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Twitter Marketing Strategies - Tweeting With the Best in the Business

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As the cost of advertising increases with the decline in economic spending, small business social marketing plans are including the twitter marketing strategy for social media optimization. The advantages that a twitter marketing strategy offers small business owners is reflected in the interest generated with such social media optimization services as micro-blogs through social marketing outlets.

Utilizing your twitter marketing strategy. At first glance, twitter seems like just another social networking platform for idle prattle with no real purpose. On the contrary, a carefully planned twitter marketing strategy is emerging as a key tool in the small business marketing world.

- * **Networking.** The primary goal for implementing a twitter marketing strategy is to improve networking with both current and future customers. Through various search options, subscribers can connect with others with like interests and professional goals.
- * **Promotion.** Twitter is the perfect place to apply your social marketing plan and tell the world the latest news about your professional advancements without a huge investment of time or money. With limited allowable space, posts let you cut to the chase without the obligatory customer schmoozing beforehand.
- * **Reach.** The possibilities are endless for attracting and reaching interested customers. Not only can you search for potential customers, they can search for you to fulfill a specific marketing need.
- * **Timeliness.** Using a twitter marketing strategy just makes sense in a world where the need for immediate information is at its highest. Tweets are instantly posted and received by followers for an ongoing real-time discussion.

Although tweets, twitter's clever name for their micro-blog posts, are limited to a maximum of 140 characters, much social media optimization can be achieved with just the right construction in such a limited space.

Follow the leader. An effective twitter marketing strategy understands how twitter cleverly encourages its subscribers to "follow" other subscribers and vice versa. A self-assigned icon, or avatar, is displayed to represent subscribers and grouped under twitter-designated headings "followers" and "following."

- * **Twitter search.** By accessing [search.twitter.com](#), subscribers can customize their twitter marketing strategy, beginning with searches of one another in one of two ways:
 - Basic search. Type in your search term and all results meeting your criteria are returned.
 - Advanced search. Queries can be search specific based on 'words,' 'people,' 'places,' 'dates,' 'attitudes,' and 'other.'
- * **Twellow.** Twellow is an online search engine directory of twitter subscribers.
 - Twellow categories. Similar to a site directory, Twellow categories allow twitter subscribers to search for subscribers based on specific categories provided by Twellow.
 - Twellowhood. The demographic categorization of twitter subscribers, available in the United States and Canada. With the help of maps and zooms, subscribers can search for and connect with fellow subscribers from selected locations.

The [Twitter marketing strategy](#) is a reality for all levels of marketing professionals who see social media optimization as a valuable means to an end. Social media strategies that include social marketing platforms such as twitter can only improve the results that online social networking can provide for small business owners.

Travis Campbell, founder of [MarketingProfessor.com](#), is working with small businesses and successful entrepreneurs clients who wish to leverage the power of the internet to automate marketing follow up, to build relationships with prospects and increase sales. Visit <http://www.MarketingProfessor.com> to claim access to subscriber only benefits.



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