



7 TIPS to Make Your TWEETS SING



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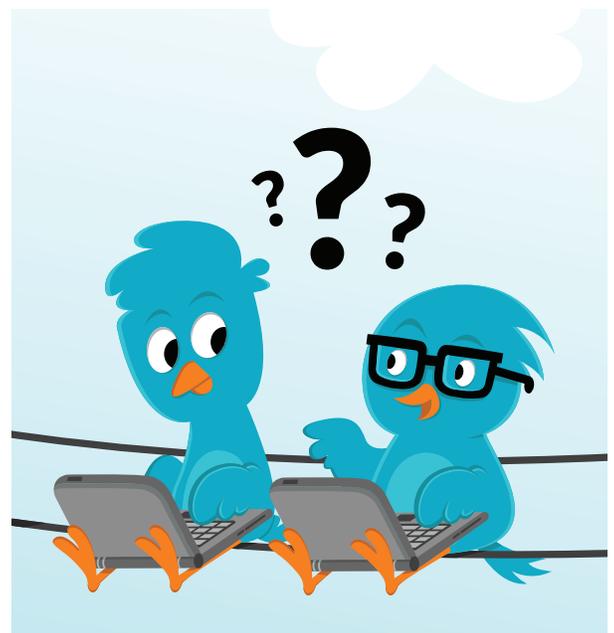
[Twitter](#) is a social networking and micro blogging service that allows you to send short text messages 140 characters in length, called “tweets,” to your friends or “followers.”

For business, Twitter can be used to broadcast your company’s latest news and blog posts, interact with your customers, serve as a customer support channel, or enable easy internal collaboration and group communication.

In a given week, users send a billion tweets. Users are now sending 140 million tweets per day on average, up from 50 million tweets a year ago! With all this tweeting, how can your messages break through the noise and be heard? Is there a sure fire recipe for success in 140 characters? As is the rule with most marketing, the answer is “it depends,” so we put together 7 Tips to guide your tweets along.

1 Define What You Want

Before you even create a Twitter account and start tweeting, ask yourself what you want to get out of it. Are you a small business looking to increase brand awareness? Are you a larger company seeking to offer real-time customer support? Do you just want to listen in on the conversation? If you don’t do this all-important step first, you may find yourself alongside the more than 54% of people who create a Twitter account and never send a single tweet. We call that getting your wings clipped!



2 Relevance Rules

Just like email marketing, the most relevant content is what gets results.

Your followers follow you because they have an expectation of the type of content you will share. Keep your content focused around your area of expertise and your followers will stay loyal. Relevance also means timeliness. The fresher your updates are, the more likely they will be of interest to your followers. Keep your personal status type updates for your Facebook profile.

fresh
focused
content



3 Twitter is a Conversation

Remember that Twitter is the perfect forum to engage & connect with your followers. Ask a question and ignite a response from your followers and respond to questions being asked by people who follow you. Share industry related content or links and add your own comments, too. Twitter works best when it engages and provokes a conversation.

4 Give 'Em What They Want

Besides killer content, we all know that most people appreciate something of value - anything from an offer, free online tools, guide or whitepaper. Create something of value for your followers and tweet it.



5 Be Exclusive

Leveraging off tip #4, provide your followers with compelling reasons to engage with you on Twitter. Whether it's exclusive news, offers or insights, you'll find that your tweets will be full of great content, get retweeted (RT), and inspire new followers to follow you.



VIP access

6

Give Good Links

Nothing says #tweetfail like a bad link in your tweet. Take the time to test your links before you tweet them, and use a URL shortener like Bit.ly or Ow.ly to get the most out of your 140 characters.

7 Pay Attention

If you commit to being part of the conversation on Twitter, that means being an active participant. If someone asks you a question, respond in a timely manner. If a customer has an issue and vents on Twitter, reach out and try to make it right. A little effort goes a long way. Most people who tweet negative comments just want to be acknowledged and heard. Respond in a graceful and timely manner, and not only will you please that customer, but also all your other customers who are paying attention.



These 7 Tips to Make Your Tweets Sing should give you a good start. You can learn more by visiting our [award winning marketing blog](#) and our helpful [free guides page](#).