

# TWEET-TASTIC

## MARKETING



Discover how to use  
twitter to expolde your  
marketing campaign

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# INTRODUCTION

Social media marketing is probably the number one method of marketing for businesses today, and Twitter is a major player in that. In fact its one of the best social media platforms you can use to market your business.

The number of businesses using Twitter to market their business is growing year on year, and for good reason. Twitter users are 3 times more likely to follow a brand on Twitter than they are on Facebook.

Not only that, 67% of Twitter followers are more likely to buy from a company or brand that they follow on Twitter.

In this training guide we will look at:

**Chapter 1: What is Twitter Marketing?** – We will go over exactly what Twitter Marketing is.

**Chapter 2: Why Twitter Marketing?** - We will explain why your business should be using Twitter as a marketing tool to grow your brand and increase sales.

**Chapter 3: Twitter Advertising Options** – In this chapter we will look at the various different ad options on Twitter and how they could help your businesses.

**Chapter 4: How To Create A Twitter Strategy That Works** – This chapter will look at some of the key strategies the experts use day in and day out!

**Chapter 5: Highly Effective Twitter Marketing Top Tips** – We share with you the top industry tips that will help you get amazing results from your Twitter marketing campaign!

# Chapter 1 – What Is Twitter Marketing

**Definition:** *Twitter marketing is all forms of Twitter uses for marketing purposes. It encompasses free and paid uses of Twitters services and applications by a brand but also all encouragements and incentives addressed to consumers to relay and amplify brand contents, messages and campaigns. Usually, customers relay brand messages and contents by using Twitter buttons and hashtags.*

Since its launch in 2006 Twitter has become a fixture in the lives for most of us. Some of us turn to it daily in order to see what is happening in the world, to see what friends are doing or to get a peak into the lives of celebrities. Twitter has a broad spectrum of users including businesses, government departments, celebrities, politicians and religious institutions. Even the British Royal family send out updates via Twitter.

We use Twitter trends to see what is popular, it is used to measure the chatter of everything from political campaigns to TV reviews!

With around 200 million users sending out the same number of micro-blogs (approximately) every day, Twitter is certainly an effective channel for communication.

However, this social networking site is not just for teenagers or celebrities tweeting about their daily activities.

The power of Twitter as a marketing tool has been realized by many small business owners, who are using it to help their businesses grow. Considering that it costs very