Twitter Marketing Tools

Introduction

Twitter is a social networking and microblogging online service that allows users to send and receive text-based messages or posts of up to 140 characters called “tweets.”

After the online sign-up process, users can post their tweets by using a computer or other Twitter-compatible device such as a smartphone, and can view tweets posted by other “followed” users.

Background

Twitter is one of the ten most-visited websites worldwide. Estimates of users vary as the company does not publish statistics, but inside sources suggest there were 119 million Twitter accounts in 2011, this statistic breaking down to: 85 million accounts with one or more followers, 56 million Twitter accounts following zero other accounts, and 90 million Twitter accounts with zero followers.

To make sure that you get the best results with fewer efforts, here’s a list of 13 Twitter marketing tools. You can also find some free Twitter tools here.

Best Twitter Marketing Tools are:

Agorapulse – The best all-in-one social media marketing tool. Includes inbox, publishing, monitoring, and reporting. Ideal for solopreneurs and agencies alike.

Quuu Promote – The best Twitter marketing to get your content shared by real social media users.

Audiense Connect – The best tool to automate your Twitter marketing. Offers incredibly detailed analytics and demographic insights that can’t be found in other tools.

SocialBee – The best tool for scheduling & publishing content on Twitter. Includes content libraries and content recycling to save you time.

Assumptions & Uncertainties

Twitter has various competitors like Facebook, LinkedIn and MySpace. Facebook has more than five times users as compared to Twitter. This is the area of concern for Twitter if they want to survive and gain competitive advantage. Young generation has not been able to use Twitter due to lack of a time and old persons, young generation along with housewives use Facebook due to sufficient time period. Twitter’s big concern is regarding illegitimate content users in the form of spam, viruses, and fake accounts. Fake Twitter accounts create a negative impact on users and discourage them to use it. Due to these reliability issues, growth of Twitter is questionable in the long run unless it will overcome them.

Conclusion

Twitter is a powerful marketing tool and social media platform any business can take advantage of.