**Marketing Strategies for Twitter**

**1) Pick the right handle (username), profile photo, and header image**. Choose a Twitter handle that is as close to the brand’s name as you can get. Steer away from irrelevant numbers or any kind of punctuation marks. Keep it short and sweet, too. With a short Twitter name. People are less likely to mention businesses with long Twitter handles due to the character limit of each tweet.

**2) Optimize the bio to showcase your brand’s personality.** Do not make it too long. Add relevant hashtags so that people can find your account when they search for those terms. Be sure to tag other brands that you may be associated with in this space.

**3) Tweet during peak hours.** Your peak posting times will depend on your specific audience, so test how your content performs at different times and days to find out what works best for your brand.

**4) Keep hashtag use to a minimum (and use the right ones).** It is extremely important to use the right kind of hashtags without overusing them. According to research, hashtags should be limited to a maximum number of TWO (2). Only include hashtags that add some context to your tweets. There are tools on the internet that can help you decide the right hashtags for the tweets.

**5) Add images to tweets to increase retweets.** Make sure only to add compelling images that are relevant and high-quality. Never use an image that doesn’t relate to your tweet just for the sake of adding an image.

**6) Utilize Twitter video for even more engagement.** Add a branded video to your tweets to get more attention.

**7) Conduct polls to interact with followers.** Polls aren’t just fun for followers to complete. They can also be used to conduct consumer and market research, get feedback, and initiate engaging conversations with followers.

**8) Reach out to influencers for more exposure.** If they seem like a good fit, send them a DM asking to promote your company in a tweet.

**9) Make sure not to over-saturate (annoy) the followers.** Too many tweets a day might repel the followers.

**10) Sometimes, post about trending topics.** If possible, work on involving the brand along with it. For example, if it's the Women's History Month, tweet something about it (something interesting/engaging).

*Reference: NeilPatel.com*