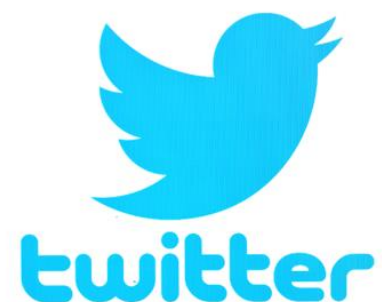
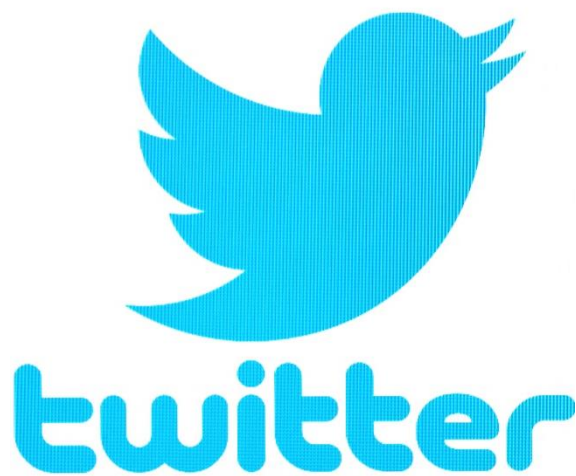


How to use **TWITTER** for business



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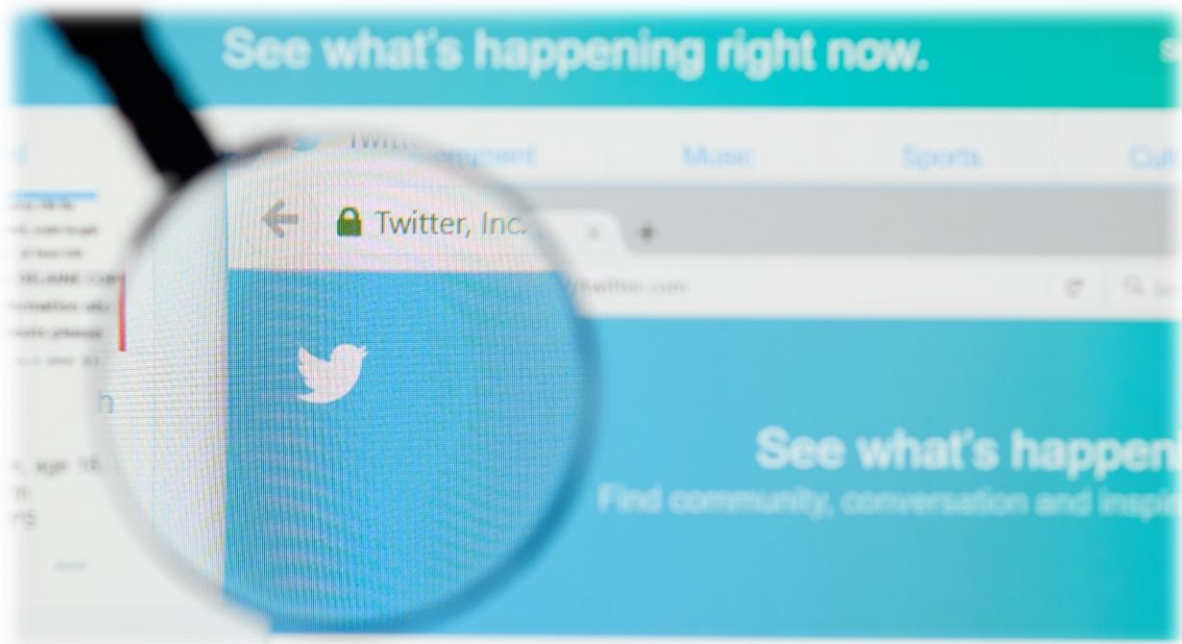
Introduction

Entrepreneurs are aware of the importance of social media in their business, which explains why many of them are so engrossed and so focused on trying to make the most of their Facebook accounts and pages. While I believe Facebook, with its billions of active users, has the power to exponentially boost businesses to greater heights, I also believe entrepreneurs are making a big mistake when they focus all of their energy concentrating on just one social media platform like Facebook, when there are so many social media sites available that they can simultaneously manage and work on while maintaining an engaging Facebook business page.

