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twitter Tips

Twitter has quickly become one of the top social media platforms for both businesses and consumers alike. For businesses, it serves as an effective way to communicate and engage with customers in real-time through 140 characters or less messages, called tweets. Twitter allows you to quickly share product and industry information with your consumers, and helps you monitor what others are saying about brand.

Establish trust. To be successful on Twitter, you have to build a reputation for being a trusted source. You must become a reputable source for up-to-date and timely information in your industry. This will help you build a strong following on Twitter. You can establish this trust by referencing articles and links about the bigger picture as it relates to your business.

Link to your website. Integrate your current Twitter URL into your website by placing a button or call to action on all pages within your website. When tweeting, provide links back to your site to help gain traffic. Make sure that when promoting your company's URL, that you have provided added value once they arrive. By integrating both your Twitter URL and linking to your site – this will help drive your Twitter URL up in the search engines.

Be responsive and reward followers. You won't win over the Twitter population if you only use Twitter as a self-promoting platform. While providing one way marketing messages about your product is okay, it is preferred that you also ask questions and engage followers in a more casual, conversational approach. Share other's content in order to let people know that you are participating in the conversation! Engaging followers, thanking followers for following, and responding in real time will help you build your customer engagement.

Use Hashtags. With every tweet, include at least one hashtag. Hashtags begin with # and are primarily used to index tweets related to a specific topic. They increase the likelihood of a bigger audience seeing your tweet and in turn increase the likelihood that viewers will retweet your message. Many times the hashtags that you incorporate will be the trending topic on Twitter. Don't limit your voice; make sure you are using hashtags. That's just a little #marketingadvice!

Use @Mentions. To give credit to a business or an individual you can use a social mention within your tweet. To do so, simply place an @ in front of the Twitter name. This will make it public that you are tagging a certain someone within your message, and will show up within their feed. As you give credit and develop your own following, people will begin to mention you, which will help build your exposure and voice.

Don't forget about your keywords and character limit. When possible, write keyword rich tweets. Beginning your tweets with a primary keyword will allow you to leverage the real time and long-term index relevance across search engines. Also, make sure your tweet's character limits allow for "retweetability." It is best to keep your tweet under 120 characters in order for your followers to easily add your RT@name in front of their tweet.

Enhanced Profiles. An enhanced profile page allows for increased brand visibility. While still in the rollout phase, you will be able to feature your most relevant content predominantly on the page. An enhanced profile page will display an 835 x 90 pixel image directly below your account information.

Curious about the number of followers? Every Twitter user can follow a total of 2,000 people. Once you hit this amount, you will be able to follow more people depending on your followers-to-following ratio. Twitter has implemented this rule in order to prohibit aggressive, spam-like behaviors.

Measure and monitor what people are saying. Utilizing tools such as HootSuite and Radian6 will allow you to monitor, track and gain insights regarding your Twitter traffic. Similar to Google Analytics for your website, these sites provide data regarding your Twitter visits, demographics, referring site visits and specifics on individual tweets that you have sent. Using TweetDeck, another tracking tool, you can track tweets in real-time related to your industry. This allows you to easily keep in touch with the conversation currently happening for your brand or product.

There are currently about 110 million users on Twitter.

Everyday, Twitter gets more than 300,000 new users.

On Twitter, there are more than 600 million searches done every single day.