

Promoting your business on Twitter.com

Twitter has introduced micro-blogging to the world and it has already become a phenomenon of sorts. Millions of people are typing out what they are doing at the moment in the form of 140 character short text messages. Online marketers have already started taking advantage of this hot new trend in social media to promote their wares. If you are wondering whether to use Twitter, here are some useful ways with which to begin your campaign.

Add Twitter in your daily tasks: Be online and tweet frequently. It is important to create your presence on Twitter. Frequent daily twittering will be of great benefit. Initially, you can follow other twitterers and with time, you can get a good following of your own. This will be a good thing as you can build your own network of people with common interests since it is said that birds of a feather flock together.

Plant your seeds: Just as a seed becomes a sapling and then a plant and eventually a tree, your tweets will slowly and steadily build your business. Take every opportunity to write about your business and products. Show your involvement in it combined with your passion and excitement and it is sure to rub off on your followers.

Events, Deals, Contests, etc: Using Twitter is the speediest means to announce your spring clearance sale or your daily deals. Your tweets will reach your followers within seconds of your announcement. Not only that, it can also pass on to their friends and can quickly assume viral proportions.

Generate walk-ins: Use time-limited actions to attract walk-ins to your store. For instance, you can announce a lucky draw for every 10th person who visits your store between 5pm and 8pm. Twitter about this and expect to get immediate results. If you are promoting an online business, then give out the html link of the latest ebook available on your site.

Develop your personal brand: People like to follow knowledgeable persons and are influenced by expert opinion. Therefore, you can express your insights about your products or field to create a perception of expertise. Provide tips on how to use your products for best performance for which your customers will be thankful.

There are many other ways in which Twitter can be used by smart marketers. You can use it to express thought-leadership and shape opinions and views of people, connect with your partners and vendors and extend your reach to those not covered via your traditional campaigns.

About the Author

Angela Giles is currently active in building several successful online businesses, and currently leads a group of world wide entrepreneurs dedicated to using their abilities to make a positive impact on the world. [More Info on Usana](#) Click here to [submit article](#).

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