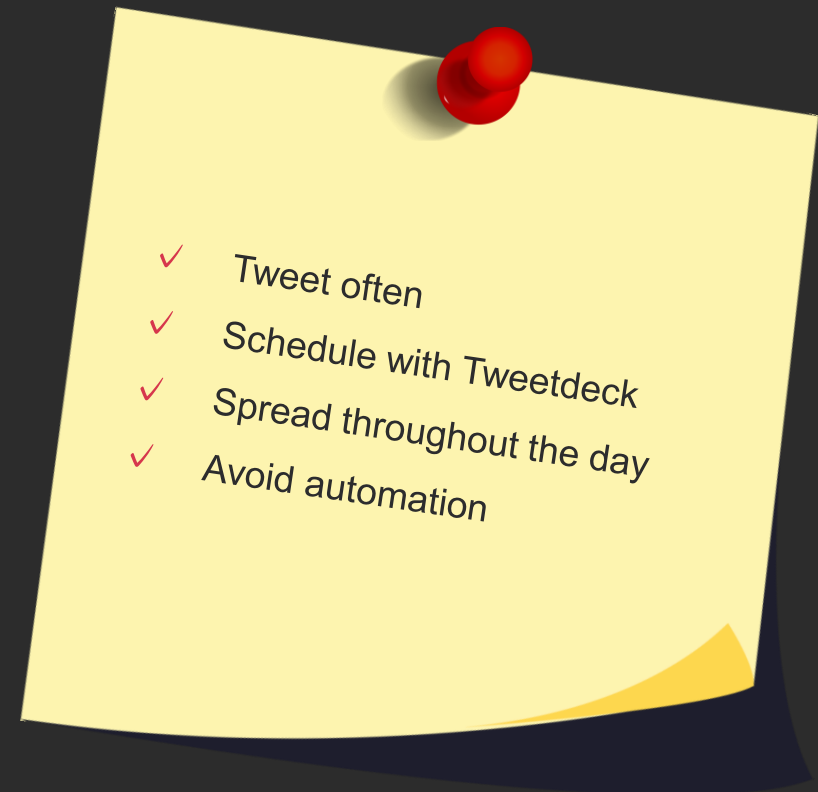


Tweet often and spread throughout the day

The shelf life of a tweet is only a matter of minutes and depending on how many people your followers follow, it could be that your tweets don't last very long in the main feed.

Although you don't want to be overwhelming people with Tweets, it's a good idea to Tweet regularly and that's where scheduling software such as TweetDeck comes in handy.

However, don't become too reliant on software, as you need to be interacting with your audience to!



Time your tweets strategically

Rather than tweet whenever you think about it, time your tweets strategically to reach the most people possible.

Twitter Analytics is a great tool to see which of your tweets are most popular. Look at the time they were sent and experiment to see if certain times get more engagement than others.

Importantly, think about posting at times when your audience are most likely to be able to engage. For example, people commuting by train are more likely to be looking at their phones than when they get into work.



Interact and engage with your audience

The point of social media is being social, and so you shouldn't just be posting, you should also be interacting and engaging with those talking to you, about you, or about what you're discussing.

This takes dedicated time and effort from a dedicated member of your team.

Build connections with both your customers, other businesses and leaders in your industry. If you just post information at them, they will lose interest and stop following you.

Tweet a question and see how your followers respond, or run a Twitter poll for customer service feedback, quick product or service opinions, and direct social listening opportunities.



Get discovered with hashtags

Hashtags can give you a serious engagement boost - if you use them right. They enable you to reach people outside your own network who are already interested in your industry, product or service.

Research has shown that Tweets with hashtags get more engagement. However, Tweets with too many get less - therefore don't overuse hashtags!

Research industry relevant tags and track trending topics, as joining in on a hashtag that's trending is a great way to get some exposure for your page as there is more chance of getting retweeted and shared.



Mention and follow people

Following people puts your company in front of theirs, but don't follow for the sake of it. Make sure the company is relevant or otherwise you will look spammy.

If you are mentioning someone in your Tweet, tag them! This alerts the user to the mention, and can have extended reach benefits, particularly if that user likes or retweets it.

Short, punchy Tweets

To get your Tweets read and shared, they need to be visually interesting and get the point over quickly. People don't have time to think.

Images, video and GIFS are a useful way to communicate a message that is eye-catching and engaging.



Having a Twitter account can be a fantastic tool for your marketing strategy. However, the success of it will depend on the time, effort and thinking you put into it.

Using it as a platform to just broadcast to people about your company is unlikely to be successful. You need to engage with your audience to maximise exposure.

Social media is as much about engagement with other people as it is about sharing content.



Waypoint is a digital marketing agency focussed on lead generation. We achieve this by making sure that your potential customers find you before your competitors when looking online.

We have a team of experts, specialising in digital strategy, content writing, social media management and much more all working towards the same goal which is to maximise lead generation.

If you would like to talk to us about how we can help, please get in touch.

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If you need any help with your marketing and lead generation activities please do get in touch.

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