

10 Reasons Why Your Business Should Use Twitter

If you don't know, companies have already started using twitter as it is the new way to promote, connect and brand a company.

So why bother using twitter for your business? Even twitter themselves know about the power of using twitter for business that they've set up a special twitter 101.

1. Connecting with customers

This is the main reason why you should use twitter for your business. You will be able to connect with your customers because they themselves are using twitter. Twitter has become a daily routine where people log onto it every single day, some log onto twitter the first thing they wake up even before brushing their teeth. If you have an unsatisfied customer you will hear them on twitter. This will help your company to help them.

2. Branding

You don't have to be a big brand like Dell, Nike, Starbucks to brand yourself on twitter. You can be an average joe and brand yourself on twitter. For me if your company is not recognize then you need to get a PERSONAL account. Why? Firstly nobody want to talk to a LOGO unless its a famous brand. Everyone wants to connect with a person and not a bot.

3. Customers feedback

Once you have connected with your customers you will for sure be getting feedback on how you can improve your product, your services and maybe even improve your customers service. Listening to them will help you in the future.

4. Marketing

One of the reasons to use twitter is you get to market your product or services to more people and the best part about that is its FREE. You don't have to pay (Unless if you plan to hire someone to run your twitter account).

5. News

You can also give latest updates on twitter about your company by tweeting.

6. Give away coupon codes and promotions

You can also tweet about new deals and coupons codes to help give your company the extra boost. What everyone loves is getting a good deal. Whether it's a promotional lunch set, if its cheap, people want it. If you have a restaurant and you have build loyal or new followers in your place you can send out tweet like "Having a special set lunch this weekend." or something like that. They can tweet you for more information regarding that.

7. Twitter is Viral

If you've have succeeded gaining some popularity with your twitter account you will know how viral twitter can be. This will be part of your marketing strategies that you can use in the future. Dell have succeeded in making their tweets viral with their promotion tweets.

8. Spying on competition

Did you know you can spy on competition too? Best part about this and spying on customers is that its FREE using twitter search. You can not only read what customers are talking about you but you can also read what customers are talking about your competition. If your competition is not doing anything with their customers complaints. Then what happens if you (the savior) suddenly tweet them "hey I heard you have a problem with....." Just an example.

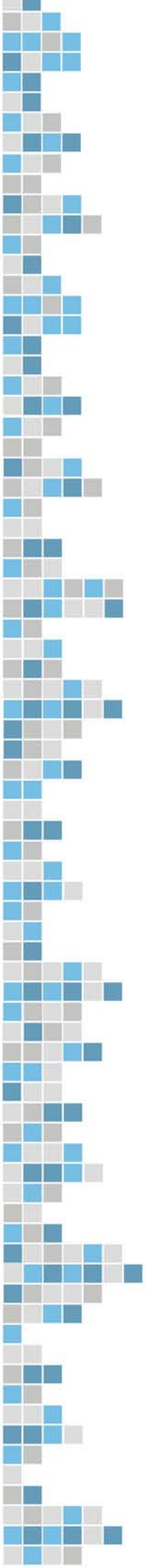
9. Increase Sales

Twitter can help you increase sales and make PROFIT. Dell is one of the company that have increase their sales on twitter. How much sales? Imagine [\\$6.5 million in sales as reported at mashable](#)

10. Brand loyalty

At the end of the day, once you have engaged, helped your customers (your followers) on twitter. They will be loyal to your brand for a long time.

Ref: www.askaaron.com



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