If you want to maximise profits, generate sales and gain customers you need to know that Facebook is not the only social media site that can give you all these. If you're not using Twitter as part of your social media marketing then, my friend, you've been missing out on a lot of potential sales and customers



What is Twitter?



Twitter functions differently from Facebook but if you learn how to use it, Twitter can greatly help your business in more ways than one. Twitter is a social networking service that is open to everyone just as long as you register as a member. By the way, registration for Twitter is free of charge. Once you become a registered member you can then create short posts known as “tweets”. These tweets are only limited to 140 characters long, and because of this unique feature Twitter falls under the micro blogging category owing to its distribution of short and disconnected messages.

You can broadcast your tweets and share them on other social media sites like Facebook. Your tweets can include a link to a website page, a PDF file or a blog post or it can be your own unique thoughts encapsulated into a maximum of 140 characters. In Twitter, you can follow other users and be able to read their tweets as well. You can use Twitter through your personal computer, laptop, smartphone, iPad or any other mobile device.



Here are a few fun facts about Twitter that you need to know about.

- ❖ Did you know that 79% of Twitter users live outside of the US?
- ❖ Did you know that Twitter supports a total of 35 languages worldwide?
- ❖ Did you know that over 320 million people are using Twitter?
- ❖ Did you know that over 500 million tweets are made each day?

What makes Twitter different from Facebook is its convenience and ease to see what is happening in the world in real time. This feature is what makes it different from other social networking sites.

Why are people using Twitter?

People use Twitter to know what is happening in the world. If you follow major news sites like CNN or Fox news, you will automatically receive real time news all over the planet. People also use twitter to share information or connect with businesses and people globally.

Why should entrepreneurs use Twitter?

The 320 million people who use Twitter are enough to convince you that Twitter is indeed an international powerhouse and it's the perfect bait to secure more customers. Twitter offers you tons of opportunities for your business, enabling you to reach an audience at a global scale. It doesn't matter what business you have, whether you are a retailer or a freelance designer, you can take



advantage of Twitter's features to make connections with important people as well as engage your audience. Inevitably, the connections you make on Twitter will lead to an influx of new customers that your business can surely benefit from.

So the question now is this, how can you use Twitter for your business? Where do you start? How do you do it?

1 USE TWITTER TO DISPLAY YOUR BRAND

Your Twitter account represents your business. This is where you will tell the people about your business story. If you have already managed to create other social media profiles other than Twitter, it is important to keep in mind that your Twitter presence must have the same feel and look as your other online tools.

Consistency in all of your social media profiles allows people to identify your business. This also helps build their trust in your business. In other words, when choosing an image and an account it has to be the same with your brand and your other social media sites. So for example, if your Facebook Page is Sharon Jurd Events or let's say your website domain is www.sharonjurdevents.com.au then your Twitter account name should be @sharonjurdevents, aside from avoiding confusion, doing so helps build your brand. Choosing a Twitter username is very important because this is how people will identify you.

I suggest you use your personal name. This is by far the best option for professionals and your business name. As much as possible, don't include punctuations so that it would be easier for your audience to type it in their mobile phones.



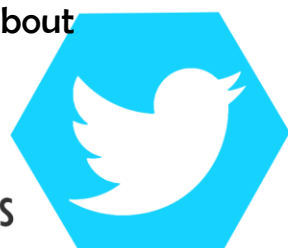
For your profile image, you can use your company logo or you can find a good headshot image of yourself. There are many small business owners who use their business names for their usernames but upload their personal photos on the profile image to add a bit of personal touch to their accounts. And just like Facebook's cover photo in Twitter you can also have a profile header where you can upload a large background photo. When you are using your Twitter account for your business, make sure that your profile header tells a story about your business. In other words, do not randomly choose any image online that you think would make your account look nice but rather concentrate on your brand and find a photo that relates to it.

2 BUILD A SOLID FOUNDATION

After you have come up with a profile image, a photo header and a unique username your next step is to completely fill out your Twitter account. Twitter gives you the opportunity to share all the important details about your business. Take advantage of these features and share every relevant piece of information you have that can contribute to your business story. You can find these features under *Profile* and clicking *account settings*.

