# How Can Twitter Be Used As A Marketing Tool

The best way to market your wares or services is to go where your customers are, even if that place is online. Social media has the power to make and break brands with nothing more than a few clicks and a viral message. If you are a brand or service looking to boost your visibility, Twitter is one of the best places to launch a marketing campaign.

What It Twitter Marketing?

Marketing on Twitter is not much different than launching a strategy in place on any other social media platform. The point is to fund a campaign that will encourage consumers to visit your site or business for engagement and ultimately sales. Even if you are not selling a product, you can market your ideas or yourself on Twitter with an effective marketing campaign.

Creating A Twitter Marketing Strategy

Once you get set up on Twitter as a brand, company, or personality, now it’s time to gather your audience. A Twitter marketing strategy will allow you to create a cohesive campaign that shares the message you want to get across. It will also lay out how often you want tweets or content posted, what type of content you want to target, and even help you to narrow down your targeted group. Creating a campaign on Twitter takes the same or less time to create as it does on any other social media platform. In many cases, you can even copy a campaign and use it on Twitter with just a few minor tweaks.

Connect With Your Followers

Even if you don’t want to run a formal ad campaign, you can use Twitter to stay in touch with your target audience. Consumers love to feel heard. Giving them a way to communicate and interact with your brand is a great form of free marketing and customer service rolled up in one. One of the most viral Twitter marketing campaigns to date was the ABH Norvina artist search. The brand simply posted that they wanted their followers to showcase their talent for a chance to get on the PR list. This simple tweet ended up generating millions of dollars worth of free publicity.

Competition Tracking

If you are in business and you have customers, then you will also have competition. It is always a good idea to keep an eye on the other team to ensure that you maintain your edge. Never copy their strategies, but instead, see what needs they have failed to meet with their client base and make sure you plug those holes in your own. If you are really savvy, by setting yourself apart in the same space you can draw their unsatisfied customers over to your side.