**What is 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.

**Twitter Marketing Basics:**

Twitter is a fast-paced social media channel but can be very useful for small businesses. It is good for [real time customer engagement](https://thrivehive.com/8-benefits-of-real-time-marketing/), and the retweet feature makes it easy to share relevant content or good customer comments and reviews.

**Posting on Twitter:**

Here are some things to include in an ideal Twitter post when using it to market your business:

* Less than 140 characters (photos add characters so you may need to get creative!)
* Photos, graphics, or videos
* [Engaging caption](https://thrivehive.com/45-instagram-caption-ideas-for-small-businesses/) that promotes the post
* Call to action, if necessary
* Tag people or places
* [Hashtags](https://thrivehive.com/how-to-find-hashtags-for-your-business/)

**Engaging on Twitter:**

Depending on your industry, Twitter may not be as strong of a [lead generating channel](https://thrivehive.com/how-to-generate-leads-online/) as other social media sites, but it is still worthy of putting forth some effort. If you want to generate leads on Twitter, it’s important to post regularly and engage with followers. Here are some guidelines for engaging:

* Engage with followers who like, follow, and comment on your content
* Retweet customer posts and reviews about your business
* Use local hashtags to tweet events/sales/ promotions
* Limit your hashtags—use no more than three per tweet
* Use a link shortener
* Tag users in a photo or graphic
* Tag a physical location