

Using Twitter to Grow Your Business - ArrayofSites

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If you have spent a short while using Twitter, you would certainly agree to the high level of access it provides to grow your business. Whether it's a small business or a big one, almost everyone is using Twitter these days. High profile individuals including bestselling authors and business professionals are getting immense benefits from using this powerful social networking platform. The instant messaging tool is available to everyone. And you too can use Twitter to establish across-the-board web presence and grow your business.

It is truly interesting to note that around 5-10 thousand people sign up on Twitter everyday. The total number of currently registered users on this social media website is around 5 million. The micro-blogging platform allows users to post real time updates, called 'tweets'. To broaden your network, you can follow other people and see as they tweet in real time. People you follow can also follow you in return making [Twitter](#) a wonderful platform for sharing valuable content.

Benefits of Using Twitter

Undoubtedly, sharing of content on this social media website brings businesses and high profile business people plenty of benefits. The online marketing tool allows you to ask questions and get valuable insights and feedbacks, which can further help your business grow. It brings a large amount of traffic to your website and spreads your message through across this huge platform. It allows participants (users) to connect to one another on a more personal level.

Twitter happens to be a wonderful online networking tool to launch a word of mouth campaign for your business. It helps organizations to drive repeat customers to their website, as they post fresh updates about their products and services. Through this social media website, you can easily connect with your target audience and get insightful reviews about your products and services. By replying to others' tweets, you create awareness about your business and let other people follow you. Continuous participation immediately increases the number of your followers.

Using Twitter to Boost Your Business

Businesses and individuals are using innovative ways to drive traffic to their websites through Twitter. With a strategic Twitter plan, you can reach out to your target audience, boosting your sales revenue. You need to have a plan of action to make your tweeting efforts bear fruit. So, always remember to develop an effective Twitter marketing plan before you start using Twitter to grow your business and drive your sales revenue.

One of the most important keys to be successful using Twitter is to follow the right audience. Locate your niche market and follow the right people to achieve instant success. During your spare minutes of your project, you can log in to your Twitter account and watch what other folks from your industry are doing. In addition to posting useful and resourceful information, you should also conduct surveys and ask questions to receive valuable insights from your Twitter followers. If you start your Twitter marketing with a strategic plan, it is definitely going to increase enquiries about your business and bring profits.

Try to get in front of high profile people and engage in insightful business conversations. Twitter provides you an excellent opportunity to connect with industry experts, industry analysts and vendors. Continuously (a few times a day) engaging in Twitter conversations is that it can actually lead to personal conversations as well. Just remember to post interesting links, valuable information and respond to other people as they tweet.

Establishing relationships through Twitter can also replace your PR agency, as you connect with press and analysts. Based on what you tweet, writers can retweet your posts as well as link to your website. This will definitely result in increasing business traffic.

Application/ Tools to Enhance Your Twitter Experience

There is a host of support applications that can truly enhance your experience of using Twitter. One such application is [TwitterFox](#), a Firefox web browser plugin. The tool allows users to see their tweets in their web browser. Another useful Twitter application is

[TweetLater](#)

, which allows you to schedule your tweets in the same way as you do with your emails. If you have created your business profile on facebook, you can use the

[Twitter for Facebook](#)

application to appear your Twitter updates on your Facebook state update page, as you post a new tweet.

Strategic twitter marketing will increase the number of Twitter followers, drive traffic to your website and grow your business. In the meantime, you can keep on getting insightful feedback and reviews on your company's products and reviews. Are you read to use Twitter for growing your business?