



TWITTER MARKETING

1 0 1 C O U R S E

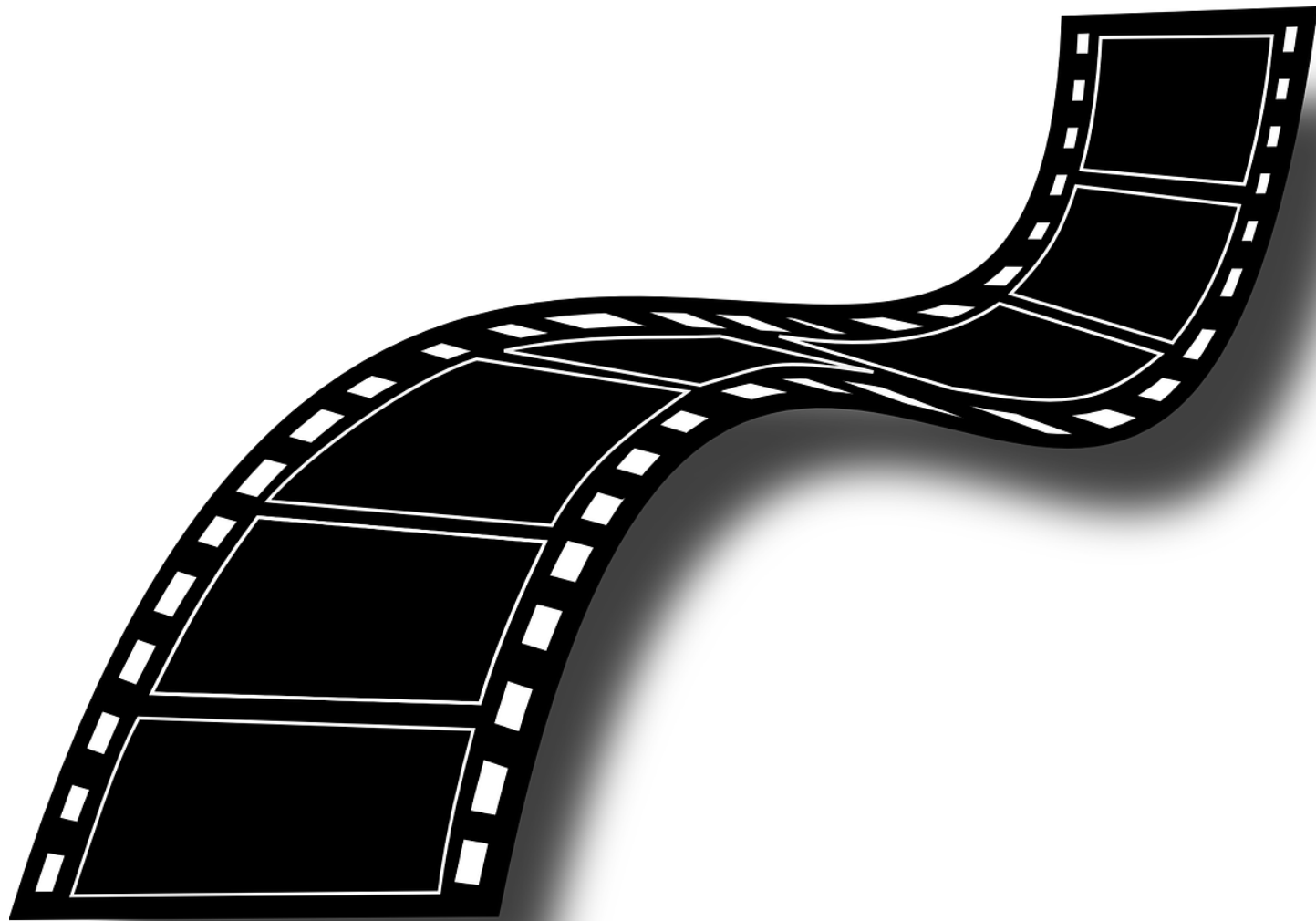
INTRODUCTION

Twitter Has:

