



Twitter Marketing

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About the Tutorial

Twitter has a great potential to market products or services if one understands the nerves of marketing along with the features of Twitter. This tutorial explains the basic terms used in the domain of Twitter and provides an overview of how to use videos, images, and cards in Twitter to promote a business.

Audience

This tutorial is going to help all those readers who would like to make a career in online marketing or digital marketing. It will also help novice entrepreneurs who want to promote their business through social media.

Prerequisites

We assume the readers of this tutorial have an understanding of basic marketing concepts. In addition, the readers should have a keen interest towards engaging in social media constructively. Enthusiasm and commanding communication skills are a plus.

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1. Twitter Marketing – Overview

Today, social media is not only helping people to maintain their relations but also promote their businesses, views, grievances, or ideas.

Twitter is one of its kind that works on building fraternities of people sharing same or allied business industries and interests, running a campaign for marketing a business, which is far beyond maintaining one's personal relationships.

What is Twitter?

Twitter is a social platform for sharing one's views. The users can open their account with Twitter and broadcast their views in the form of short messages. These messages are popularly known as **Tweets**.

The registered users can write and publish their Tweets. The unregistered users can only see others' Tweets by following them. The people who follow you can see your Tweets in their list called **Twitter Stream**. It is not necessary to follow back a person who is following you.

How Can I Use Twitter for Marketing?

Twitter visitors often visit Twitter out of the motivation to know what is happening in the world overall or with respect to a particular subject. With hundreds of millions of users and over 500 million Tweets being sent each day, there is a great opportunity for businesses to reach a global audience of new and existing customers through Twitter.

Conversations on Twitter are just like the face-to-face encounters you have with customers each day. Compelling content helps you attract new followers and keep them engaged over time, building awareness of your brand, and asserting yourself or brand as an authority in your industry or niche.

Twitter Terminology

Here are some common terms used in the domain of Twitter:

Term	Meaning
@	The @ sign is used to call out usernames in Tweets: "Hello @twitter!" People use your @username to mention you in Tweets, send you a message, or link to your profile.
@username	A username is how you're identified on Twitter. It is always preceded immediately by @ symbol. For example, Katy Perry is @katyperry.

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Alerts	Twitter Alerts enable public safety agencies to inform people during emergencies by highlighting critical time-sensitive content with notifications and a unique look.
Bio	Your short personal description (up to 160 characters) that appears in your profile that serves to characterize your persona on Twitter.
Block	If you block a Twitter user, that account will be unable to follow you or add you to their Twitter lists, and you will not receive a notification if they mention you in a Tweet.
Conversion	It is the action the user wants when he clicks on an advert.
Deactivation	If you deactivate your account, it goes into a queue for permanent deletion from Twitter in 30 days. You may reactivate your account within the 30 day grace period.
Direct Messages	Also called DMs, direct messages which let you communicate with other Twitter users or groups privately.
Follow	Subscribing to a Twitter account is called following . Anyone on Twitter can follow or unfollow anyone else at any time, with the exception of blocked accounts.
Geolocation & geotagging	Adding a location to your Tweet (a geolocation or geotag) tells those who see your Tweet where you were when you posted that Tweet.
Hashtag (#)	A hashtag is any word or phrase immediately preceded by the # symbol. When you click on a hashtag, you get to see other Tweets containing the same keywords or topics.
Home	Your Home timeline displays a stream of Tweets from accounts you have chosen to follow on Twitter.
Like (n.)	Liking a Tweet indicates that you appreciate it. You can find all of your likes by clicking the likes tab on your profile.
Link Shorteners	Out of the 140 characters, if you don't want to use 50 characters then you can shorten the URL to save some characters. Most URL shorteners shrink the links from between 16 to 20 characters. You can take the help of Bit.ly , a popular website for creating shorter links.
List	A group of other Twitter users by topic or interest. For example, a list of friends, coworkers, celebrities, athletes, and more. Twitter lists also contain a timeline of Tweets from the specific users that were added to the list, and offers you a way to organize your connections on Twitter.

