



SMO

The next step is to determine what you want to gain post your campaign. You need to know where you want to go before boarding a train.

Do deep deliberation before setting up goals for your Twitter campaign. For instance, you may want to increase the number of your followers exponentially, or build a brand.

Determine your objectives with the SMART approach. Set objectives that are specific, measurable, achievable, relevant, and time-bound.

For instance, if your goal is to generate leads and sales, you may set increasing leads by 50% as one of your goals. For measuring your progress, use analytics and tracking tools.

Always set reasonable goals. If you make a goal of increasing sales by 1,000%, there is little possibility of you being able to realize it. Refine your goals so that they are relevant to your company and are in sync with the company's overall vision.

Make an attractive profile to draw as many followers as possible. Here are a few tips that will help you immensely:

- Use a profile picture that represents who you truly are. Preferably, use an image that has your headshot or logo and build your brand around it.
- Use Twitter bio to write about your passions, strengths, and achievements.

- Insert a link in the bio to your home page or one of more page

Use Twitter Ads

If organic Twitter marketing isn't bringing in the desired results, you can switch to advertising. Twitter offers three types of advertising options - Promoted Accounts, Promoted Tweets, and Promoted Trends.

Promoted Accounts allows marketers to promote their own account as one to follow. On the main dashboard, beneath Twitter statistics, appears a box showing suggested users to follow based on your interests. If an advertiser has relevant keywords in their profile and is targeting an audience in your location, their account will be seen as a promoted account

Promoted Tweets enables you to highlight certain status updates to get more exposure. They work particularly well when it comes to sharing content, creating awareness, building a brand voice, and offering deals.

Promoted Trends involves topics and hashtags that are placed on the top of a Trending Topics list. They can be used effectively for building mass awareness for product launches/events and brand building .

Along with these three options, the platform also allows you to boost your advertising with Twitter Cards that would enrich your tweets with additional content, media and calls to action. Several types of Twitter Cards are available and you can choose one according to the kind of business you have.