



MARKETING & SELLING

Using X to Build Your Business

The platform formerly known as Twitter has had its ups and downs, but it remains a powerful force in business marketing. In the 17 years since it was founded, the social media network now known as X has grown to include 353 million monthly active users, with nearly 100 million of them in the U.S. The company claims that at least 500 million posts (formerly called tweets) are sent each day.

X is the sixth most popular social media platform in the U.S. based on active users. This places it far behind Facebook and Instagram, which boast user numbers in the billions. Still, X is expanding, especially among younger users, with the platform growing 30% faster than Instagram among those ages 12–34.

While news and entertainment are most popular on X (each cited as the “main reason” for being on X by 48% of users), one-third of X users use the platform primarily to

follow brands or companies, while 14% say their primary use is to strengthen their professional network. This makes X an important consideration as part of a company’s overall branding and marketing strategy.

According to X, 89% of people use the platform to find new products and services. The company also says people spend 26% more time viewing ads on X than on any other social media platform. This means that X can be a useful tool for spreading the word about what your company has to offer.

Farming and agriculture have a presence on the X platform. You can follow the accounts of ag influencers or media, such as @ProgressiveFarmer or @NationalIFFA. Or search hashtags for specific subjects to see the latest news, such as #AgTwitter or #PowerCoreEnlist or even just #farming.

Tips for using X to build your brand:



Create an account. If you don’t have one already, establish your handle, such as @SeedCompany. Then set up your user profile, including a photo, location, website and a brief one-line bio.



Post regularly. As with any social media, communication with some frequency is important. With the longer, more considered decision-making processes common to B2B purchases like seed treatments, it’s important for potential customers to receive your message multiple times. X’s internal data shows B2B audiences are more likely to engage on the platform after repeat exposure to messaging. According to X, a person who has seen a business message four times is 335% more likely to click on an X post’s link than someone who’s only seen the message one time.¹



Be concise. Even with the increase from allowing 140 to 280 characters, brevity is still necessary when creating X posts. Be direct while being informative.



Keep content timely and relevant. Are you going to be at an upcoming farm show? Let followers know. Post from the event as well. Or have a great pic of a customer’s field? Share it (with their permission, of course) to show followers what you could help them achieve. Share content that adds value to your followers, such as agronomy tips or customer stories.



Make connections. Use your X posts to tag other companies that you want customers to know about. Link to industry news stories that they should see. Or use posts to send followers to your website for more information and engagement.

¹Window, Marissa. “Data-driven tips for B2B marketers on Twitter.” X Business. Accessed January 19, 2024. <https://business.twitter.com/en/blog/data-driven-tips-for-b2b-marketers-on-twitter.html>.

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