

TWITTER MARKETING

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INTRODUCTION

Fast and Rigorous changes in technology has changed the life and life styles of people. People have started using gadgets for everything. Earlier many activities that were done manually have been replaced by machines and gadgets now. One of the most amazing and surprising is the dish washer and dough maker. Day in and day out technological inventions have revolutionized the world.

Changes in the lifestyle have forced businesses to bring changes in their ways of doing businesses. There have been sizzling and radical changes in the way customers are served and treated by businesses. Initially the businesses focused on outbound marketing of products and services with advertising, sales promotions, outdoor media, forced selling etc. Now businesses have resorted to different methodologies of doing business as per the changes in the lifestyles of consumers. With the invention of e-commerce, e-business, e-marketing and most of the population hooked on to social media; marketers also have resorted to social media marketing along with the traditional marketing. People are now in more control over how they consume and how much they consume media. There are several social media Applications and Websites, marketers have now turned to inbound marketing. Some of the most popular social media are facebook, twitter, Microblogging, LinkedIn, Online customers clubs, Consumer Forums, Pinterest, Snapchat, WhatsApp, Google+ (discontinued), etc.

Twitter is a one such powerful media that can create wonders for business if managed properly and carefully. Off late businesses have realised the twitter; as a powerful marketing media. Now that everyone has realised how a twitter can be beneficial to business; there have been said so much and so forth. Twitter has introduced several advertising opportunities to aid advertisers to promote their products/services to the "right" audiences. This includes

providing advertisers with (1) different advertising options of "Promoted Tweets", "Promoted Accounts", "Promoted Trends" and different user targeting options based on keywords, interests, location, etc. Sometime back, if you wanted to reach the potential consumers and tell them about your products or services, you'd have needed thousands of rupees on expensive media like; radio, television or press ads. But today, thanks to social media networks like Twitter, Instagram, WhatsApp etc. etc. you can do that for free.

WHAT EXACTLY A TWITTER IS?

Launched in 2006, Twitter gained most of its popularity as a micro-blogging tool in 2009, when it reached 58.5 million users world-wide, a 949% increase since September 2008 (Schonfeld, 2009). Twitter is a versatile tool, used for socio-political campaigns, citizen journalism and nowadays increasingly used for marketing purposes.

Twitter is a social platform for sharing one's views. The users can open their Twitter Account and broadcast their views in the form of short messages called 'Tweets'. These messages are popularly known as **Tweets**. As on first quarter of 2019; there were 330 million active monthly users on twitter, making it the world's most sought after wonderful marketing platform. Initially twitter was used as a social platform to share the views of like-minded people and maintain the relations. Twitter being a social media platform brought opportunities to connect to the people. On this platform one can share what one wants the world to see. Twitter uses 'OAuth' - an open standard to protect its API. 'OAuth' is an open standard for access delegation, commonly used as a way for **Internet** users to grant websites or applications access to their information on other websites but without giving them the passwords. Off late it has been realised as a wonderful marketing tool for businesses. It is a low-cost, low-risk marketing tool.

Twitter has two potentially unique features for advertisers. First, they allow advertisers to identify cultural memes and content which proves to be viral among the platform's users. Second, they allow advertisers to identify the consumers who embrace and potentially propagate trends and target advertising specifically towards them.

HOW TWEETER WORKS?

Opening up of Twitter Account:

1. Initially one who wants to use Twitter, has to open an account on <http://twitter.com>
2. Take Twitter's new user tutorial, which will walk you through the basics of what a tweet is, how to follow accounts and how to fill out your profile. This takes all of 60 seconds and is a great crash course for anyone completely new to Twitter. Don't skip it!
3. In the sign up box, name (15 characters), email address, and preferred password is entered. User name should be a real name or Company name. It should be short and easy to remember. Username is one of the two most important pieces of identification on Twitter, along with the profile picture. It will accompany every tweet that is send and is used by other Twitter users to talk to others.
4. Twitter account profile is what the world can see.
5. Every element of the profile-photo, header (billboard), bio and pinned Tweet (optional) - should reflect the business identity and branding. Twitter account profile is viewed as a business card. The most important information like business hours and a link to website are to be incorporated in 160 characters only.
6. Promote your username everywhere! After that add a follow button to website and include a link to Twitter profile in email signature. After this promote it on offline.
7. Tap into your existing customer base. [Upload your email contacts](#).
8. Create a custom background that is branded for your business. It should have the same colour scheme as your logo or company colours and can include information such as your company website, a logo, any other Twitter account associated with your brand and basic company information.
9. Pinned Tweet: Keep an important tweet at the top of your timeline by pinning it there. Click on the "more" option on the Tweet you want to pin and select "Pin to your profile page." Use this feature to make sure visitors to your profile can't miss your biggest, latest news.
10. [Search keywords and hash-tags](#) (#) that relate to your industry and audience.
11. Tweets and messages can have maximum 140 characters.
12. Bring your offline advocates online. Ask your employees to follow.

SOME BASIC TERMS FOR HANDLING TWITTER ACCOUNT

- **Follow** - Following someone on Twitter means to receive their Tweets in your feed.
 - **Hashtag** - A hashtag, which looks like this "#" is used to generate discussions around an issue, a term, a topic, etc. For example, you may see Tweets with #SuperBowl. By clicking on that hashtag, you can see other people who are Tweeting about the same topic. This fosters conversation and others also connect.
 - **Mention** - A Mention is essentially tagging someone in a Tweet. This is a great way to get that person's attention and increase the chance of them re-tweeting your Tweet. It is also a chance to have a conversation with them. Tweets can be seen by all.
 - **@reply** - This is when a reply to someone else's Tweet is given.
 - **Re-tweet** - A Re-tweet is when someone shares other's Tweet to their audience. This gives a chance to more exposure.
 - **Favorite** - This is when someone likes your Tweet.
- Some other things to know about Twitter**
- **Character Limit** - A person can Tweet only 140 characters long.
 - **@Connect** - This is an option in the toolbar at the top of the site when logged in. Click @Connect and one can see how others are interacting with you (Retweets, Favorites, Mentions, Follows, etc.).

