# 4 Tricks To Boost Your Conversions With Twitter

When it comes to meeting your goals in the field of marketing, Twitter is one of the best tools you have at your disposal. There are currently more than 150 million users on Twitter that are active on a daily basis, and with the world more connected than ever, this number keeps growing. We have put together a shortlist of four of our top tricks that are sure to help you boost your site impressions and overall conversions.

#1 Stalk Your Competitors

Even if your brand is doing well it is important to keep an eye on the market around you. Watch what your closest competitors are doing in the space so that you can stay ahead of trends and on top of your marketing game. This is often a great way to find out where your competition is lacking and fill those critical gaps in your own brand.

#2 Make A Colanders For Your Content

Consistency is the key when it comes to marketing online via social media. It is also critical that you post niche-specific, season-appropriate content during your marketing campaign. Creating a content calendar will help you stay organized and on track.

#3 Perform Regular Account Audits

If you already have accounts that you use for your brand, make sure that you audit them before moving forward. If you are new to the platform, make a point to run an audit every six months. You should be checking for post frequency, follower numbers, and engagement levels. Create brand compliance rules so that you have uniformity among all accounts across social media.

#4 Curate Your Feeds

It is easy to get lost in a sea of tweets, so make it easy for your consumers by curating your feed into lists. This will make it easy for them to find the information they need within a few simple clicks. The platform allows you to make up to 1,000 lists, though we are certain you won’t need more than a handful. While we are on this topic make sure that your list is in order from the oldest to the newest, or vice versa.

Twitter Marketing Tips That Produce Results

If you are not familiar with Twitter or marketing via social media in general, thankfully, launching a campaign is not difficult. Even if you are a Twitter expert, our 4 top tips will help you create a campaign that will ensure your brand or message is actually seen by your target audience.