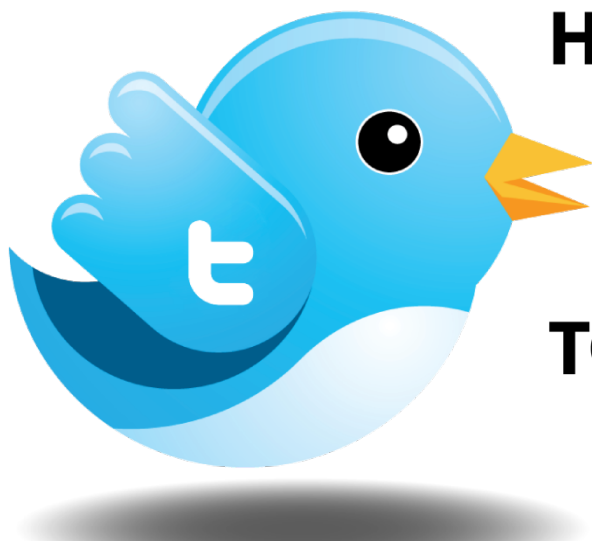


7 Reasons Your Business Should Use Twitter Marketing Campaign

**Now is the time to use
Social media to reach
brand new customers**





HAVE I GOT A REAL TWEET FOR YOU!

7 GREAT REASONS TO USE TWITTER

In 2006 three young American dudes had a "daylong brainstorming session" and came up with the idea for Twitter. The reason they called it Twitter was because it means "a short burst of inconsequential information" and "chirps from birds".

Six years on and Twitter is booming. 140 million of us send approximately 340 million tweets per day.

Not all tweets are inconsequential. It's true that you can watch and participate in conversations with rock stars, sports stars and film stars. However, Twitter is not just a place for celebrities to air details of their exciting lives or talking about what you had for breakfast.

It has become an indispensable communications tool for businesses, non-profit organisations, celebrities and people all around the globe.

What is Twitter?

Twitter is a messaging service. It allows you to send and receive messages up to 140 characters in length, about the size of a news headline, meaning they are really easy to write and read.

All messages on Twitter are public. You don't have to give people permission to see what you have written, making it easy to meet new people on Twitter.

Twitter is having a real impact on how we receive information both on the news and in the media. It has become a key communications channel during major political events and natural disasters. And businesses now rely on it for marketing, PR and customer service.

The fact is if you don't Tweet then you are missing out on one of the fastest growing social network platforms for your business.

Here are 7 Reasons why your business should use Twitter:



It's Easy To Locate and Engage With Customers

Twitter is based on a system of give and take. You post a tweet and your followers respond. It's simple and direct and enables you to build a relationship with your current or potential clients. With a 140-character limit per tweet, Twitter is also not a substantial time

investment. People on Twitter will expect your business to engage with them. No matter what your sector, the chances are, people are already tweeting about your products, your brand, your company or at the very least, your industry.



It Helps Build Your Brand

What you Tweet is a piece of your brand, just like your logo or the jingle in a commercial. Your tweets help define you and your business. For example, is your

business family-oriented? Does popular music have an impact on your products? Every post you make will have an impact on your brand, so post wisely.



You Can Offer An Irresistible Deal

Everybody loves getting a great deal. When one pops up on their Twitter feed, it can build excitement and generate buzz. How this works is one of your followers re-tweets your message to his followers, then they re-tweet to another and they re-tweet to another...

Here are some other tactics that companies use:

Promotions:

Offer Twitter-specific discount codes. Most companies report that lower priced items are much more likely to get uptake but do some testing and see what works for you.

Contests:

People on Twitter LOVE a contest. A fun, creative game with good rewards can generate a great buzz. If you do run a contest, be sure to describe it on your website and include legal details and small print to cover you and keep it legal.

Contests and genuinely good deals **DO** get re-tweeted, so they are a great way of drawing not just business, but brand new followers too.

Another good tip is this:

If you do offer a deal, post it a number of times. That way, you guarantee the maximum number of people see it and it won't just slip under the radar of a lot of people.



Solve Customer Service Issues

Every business, no matter how big or popular they are, has some customer service issues. It is impossible to please all of the people all of the time. A customer with a negative experience may head to Twitter to release her fury and tell the world.

Savvy companies have figured out they need to find ways to control the message and do some damage limitation. By having an active Twitter account, you can directly handle these potential issues before they spiral out of control.

The cool thing about Twitter is you can reply in public, showing everyone you are a responsive, caring company. The potentially negative situation can then be turned on its head, made into a positive experience.

Twitter is a great way for tackling situations like this: It is likely, when issues arise, that a number of people have the same issue, so answering publicly can help a lot of people all at once saving you lots of time and aggravation.



It's Great For Networking

It is well known that people have landed new jobs and contracts with contacts they met through Twitter. As a small business owner, Twitter can help you manage your contacts to uncover new opportunities for growth.

You Can Engage With Journalists and PR People:

Twitter is home to thousands of journalists, media workers and PR people. Look on any major online news site and you will come across at least one story taken from Twitter. They trawl through Twitter trying to find newsworthy posts and trends, so if you are looking for a little exposure for your business, Twitter can be a great place to connect with these people.

Here is how you can do it: *Post great messages.*

If your Twitter account is a resource in your sector, journalists will be more willing to trust you. They might even find you through re-tweets and comments that other people are making about you, if your posts are good enough.

Follow the media people who cover your sector.

