# Why You Should Consider Marketing On Twitter

The days of print media are pretty much a thing of the past. These days, social media is where marketers go to drive sales. Every platform has its target audience, but one that is often overlooked is the Twitter market. You may think that it is silly to market on a platform that only allows you a scant few characters. However, if you are savvy and hit just the right niche, your conversions can end up soaring through the roof.

Low-Cost Marketing Option

There are a lot of reasons to Market on Twitter, and the main reason is the low operating cost. in fact, you don’t have to pay anything to join Twitter as a brand, company, or private consumer. You can build a following organically without having to paid-for ads, likes, or shares. The content that you want to show your consumers just needs be to uploaded and shared by you and your followers. There is no better publicity than free, organic publicity by people who agree with your vision and want to see you succeed.

Cross-Platform Marketing

One of the great things about Twitter is that it is easy to use and doesn’t have a lot of frills that may complicate a marketing campaign. You can use the same content from other social media channels directly on Twitter, without changing much of anything. In fact, there are programs that will allow you to post on all of your social media accounts with just a few clicks. That means you will be sending the same unified message across every platform. This helps to saturate your target market without going off-message or confusing consumers if you happen to leave something out.

Expand Your Reach

Every company or brand wants to grow but to do that you need to reach consumers outside of our immediate area. You can expand the reach of your brand quickly and affordably with a targeted Twitter campaign. Not only can you reach people outside of your local market, you can also gain followers internationally. All it takes is constant posting and engagement, and a bit of viral luck and you will be on your way to breaking records.

Stay In The Loop

Trends change faster than you can change your shoes at the end of a workday. By staying active on Twitter, you can keep up with those trends or create them yourself. Instead of being bogged down in long blog posts, you can stay on top with just a few characters.