



Your Quick Guide to

Twitter Marketing

Why Twitter?



150 Million Monthly Users



58 Million Tweets Per Day



43% Use Their Phone to Tweet

Use Your Voice

Be Yourself, Be Authentic



Reflect the personality of your business

Stand Out



Provide content only you can give

Have a Sense of Humor



Always make sure to be appropriate

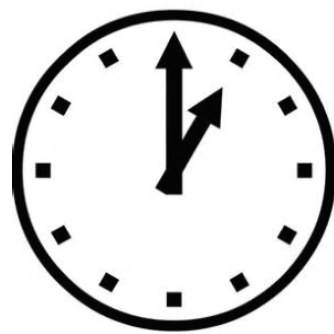
Combine Media



Tweets with photos get twice the response

The How-Tos

Tweet 3-5 times daily



Ideal Time:
12 PM– 1 PM

Quality over Quantity



Followers

Followers impact your Credibility

Make it Relevant & Shareable



Interact with Followers