Don't forget to include your location so your followers will know where to find you. However, do know that some of those who visit your profile are not from within your area. They may come from a different city or country; whichever the case I suggest you still give them all the information about your location so they can find you.

In addition to your location, another thing worth considering is your website. Twitter gives you the chance to share a web address to your followers. It can either be from your domain website or from a blog. I recommend you use a Twitter landing page as this gives your followers more information about



your business. And lastly for your Bio, Twitter only allows you a total of 160 characters to introduce your business. Instead of highlighting your company's mission statement, I suggest you inspire your followers by sharing what your business can do to help them with their needs.

3 FOLLOW THE RIGHT PEOPLE ON TWITTER

Just like with Facebook and Instagram, Twitter as a social media site allows you to follow other users and vice versa. On Twitter, when you follow users you are subscribing to their tweets, this means that you can read all the tweets they share. If you are using your Twitter account for personal reasons then it's okay that you follow anyone that interests you but if it's for your business I suggest that you be selective with the accounts you follow.

Twitter holds strict rules especially when it comes to following Twitter users so you need to be extra cautious about this. My advice is that you take your following spree slowly and carefully because Twitter has what they call aggressive following. If Twitter detects that you are aggressively following other Twitter users they can suspend your account because of suspicious activity and this is something we don't want to happen.

Now you might be wondering why I am emphasising this. In case you aren't aware, your Twitter experience is actually defined by the user accounts you follow and not by the accounts that follow you. Therefore, be keen on your follow choices so you can give your brand an amazing Twitter experience.

The question now is who then should you follow?



You can follow your customers, your business suppliers, vendors, contractors and your business partners. It is even okay to follow your competitors and your peers. You should also follow professional organisations and trade organisations within your industry. Start following all possible businesses in your community or the businesses that are owned by people you actually know or who are part of your professional network.

When you start following people you will also notice that others will start to follow you as well. It doesn't matter whether you know these people or not, just focus on the people you need to follow.

4 **START TWEETING**
If it's your first time using Twitter it's going to take some getting used to because talking on Twitter is so much different from Facebook. Twitter is fast-paced and it is a hodgepodge of ideas. And because the characters are limited, you'll be compelled to use your creativity and wit to get retweets and to increase engagement. It's busy on Twitter but it's also fun.

But don't just tweet right away just for the sake of it. Give yourself some time to adapt to Twitter's atmosphere. Listen to what other people are tweeting about and study how they compose their tweets. When you think you're ready that's the time you start talking.



TWEET SMART

5

As I've mentioned earlier, don't just tweet for the sake of it. When you tweet, you have to think of your business. You can use different techniques to get your message across. You can start by finding the weakness of your target audience and focusing on that while linking it to your business. You can also post about what interests your audience and then squeeze a few subtle business promotions. But mostly focus on the benefits of your products and services and how you can help your customers.

The first step to getting customers is to give them factual and relevant information about your business and make sure that you promptly answer their questions if they have any. When you are able to accomplish these then they will recognise you as an important member of their community.

Since a tweet is only limited to 140 characters long you need to master the art of writing a headline-style message. Don't jump in right away. My advice is that before you start tweeting, practice and do some experiments. If you want to say something, try to make different versions of it and see which of those gets a higher engagement or which of those gets more response.



Conclusion

Business-owners need to take advantage of social media sites because these are very powerful mediums that can be used to gather customers. It goes without saying that the more customers you have, the more money your business generates.



The trick to making this work is by studying the social media sites before you officially use it for your business. Don't just get into Facebook or Twitter because you heard millions of people are active on both sites. You get into Facebook and Twitter because you fully understand how these social media platforms can help boost your business. Study it and learn the mechanics because if you do it wrong, all your efforts will be for nothing and the purpose of getting customers and expanding your reach will be fruitless.

Good luck and enjoy tweeting!





I would love to offer you a FREE half hour discovery session personally with me. I guarantee by the end of the session you will know exactly what your next step is in your business or life. If you would like my FREE gift complete the form in the link below and I will be in touch with you very soon.

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If you would like to work with me more closely please go to the link below.

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