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BEST PRACTICES FOR TWITTER MARKETING

Article from [Revalsys Technologies](#)

This article provides the best practices for twitter marketing



Twitter is one of the most popular social media platforms and has millions of active users on a monthly basis. Being used by a large number of users, it acts as a powerful marketing tool for online marketers. With the limitation of 140 characters, you need to be very creative and succinct while you use this social media platform for marketing of your business.

Having an account of your company on Twitter, tweeting, replying to tweets that mentions you, following people back, using hashtags etc. are the basics of Twitter. Apart from acting as basic factors they act as great factors to have more followers and have strong business presence on this social media platform. But in order to generate great content and engage with your followers better, you need to adopt some best practices along with these factors. Find below some of the best practices for business on Twitter:

- **Create Twitter list and monitor it**

It is important that you create a Twitter list for industry influencers as it helps you to group together with people of your niche or with similar topics. Twitter is one such social media platforms that move so fast. Just a refresh of your Twitter timeline can make the most important tweets hide somewhere. Such cause make Twitter list an important feature of this powerful marketing tool. So, create Twitter list and keep yourself updated with the important things related to your industry.

- **Participate in chats**

Twitter chats are important as it can help you to have new followers on Twitter by making better your profile's visibility, generate feedback valuable for your business, generate strong relationship between your target customers etc. When you involve in Twitter chats that revolve around your industry, trends or related topics, you can see the difference it brings in terms of followers and making better your business.



- **Use videos**

Don't make your Tweets stick to just 140 characters when you have an option to post 30 seconds video on Twitter. Using videos is a wonderful way to make your Tweet stand out among others and make your Twitter marketing more effective. Videos are more likely to gain more clicks, views and shares in comparison to text tweets.

- **Tag people in photos**

Are you aware of the fact that you can tag around 10 people on a photo you post on Twitter? And you can do this without crossing the limitation of 140 characters. Though it's a beneficial feature offered by Twitter, but it needs to be used in a proper way. Make sure to tag relevant people on a photo or who have any connection with the photo. Random tagging of people to get attention is not at all helpful; rather it can have adverse effect on your business.

- **Promote events**

Make use of Twitter to promote any important events of your company to make your events successful. You can even live-tweet events when it's taking place.

- **Integrate Twitter with other marketing efforts**

It's more beneficial when you integrate Twitter with other social media platforms and other marketing methods. You can integrate Twitter with your website or with your blog. There are different methods of doing this; you can use 'click to tweet' button, twitter share button, embedding tweets etc.

- **Use Twitter analytics**

It's very necessary that you use Twitter analytics so that you get to know which tweets are resonating and which are not. Based on this, you can improvise your Twitter strategy whenever required.



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