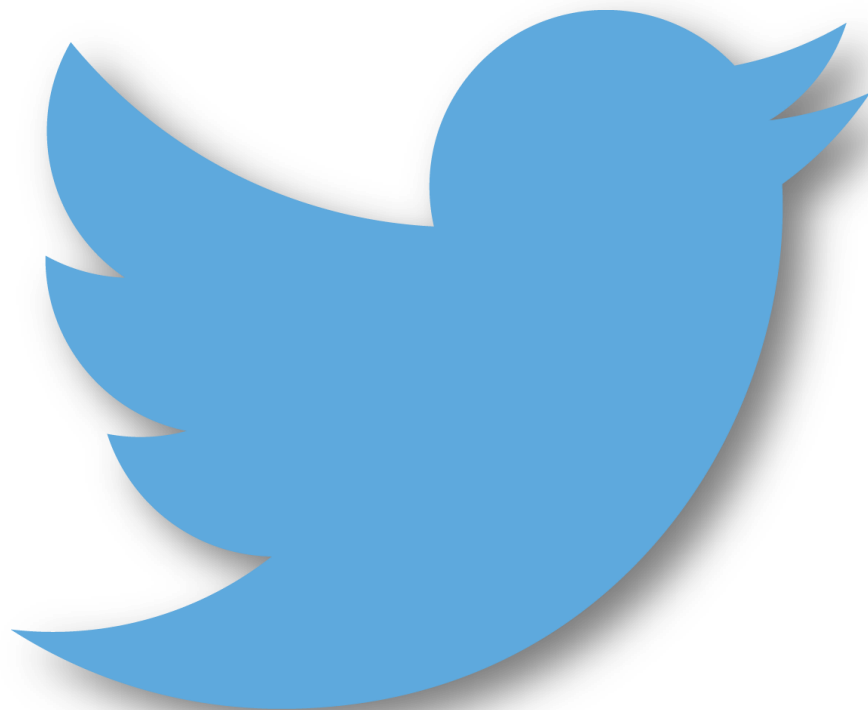


- ➡ **Approximately 316 Million Monthly Active Users**
- ➡ **About a billion registered users.**





Its Marketing Potential Is Gigantic!



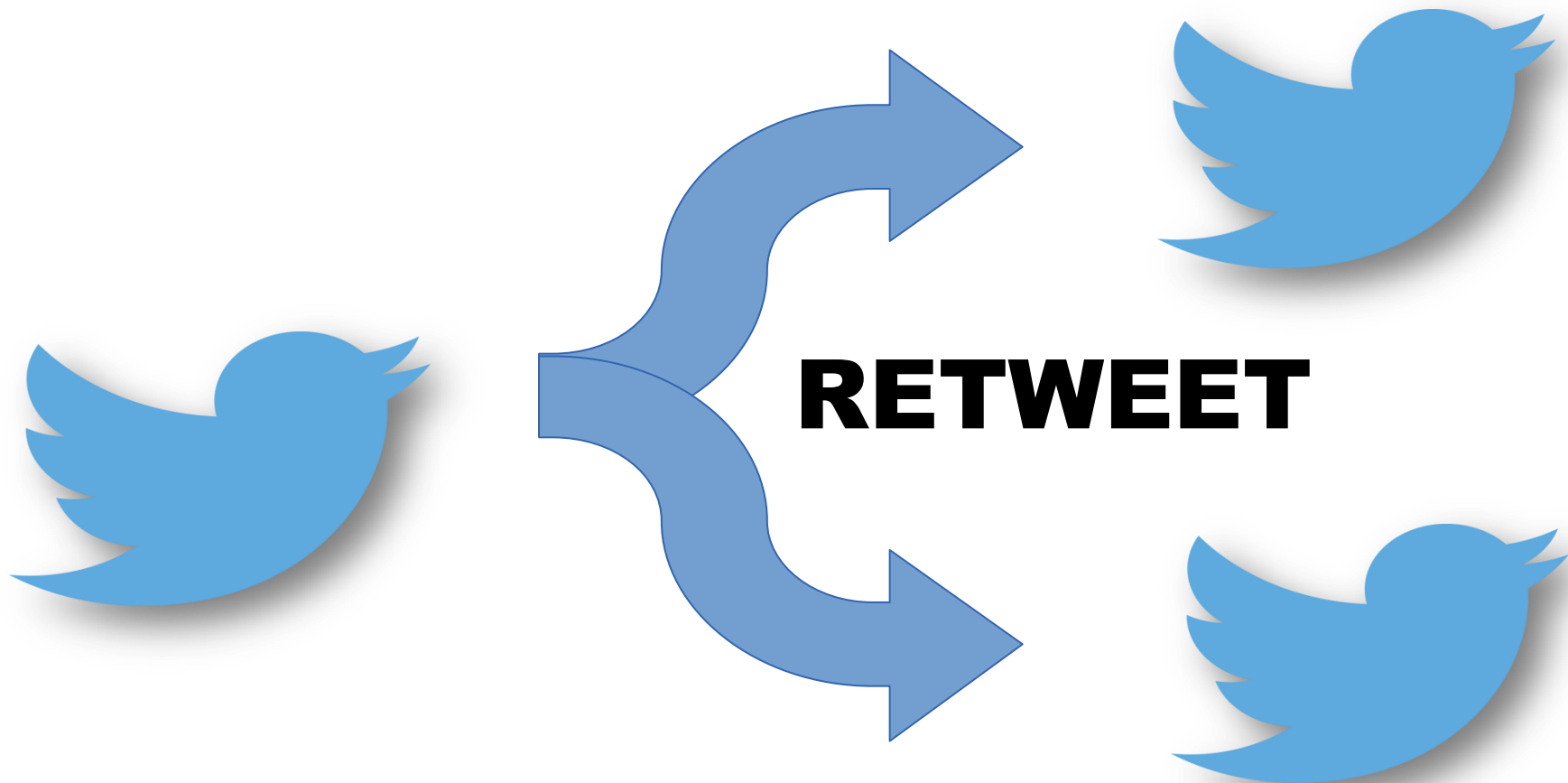


While Some Businesses Will Certainly Be Better Suited To Its Unique Advantages Than Others...