Quite often they will tweet when they are looking for sources. You can build a better relationship with them by following them. Keep in mind though, that they have a lot of people trying to do the same thing so they will be wary and will be able to tell if you are just trying to use them for self interest.

Follow Help A Reporter Out (@helpareporter).

Yes, that account really exists. The owner of the account regularly posts inquiries from reporters looking for legitimate sources.

“ **TWITTER - It's simple, direct and enables you to build a relationship with potential clients.** ”



You Can Tell People Your Latest News

Twitter is a fantastic way to push out the latest news about your company.

For example, if you're preparing to open a new location or unveil a new product, a series of strategic tweets is a cost-effective way to provide that information.

A word of warning though: Don't make all of your posts just about your company. If you are a brand that a lot of people already

love and are fans of, like Apple for example, then you can probably get away with posting mostly about your company. But if you are a small company and not well known, it is best not to post solely about your own company all of the time.

Taking this approach will help build your credibility with existing and potential customers.

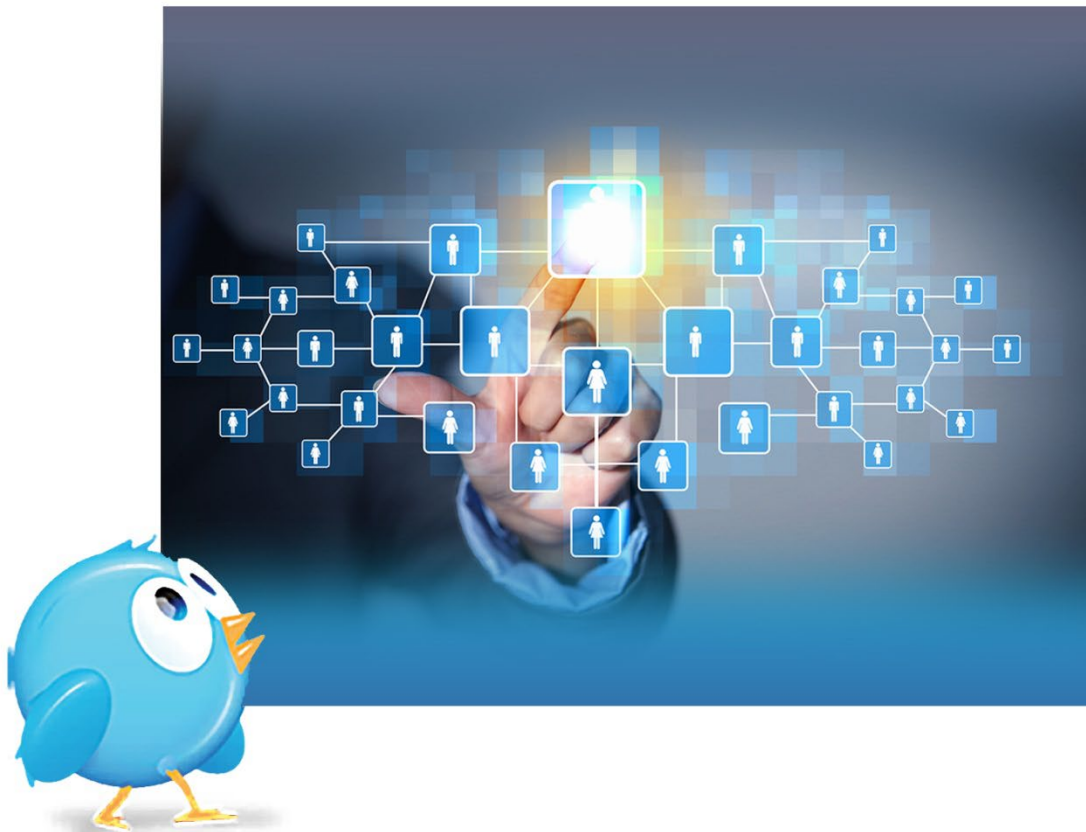


You Can Provide Product Information

If you are just about to launch a brand new product or service, Twitter is a great tool for getting the word out to the masses.

A good tweet can build up a buzz and get lots of interest as people start up conversations.

At the same time, you can be informative and establish trust with your followers so that they will be eager to buy your product or use your services. Think of Twitter as a way of exchanging mutually interesting information.





Kongnect Design
connecting your business ideas

How We Can Help

Having worked with many local businesses we are in an excellent position to be able to help you promote your company online especially if your website is not performing as well as you had hoped. We know how daunting and time consuming online marketing can be for many businesses. Most business owners we speak to just want to be able to get on with doing what they do best and running their business and leave their online marketing with a company that they can trust. .

We are a local web design company who specialise in “One Stop Shop” web service including Web Design, Graphics, Multimedia, SEO and Internet Marketing.

We are incredibly friendly and have a wealth of experience in online marketing so we can help you to gain more loyal fans, convert them into customers, get your website noticed in the search engines, gaining new traffic and brand exposure.

We really look forward to hearing from you.

About Us

We are based in Cardiff, South Wales (Cardiff Web Designers) and we have diversified our web services to a huge number of clients across the UK. Our clients place repeat orders, born from confidence, friendly customer service and reliability. With many years of experience within the IT industry, you can be rest reassured that you will receive cost effective web services and eye-catching design to help your business stand out from the marketplace.

Our underlying philosophy is simple, and that is to work closely with our clients on a one to one basis, making sure that they get the most appropriate web solutions and original designs in order to stimulate awareness, client retention and build sales.

Contact Details

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