

Day - 1

- **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

Day - 2

- **Twitter Advertising**
 - Introduction to Twitter Advertising
 - Types of Twitter Ads
 - Getting Started With Twitter Ads

Day - 3

- **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

Day - 4

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