Mention	It brings a Tweet to another person's attention by including their @username in your message. You could use it to ask someone a question, to thank them, or simply to highlight a piece of content.
Pinned Tweets	Important Tweets pinned to the top of your profile page.
Profile	Your identification information on Twitter you choose to share publicly, as well as all of the Tweets you've posted. Your profile along with your @username identify you on Twitter.
Profile Photo	Your personal image found under the Me icon. It's also the picture that appears next to each of your Tweets.
Promoted Accounts	They are the suggested accounts you might want to follow as promoted by our advertisers. These appear in your Home timeline, and via Who to Follow, search results, and elsewhere on the platform.
Promoted Tweets	Promoted Tweets are the Tweets that are paid for by our advertisers. These appear in Home timeline, at the top of search results on Twitter and elsewhere on the platform, and are clearly marked as Promoted.
Protected Tweets	Tweets are public by default. Choosing to protect your Tweets means your Tweets will only be seen by your followers.
Reactivation	You can reactivate a deactivated account within 30 days of the deactivation date. After 30 days, deactivated accounts are permanently deleted.
Reply	It is a response to a Tweet that starts with the @username of the person you're replying to. Replying to a Tweet is a good way to build relationships with your followers and join in conversations.
Retweet (RT)	A Tweet that you forward to your followers; often used to pass along news or other valuable discoveries on Twitter. Retweets always retain original attribution.
Timeline	A timeline is a real-time stream of Tweets. Your Home stream, for instance, is where you see all the Tweets shared by your friends and other people you follow.
Timestamp	The date and time a Tweet was posted to Twitter.
Top Tweets	Tweets determined by a Twitter algorithm to be the most popular or resonant on Twitter at any given time.
Trends	A Trend is a topic or hashtag determined algorithmically to be one of the most popular on Twitter at that moment.

Tweet	A Tweet is a message posted on Twitter that is up to 140 characters long. It can contain text, photos, links, and videos, which automatically take up to 22 characters.
Tweet button	You can add a Tweet button to their website. Clicking this button lets you post a Tweet with a link to that site.
Twitter Marketing	Marketing the business on Twitter by using its potential.
Verification	A process whereby a Twitter account receives a blue check icon to indicate that the creator of these Tweets is a legitimate source. Verified users include public figures and those who may have experienced identity confusion on Twitter.
Whom to follow	It is an automated list of recommended accounts you might find interesting, based on the types of accounts you already follow and who those people follow.

2. Twitter Marketing – Account and Profile

Twitter being a social media platform can bring you enormous opportunities and potential to connect to the people. On this platform you can share what you want the world to see and want. Let us see how to create twitter account and manage the profile.

Creating a Twitter Account

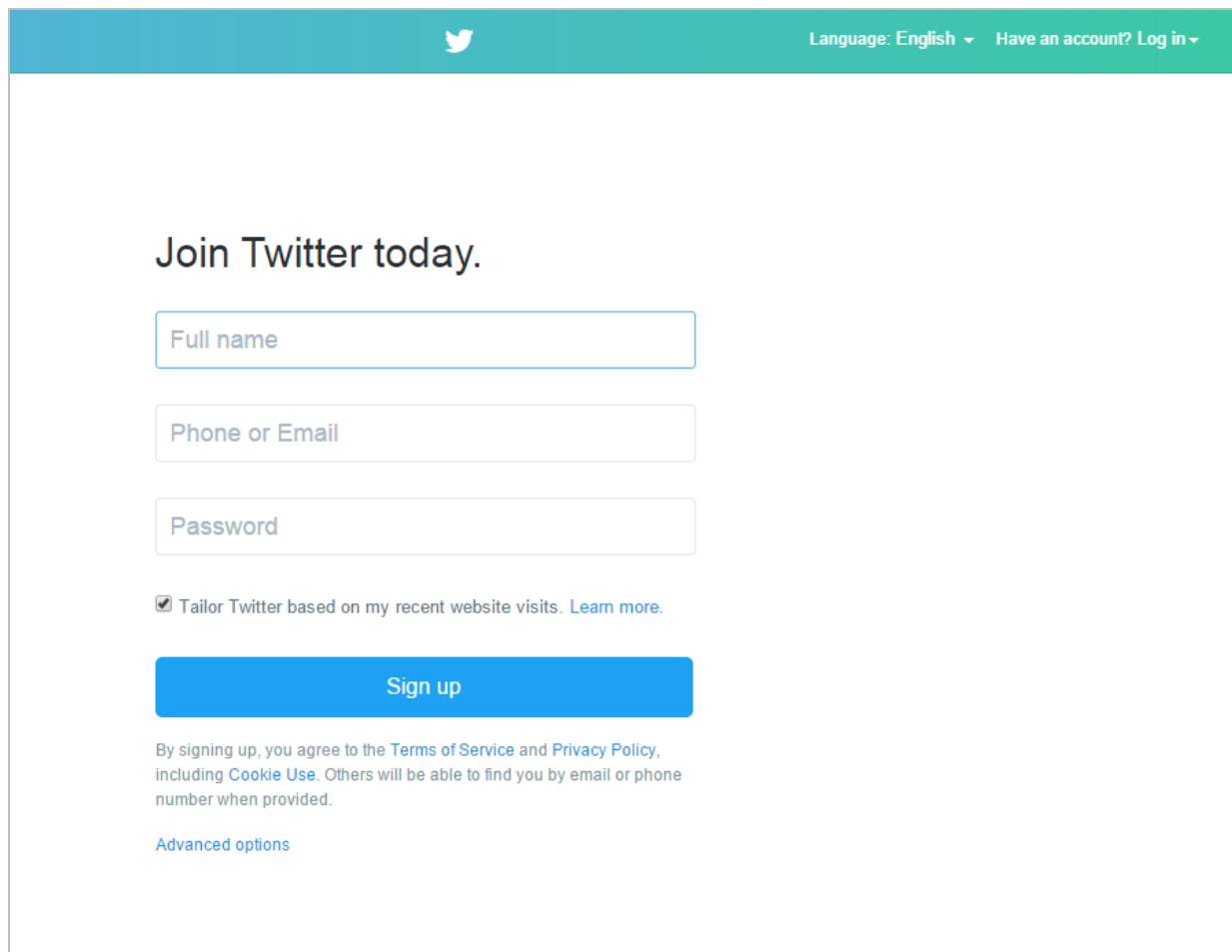
To get started, first you'll need to create an account and set up a profile.