- **Lists** – One can create a list of Twitter users. This helps to keep track of a certain group of people, influencers or potential clients.
- **Trends** – Trends are shown on the homepage when logged into Twitter account. Trends show what topics are currently most talked about on Twitter. These are opportunities to join into the conversation.
- **Ads** – Twitter offers three types of ads: Promoted Tweets, Promoted Accounts, and Promoted Trends.
 - ❖ A Promoted Tweet shares your Tweet to an audience beyond your Followers.
 - ❖ A Promoted Account shares your account to an audience beyond your Followers. You can specify that audience based on location, interests, who they Follow, etc.
 - ❖ A Promoted Trend sends your topic to the top of the Trends list.

USEFUL TIPS/STRATEGIES FOR TWITTER MARKETING

1. **Social Media Policy:** First of all the company should have a social media policy.
2. **Differentiate:** Secondly the company should differentiate itself with a custom background.
3. **Tailored Messages:** Thirdly, all the messages should be tailored for the specific customer target groups.
4. **Target Audience:** The company should target its advertising to early trend propagators.
5. **Short and Concise:** Tweets should be short and concise.
6. **Visuals and Hashtags:** As far as possible Visuals should be added along with the hashtags which are very important.
7. **Regularity:** Tweeting should be a regular exercise without a break of even a day.
8. **Delight People:** The conversations should support, educate, and delight people.
9. **Incentives:** Sometimes there should be an incentive for people.
10. **Thanking and Following regularly:** Thanking people on Twitter and Following people on Twitter should be done without any delay.
11. **Use hashtags (#) and chat hours:** Company should recognise its key influencers on Twitter using Twitter hashtags and chat hours.
12. **Regular feedback:** Regular feedback from customers should be taken. Through Feedback Cards easy and prompt feedback can be availed.
13. **Re-tweets and Reply:** Company should run polls and connect with re-tweets and replies.

BENEFITS OF TWITTER AS A MARKETING TOOL

The secret behind the huge success of Twitter lies in the fact that twitter followers feel more positively about your business, help you expand your reach, and increase sales. It's a right place for authentic interactions. Following are some of the benefits that can be reaped by using Twitter as a marketing tool.

1. Communicating with your target audience becomes easy.
2. Generating leads is possible through using twitter account with an appropriate policy.
3. Showing your brand's personality becomes easy to the target audience by connecting with them and relating brand with them.
4. Researching trends will help the company with updated information.
5. Seeking feedback will help companies to take a follow up of the plans and policies implemented.
6. Providing customer service will become easy because of direct connect with the target audience.
7. Diverse Representation is possible because of tailor made messages and programs.
8. Gaining Exposure will be easily possible without spending lacs on it.
9. Learning will help companies to continuously update and upgrade themselves with the current trends.
10. Huge Networking is possible without any hassles.

IS TWITTER USEFUL FOR SMALL BUSINESSES?

Small businesses question the authenticity of Twitter as a marketing tool. The simple answer to their doubt is that it depends on the industry, audience and available Resources, Strategies and Proper knowledge of Customers. If the small business' target audience fits within Twitter demographics, then it's probable that Twitter could be proved useful. The firm must be able to get in touch with an audience that values experiences and influences their network

of follower, which can make them receptive to company's product/brand and potential advocates for it. Twitter also helps companies to educate the staff on potential problems by establishing expectations of how employees represent themselves online, both during work hours and after work hours.

A WORD OF CAUTION

Each social media channel has its own language, customs and audience. Like each coin has two sides, using twitter as a marketing tool is not free from following limitations:

1. It has been noticed that students of young age are hooked to social media nowadays which has affected their studies.
2. Cyber crime has been in rise nowadays.
3. Improper handling of tweeter account leads to many problems.
4. Improper strategies can reap any fruits for the company.
5. In Twitter, Usernames Can Only Be 15 Characters Long.
6. Only 1,000 Messages per day can be sent through Twitter.
7. One can only Tweet for 2,400 times in a Day.
8. You Can't Follow More Than 2000 Users without limits.
9. Twitter won't allow you to create more than 1,000 Lists.
10. Every Account can only follow 5,000 Users.
11. Users can tweet links to YouTube videos but they're unable to actually Tweet videos from Web services or upload videos from any desktop software.
12. Twitter enables users to send direct messages to only one user at a time.
13. If messages are not tweeted at the right time when your followers are online, your tweets could easily be missed.

CONCLUSION

"Digital India" has revolutionised the Information and Communication Industry. India has become the world's second largest country having maximum people using internet. With the mobile in each hand the business of developing mobile Applications is on swirl. Invent of Social Media Apps has made easy for the people to connect with their friends, family, near & dear ones. People becoming smart nowadays have started doing business through Social Media. Twitter has slowly gained popularity in Indian mindsets. Twitter is more popular amongst Celebrities and Politicians. Off-late it has become a low-cost, low-risk marketing tool. It helps people get found online, converts prospects into leads and drive conversions with target audience. It helps to track, analyze, measure and improve one's marketing programs. But it's not enough to have Twitter Account only. It requires rigorous efforts to brand, focus and make it shine.

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