



140 characters

# TWITTER TIPS

## 5 Business Tweets

1. Focus your tweets on solving people's problems and/or entertaining them
2. Offer Twitter exclusive coupons or deals
3. Take people behind the scenes of your company
4. Post pictures from your offices, stores, warehouses, etc.
5. Share sneak peeks of projects or events in development

## 7 Reasons to Tweet

1. Think about Twitter as a place to build relationships
2. Use a casual, friendly tone in your messages
3. Understand the real-time nature of Twitter
4. Measure the value of Twitter; Focus on the quality of your engagement
5. Make sure your tweets provide some real value
6. If you RT a lot, make sure you move the RT around in the post.
7. If every RT you do is prefaced with a RT, you may look like a spammer

## 6 Reasons to Use Twitter

1. Competitive Intelligence. Twitter is a great place to “spy” on your competitors to find out what they are up too.
2. Brand Awareness. By being active on Twitter you are increasing your brand's awareness by opening up lines of communication between your brand and other people.
3. Customer Service. By actively listening to the Twittersverse you'll be able to uncover and address possible customer service short falls.
4. Lead Generation. When you post and share valuable content on Twitter you will drive web traffic to your website. If your website offers a unique value proposition you'll develop new incremental leads.
5. Content Distribution. Twitter is the most efficient content distribution system on the internet today. By posting your blog articles on Twitter they have the potential of being exposed to millions of people.
6. SEO. Google and Bing search algorithms take into account the clout or reach of the social media profile that posts links to your website. By building up your Twitter account with thousands of followers your tweets will help improve your website's ranking.

## Measuring Twitter

Using Twitter User data, Friend and Follower data, Tweet data, and Places and Geographic data, the impact of activity on Twitter can be sliced by:

- Impressions: aggregated users exposed to messages
- Reach: number of unique users exposed to a message
- Frequency: number of times each unique user reached is exposed to a message
- Relevancy: reach to specific demographics

### FOR MORE INFORMATION

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