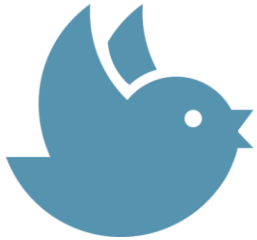
There Is No Denying That Every Type Of Company Can Benefit From It In Some Way Or Another.







**Having ‘Too Many Customers’ Is Definitely A Unique Complaint And
For Most Of Us This Kind Of Growth Is Pretty Much The Stuff Of
Dreams!**



WHY TWITTER IS PERFECT FOR DIGITAL MARKETING





The Key Idea Behind Twitter Is That It Limits The Number Of Characters You Can Post Or ‘Tweet’

What’s Interesting About This Concept Is That On The Face Of It, It Sounds Like A Limiting Factor.



Twitter Has Restricted Its Users And Made That A ‘Feature’.







That Tweet has the potential to be seen by thousands, if not millions of people...

But it took you only seconds to write.







➡ **People Will Read The Entire Tweet Without Getting Bored**

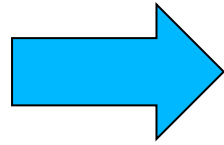
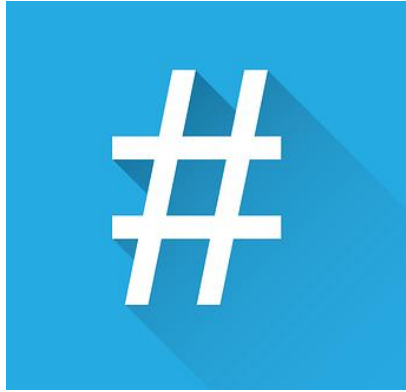
➡ **And It Means You Can Convey A Large Amount Of Information In A Very Short Time**

➡ **Tweets Force You To Be Witty And To Really Make Sure Every Word Counts**

➡ **Which Means A Dense Amount Of Information In A Short Space**

➡ **Great For Someone In A Rush.**





With A Hashtag, You Can Convey
The Subject Matter Of Your Tweet
In Another Convenient Way.



#beauty #sunset



**If You See Something In The News, You Can Comment On That News
Using The Right Hashtag**



**People Who Are Interested In That Subject Can Search For The
Keyword And See All The Posts On That Topic**

It's A Great Way For People To Find What You've Been Sharing!



➡ **A Great Way To Get People's Attention Or To Discuss
Something They Have Said Or Done.**

**Retweets Mean That Anyone Who Enjoys Your Content
Can Share It With Their Followers**

➡





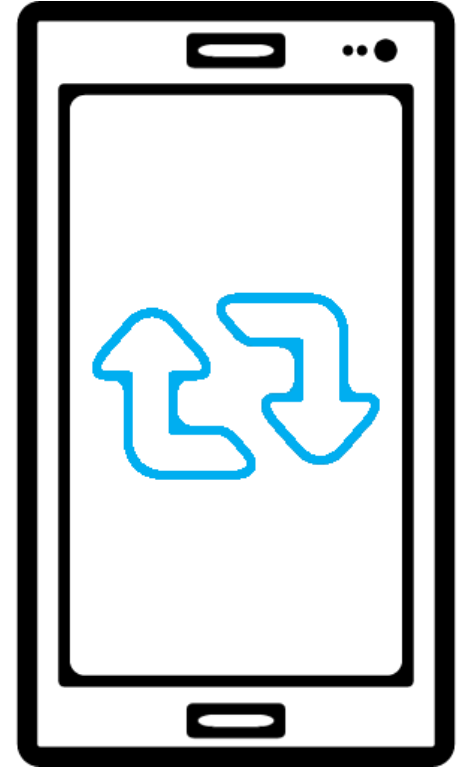
In Theory, A Very Well-thought Out Tweet Can Be Retweeted Multiple Times, Allowing It To Spread Exponentially Through Networks Of Users.



If You Share A Tweet With 2,000 People And 200 Of Those Reshare, And 50 Of Each Of Their Users Reshare...



You're Starting To Reach A Gigantic Audience.



ADDITIONAL FEATURES

➡ **There Are Tons Of Apps, Widgets And Other Platforms That Make It Very Easy To Enjoy Twitter In A Convenient, Bite-sized Format.**

➡ **Mobile Users Can Even Receive Tweets From Users They're Following As Notifications, Giving You Much More Direct Access To Your Audience.**

➡ **Embedding Twitter Into The Sidebar On Your Website Can Also Aid Growth Considerably, As Can Using One Of The Countless Tools That Allows You To Automate The Publishing Of Twitter Content.**





And That's Before We've Even Mentioned The Formalized Advertising Platform...



Twitter Has Grown Beyond Its Origins, And Is Now An Incredibly Flexible Tool.





TWITTER MARKETING

E X C E L L E N C E

