



## Twitter Marketing

### Tap the Power of Twitter

Twitter is a news and social networking site where users post and interact with messages called "tweets". These are short-burst messages restricted to 140 characters that convey the thought of a person or a company in a crisp manner. On November 7, 2017, Twitter doubled this limit for all languages except Japanese, Korean and Chinese. Registered users can post tweets but those who are unregistered can only read them. Users access Twitter through its website interface, Short Message Service (SMS) or mobile device application software ("app"). All these attributes make Twitter a highly effective brand communication tool for businesses.

### How it Works

Twitter and ••tweeting•• are all about broadcasting short-burst messages to the world everyday, the only expectation being that the messages are helpful and interesting to the target audience. Twitter also proves to be a great tool for finding intriguing individuals on the web and following their tweets for whatever time you are interested in.

Individual messages contain text, photographs, recordings, interfaces and up to 280 characters of content. These messages are posted on your profile and sent to your followers. Through Twitter, we can help you develop and promote your brand, interact with your fan base, monitor the conversations about your company, promote thought leadership, and generate leads

## **Updating your Twitter Profile**

Your bio is your public identity on Twitter. If people know who you are and your expertise, the right ones will follow you. We will update/create your Twitter bio and revise and review the following items:

We first look at your name and then check your photos. After that, we update your header or cover photo (1500 x 500 pixels), as well as your profile picture (headshot) (400 x 400 pixels). We also choose your preferred color theme in the design tab of settings.

We have a proven track record of managing several Twitter campaigns of our clients successfully. We know which ads work and get real results. If your goal is to build a base of relevant and active followers quickly, our team can promote your accounts to find you the right set of brand-advocates. In case more visibility is your goal, we can promote your tweets regularly, thereby helping you reach out to your current and potential followers. Based on your needs and resources, we help decide the budget for your campaigns. Our team will provide you with insightful analytics, thereby helping you track the effectiveness of your campaigns and learn about the behavior of your audience.