

Creating Business Momentum.SM

Tweeting for Business – It's Not Just About You.

There is a lot of business value in the social media landscape known as Twitter that goes unspoken for. Some claim the 140 character limit is a serious marketing limitation--but if you understand how to use Twitter correctly and strategize, it can be as valuable an asset as your own website. The general strategy for using Twitter for your business seems to be fairly simple-Tweet your accomplishments, Tweet your interests, Tweet your network of business partners. At Merit Mile we like to always take it a step further- we say Tweet anything that 1.) is relevant to your audience, and 2.) catches your attention.



Twitter etiquette is important when using the tool to your company's advantage. Here are some basic tips to get you started:

- Keep it relevant, keep it interesting. Sounding off about your ham sandwich is ill advised
- Sound like a person, not a business
- Re-tweet interesting things, but don't spam them
- "Follow Fridays" (#FF) are a great way to introduce your followers to people you like following and think they should too. Bonus: People appreciate this and might add you into their #FFs
- Use a URI shortening service to keep character count low when linking something
- Always keep a close eye on your @mentions and reply when necessary- communicate with your viewers!
- Offer your followers something: promotional codes or contest entries are two suggestions, but get creative

If you're just emerging into the world of Twitter and are trying to gauge its effectiveness for your own web traffic, take a baseline look at your website statistics. Page ranking, page views or anything else you would like to measure the effectiveness of Twitter against. Do a little bit of research or hunting for relevant Twitter accounts you can follow.

Some other general Twitter usage tips:

- You don't have to follow everyone who follows you
- Follow the right people or companies, being in the right neighborhood can help majorly
- If you also have a Facebook group- sync it up with Twitter so your updates are consistent
- Ask questions and get feedback from your followers
- Keep an eye on your follower/following ratio--giving the impression that you may be sending too many tweets, or they were uninteresting is not recommended
- Use Direct Messages (DM)--you can DM anyone that is following you (not just you following them) for personalized Tweets. To send a DM, type D @username then your message

If your plan is to grow your business and catch the interest of your peers and audience, anything that's relevant and interesting can go a long way in Twitterland. Be mindful of the unwritten rule of mutual Twitter respect. Respect your followers' time and seek the same in return.