

- **Optimized Twitter Account**

- Create a twitter account by choosing the brand name of your business
- Add a profile picture and cover image to your twitter account
- Update the profile information such as bio, dob, location, and website address

- **Twitter Advertising**

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- **Twitter Cards**

- Implement Twitter Cards
- Build Your Twitter Followers
- Identify Influencers and Engage with Them
- Use Twitter Lists to Manage Your Contacts
- Use Twitter Ads to Target Your Email List

- **Targeted Audience**

- Research Your Competitors Audiences
- Monitor Twitter for Keyword Mentions
- Setup UTM Tracking
- Use Your Pinned Tweet
- Use Great Headlines

- **How to Use Twitter For Business**

- Customize and brand your profile
- Create Twitter Lists
- Host a Twitter Chat
- Advertise on Twitter
- Drive traffic to your website
- Use Twitter Moments
- Get verified on Twitter
- Focus on building your follower count

- **Twitter Marketing Tips**

- Use keyword targeting in your Twitter Ads
- Implement hashtags
- Organize a content sharing schedule
- Create a Twitter campaign
- Write a strong profile bio
- Use images and videos
- Interact with your followers
- Share media mentions
- Keep an eye on your competitors' Twitter accounts
- Focus on followers' interests and needs when creating content
- Promote your events
- Check your direct messages regularly
- Keep track of your analytics