# 4 Mistakes To Avoid When Marketing Your Brand On Twitter

Running a marketing campaign on social media is much more efficient than trying to advertise on TV. However, there is a much higher margin of error due to the sheer volume of posts and advertisements rolling out at any one time. While there may be a shortlist of things you should succeed in, the list of things to avoid is much longer. We have put together a list of five critical mistakes you should avoid when launching a marketing campaign.

#1 Making or Replying with Negative Tweets

All press is not good press and although negative attention may get you some views, in the long run, it will harm your image. Social media has become a magnet for bullies and rude behavior that occurs purely for shock value. It is okay to view and reply to negative feedback, but make sure your responses are neutral and factual to avoid complications down the line. Also, you can use the block button liberally to reduce exposure to abusive commentary or behavior.

#2 Adding Links to Every Tweet

Adding the occasional link in a tweet is fine, but if you are adding offsite links to every tweet, then your campaign is likely not going to be very effective. Instead, consider adding a healthy mix of images, shout-outs, product or brand updates, and holiday-specific tweets to your feed. To take things a step further you can even add polls to your regular lineup. This will keep your followers engaged and your content fresh.

#3 Excessive Use of Hashtags

Hashtags are a creation of Twitter that was mainly used to find a topic quickly. Hashtags have spread to just about every social media platform and while they can connect you with your target audience, they should be used sparingly. There is nothing worse than seeing a note that is mostly hashtags and no content.

#4 Duplicating Content

If your brand or company has several accounts on Twitter, it is important that they always share a cohesive message. That being said, each account should be making unique tweets and posts to avoid flooding people's feeds with spam. For example, if you are promoting a new phone model, one account can talk about the price range while another can focus on the specs. That way, you are covering the same product from different angles instead of just repeating the same message over and over.