



Mike Marko Publishes Post about the Best Way to Use Twitter for Business

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Mike Marko with IM Consultant Services in Cincinnati, Ohio has just announced the publication of his new post about the best way to use Twitter for business. He says that this post is intended for business owners who are looking for effective ways to use Twitter to market their businesses. He commences the topic by saying that despite the popularity of this social media platform, it remains underrated and misunderstood. He says this is likely due to many business owners finding Twitter confusing because its functions are different from those of other platforms like Instagram and Facebook.

Marko says that he himself did not immediately understand the use of Twitter in business and previously thought that the platform was not worthy of his time. Now, however, it has become one of his favorite social media platforms for business marketing. He says that though many people find Twitter confusing or complicated, it is actually easy to use and should be included in all business marketing strategies. Twitter's platform was created to generate exposure and public conversation, which is why its tools and features help website owners in business promotion.

However, Marko says that businesses need to modify their Twitter business strategy to help them ensure

success when doing business marketing in this platform. He lets readers know that this is the reason he decided to discuss the correct ways to use Twitter to market businesses. But before he talks about that, he discusses the different do's and don'ts on Twitter. He says it is important to cover these first since using the wrong strategies can have a serious negative impact on online presence.

After creating a Twitter account, the first thing that business owners should do is to complete the profile or enhance their Twitter bio, Marko advises. In addition, he urges them to make sure to use images that represent the brand and fill all necessary fields in their bio. Since the account is intended for the company, it is important to clearly describe the nature of business in the bio. Doing this will allow customers to learn more about the business in just one click. Furthermore, Marko advises to always include a link to the company's website.

The next thing business owners need to do to effectively use Twitter for business is to find and follow target audiences, Marko suggests. He says that building followers is the most difficult part of business marketing. However, this issue can be resolved by following users who are interested in the niche to make them notice the business. He notes that finding a target audience and niche is not a problem on Twitter.

Marko says one of the ways to find a target audience on Twitter is by finding keywords that are relevant to the business. When business owners do that, it will help them to find users who may be interested in the products or services. He then urges website owners to reach that target audience by partnering with an influencer from a similar industry. This allows online marketers to tap into the influencer's following and give their business a boost. Furthermore, he suggests trying to ask for customers' help to spread awareness of their Twitter account, but also says to make sure to give freebies when taking this route.

Another way to use Twitter for business is to make appropriate content for followers, Marko mentions. He suggests avoiding the common mistake many businesses commit on Twitter, which is publishing directly promotional tweets too often. Marko says that people are on Twitter because they want to communicate, not to see advertisements. He notifies business owners that a healthy communication with followers is very important, so it is a must to build a positive relationship with them to earn their respect, trust, and loyalty.

Marko further informs readers that the more engagement businesses get on their Twitter account, the more likely those businesses will be to become successful in Twitter marketing. He also notes that a business page should tweet relevant content to its followers in order to increase engagement. Moreover, he urges online marketers to use visuals to increase chances of engagement and also to convey messages better. He further advises making the most of Twitter's character limit.

Finally, Marko advises interacting with followers frequently. He asserts that it is important to respond to every inquiry, message, piece of feedback, suggestion, or review that followers are sending. He also reminds

readers to be friendly in answering questions. Marko goes on to say that aside from replying to their messages and inquiries, it is important to retweet or engage with followers? tweets at the same time.

The services that Mike Marko and IM Consultant Services offer include SEO or search engine optimization, branding, search engine and social media marketing, marketing funnels, website and graphic design, blog writing, press releases, and email marketing. Marko and his team offer a wide variety of work that helps website and brand owners achieve success.

Marko mentions that his newest post is now on his official website. He claims it was written to give information to business marketers on how they should use Twitter for business and maximize their marketing campaigns. Marko also says that he regularly publishes posts that focus on this topic to provide information to businesses entrepreneurs and for them to see their revenue to grow. He says that readers who are interested can read more of his blogs or visit him and his team at IM Consultant Services online. Marko also says that they can also be contacted directly by phone or email.

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