- Go to the Twitter homepage.
- Locate the sign up box, which will lead you directly to the signup page.
- Enter your name, email address, and preferred password.
- Click on **Sign Up**.

Tips on Selecting a Username

When selecting a username, keep these simple tips in mind:

- Use a relevant name. Your Twitter name should be relevant to your name or your company's name.
- Keep it short. The more characters that you use in your username, the less text characters will be used in Tweets directed to you.
- Be unique.
- Make your username easy to remember.



Language: English ▾ Have an account? Log in ▾

Join Twitter today.

Tailor Twitter based on my recent website visits. [Learn more.](#)

[Sign up](#)

By signing up, you agree to the [Terms of Service](#) and [Privacy Policy](#), including [Cookie Use](#). Others will be able to find you by email or phone number when provided.

[Advanced options](#)

Note: You can tie only one email address to one Twitter account. A new page will come appear asking you to select a username.

Twitter Account Profile

Your Twitter profile shows the world who you are. It's the first thing the audience will see when they connect with you on Twitter, so it's important to make sure you get it right. The process below outlines the steps to create a Twitter business page to drive customers to your profile.

Every element of your profile — your photo, header bio and pinned Tweet (optional) — should reflect your business identity and branding. This is your opportunity to showcase your best work.

When designing your profile, view it as a business card. You have little space to put your most important information and make a lasting impact amongst the other online noise.

Twitter Account Profile Elements

Your Twitter account and profile is composed of these basic elements:

- Username
- Location
- URL for Primary Website
- Brief Bio
- Profile Image Thumbnail - also known as an avatar
- Cover Image
- Background, Theme and Design

Account

Change your basic account and language settings.

Username Username can't be blank

<https://twitter.com/>

Email You cannot have a blank email address.

Email will not be publicly displayed. [Learn more.](#)

Language English ▾
Interested in helping translate Twitter? Check out the [Translation Center](#).

Time zone (GMT-05:00) Eastern Time (U' ▾

Content

Country United States ▾
Select your country. This setting is saved to this browser.

Tweet media Do not inform me before showing media that may be sensitive
You will see all photos or videos even if they contain sensitive media.
 Mark media I tweet as containing material that may be sensitive
Please check this box if your Tweets contain sensitive media so that users can be informed prior to viewing.

Video Tweets Video autoplay
Videos will automatically play in timelines across the Twitter website. Regardless of your video autoplay setting, video, GIFs and Vines will always autoplay in Moments. [Learn more.](#)

Your Twitter archive [Request your archive](#)
You can request a file containing your information, starting with your first Tweet. A link will be emailed to you when the file is ready to be downloaded.

[Save changes](#)

[Deactivate my account](#)

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