**Twitter Marketing:** A Twitter marketing strategy is a plan centered around creating, publishing, and distributing content for your buyer personas, audience, and followers through the social media platform. The goal of this type of strategy is to attract new followers and leads, boost conversions, improve brand recognition, and increase sales.

**How effective is Twitter as a marketing tool:**

Using Twitter as Marketing Tool Effectively: Social media marketing: Twitter makes up 13.5% of sharing, and this sharing grows by almost 580% every year. Imagine if you have a product or service that would provide tons of value to its users, there is high probability that it will go viral on Twitter.