

Using Twitter to Drive Traffic to Your Site

Twitter is a great tool to market your online business and communicate with customers and other prospects. It is a site that combines the world of social networking with the technological advances in instant messages to keep you in contact with all of your most important contacts. Within 140 characters, as a member on Twitter you will let everyone know what you are doing right now.

In order to stay within the character limit, you must make sure you're making the best out of every word you choose. When you 'tweet,' which is what a post is called on Twitter, you must grab the audience's attention immediately. Every time you submit a new post, your subscribers and contacts will be notified of your activity.

Over time, your following will grow on Twitter, as contacts of your immediate contacts will start to peruse your profile and keep track of your posts. When one of your posts is added to your profile, your contacts receive it either as an email or text message on their phones.

Regular postings on Twitter can not only let everyone know what you're up to, but also build loyalty among your followers. It's important to ensure your tweets are valuable and helpful to the reader and your contacts. For example, if your business is writing reviews on technological gadgets, your followers will be interested to know when you have something new for them to try.

Many businesses are able to create the most loyal following that can't wait to read their next tweet. If you're an information marketer, you simply must learn how to create this atmosphere among your group through effective posts on Twitter. This way, your contacts can't wait to buy your next product after reading your latest 'teaser.'

If you are a part of a group on Twitter, it's also possible to set up a time and place for a meeting among all of you. As a Squidoo lens or blog owner, tweets can be posted to direct more attention to new updates posted there, too. Of course, your address for your new site will account for part of the 140 character max limit on your tweet.

Using these types of tweets is a great way to create interest in your brand and site. With the right type of post, your identity can be developed to become something that many of your contacts are always interested in reading about.

Of course, it's important to remember that not everyone uses and understands Twitter, either. If your niche market contains those that may not be likely to use Twitter, then other marketing strategies are needed.

Twitter has created a community of followers and social networks that have formed their own type of brand and lifestyle. Before starting your posts on Twitter, it's probably a good idea to take a look at other marketers' profiles and past posts. Take notes about how they are using the site to establish their own reputation and brand, and how they create interest in their own sites and products.