

If Twitter's demographic matches your audience, you need to get on this social media platform as quickly as possible. Twitter currently has around 200 monetizable users, predominantly 25 to 34 year olds males, with nearly two thirds depending on the platform as a regular source of news. And if you're in B2B, your competition (82%) is already using Twitter for organic content marketing. So what are you waiting for?

## **Building Your Brand on Twitter**

It's pretty easy to get started on Twitter, especially if you are already on other social media platforms. Open an account and fill out your profile. There's room for a large header and a smaller image, which is ideal for a personal photo or brand logo. You can also add a short description, so make every word!

A Pinned Tweet is one that appears right below your profile, so it's the very next thing a visitor would see. Take advantage of this valuable Twitter feature; it's so easy to change the Tweet that gets pinned, making it ideal for seasonal promotions.

With branding, the key is consistency, so make sure your images and text reflect your brand as expressed on any other social media platforms.

Due to its popularity and maturity, virtually any marketing tool can integrate with the platform, making it easier to post tweets, monitor conversations, and analyze the impact of your efforts.

To build your brand on Twitter, you need to be active on the platform. Growing your Twitter following takes time and effort. There are no shortcuts, so whatever you do, avoid the temptation to buy followers. Most often they're fake, and in the rare case that they're real people, they're unlikely to be interested in your company.

A brand without a following isn't much of a brand at all. Consider kickstarting your efforts using Twitter Ads. It's a great way to get your message in front of people who are not yet following you. They display as Promoted Tweets in the timeline so they are distinguishable from organic ones. However, well-designed campaigns can work wonders for raising awareness and gaining followers.

Whether or not you have a budget, always include hashtags (#) in your tweets. These are used to categorize updates and make it easier for others to find tweets of interest. Use the hashtags symbol plus a word, or short phrase, with no spaces, typical at the end of a tweet. For example, #twittermarketing could be used in a tweet promoting this article you're reading right now. Branded hashtags can also work well but are most effective once you have established a sizable following on the platform.

Influencer marketing is an often used strategy to build a brand on any social media platform, but it does require a budget. That could be in the form of monetary compensation or offering products or services for free.

All is not lost if you don't have a budget. Find one or more influencers that you would like to align with and start retweeting their tweets. Helping to promote them without asking for anything in return is a good way to start a profitable relationship. Retweeting is a great way to get yourself in front of other people as well. Twitter makes it easy for everyone to see who mentions them, retweets them, and likes their Tweets. Twitter Analytics is also available for marketers who want greater detail regarding their performance.

Let's not forget about liking Tweets! These require the lowest time investment but can still be effective in gaining attention and even followers. Just make sure you do this authentically. There are some services and programs that will automatically like Tweets or follow other people, in the hope of getting followed back. Twitter frowns on this practice and actively shuts down those who continue this pursuit. It's just not a good Twitter marketing strategy.