

8 Steps to Increase Advertising Success via Twitter

- ✓ **Optimize your profile:** Use keywords related to your company and products/services in your 160 character bio. If you haven't done so already, customize your header photo to increase brand awareness.
- ✓ **Tweet daily between 1 and 3 p.m. (EST):** Tweets receive the most clicks during this time frame.
- ✓ **Follow and interact with other users:** Twitter is a social network, so be *social*. Start conversations and keep them going by tweeting engaging content.
- ✓ **Include a hashtag (#):** Use relevant hashtags where applicable to increase visibility in search.
- ✓ **Schedule tweets:** Use HootSuite or TweetDeck to help schedule and manage tweets across your team. This will allow you to engage with consumers outside of normal business hours.
- ✓ **Use Promoted Tweets:** [Promoted Tweets increase engagement](#) and brand awareness through strategic placement and better exposure in search results.
- ✓ **Take full advantage of your background:** Use branded imagery on your Twitter background to promote your company. See about doing the same thing on other profiles.
- ✓ **Keep current:** Remember to keep up with the latest updates and best practices to ensure you're getting all the advertising benefits available via Twitter.