



Twitter Secrets FAQ



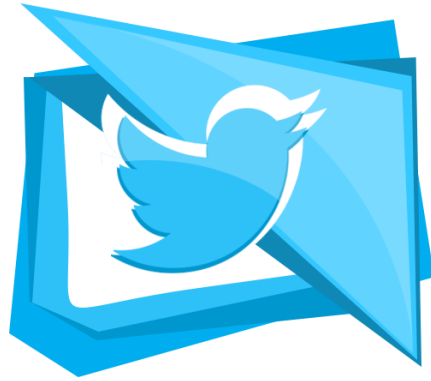
**Authenticity, Visibility,
Exposure, Perception**



Question 1

My tweets are not gaining visibility. Why?





The Twitter universe is **HUGE**

There are about **313 Million Monthly active users** who tweet at least **6,000 Tweets a second!**

That amounts to **350,000 tweets per minute, 500 million tweets per day and 200 billion tweets in a year!** And that makes it close to impossible to get the visibility win.

At the end of the day, Twitter is a Business, & they limit your Tweet-Reach, which provokes you to either **Game-Up your Organic Targeting, Engagement, Content & Marketing Strategies, Or Get Twitter Advertising Campaigns.**





Question 2

**Shall i go ahead with
Twitter advertising?**





Twitter Advertising

It costs in between **\$0.5 - \$4 per engagement**, which corresponds to a **heavy marketing burning budget**. We always suggest to **Build your Twitter Presence Organically**, first & foremost, **naturally**, over time, & then determine the **Relevance** on Running Targeted Twitter Ad Campaigns.





Question 3

**How can I gain more
Exposure without
Twitter Ad Campaigns?**





Strategies

Engagement

Engage with your **Existing Audience** and **Target** your **Ideal audiences**. Keep them hooked with you & your **Twitter movement**. Use **#Hashtags** & Most relevant **Trending topics** to involve yourself & reaching out to **Giant sphere of audiences**.

Social Listening

Follow **Twitter Trending Topics, Hashtags, & Twitter Moments**. **Listen & Engage**. Give your Interest in Tweets of your **Targeted Audiences** & Get Interested in return. As IRL, you have to be a **good listener**, or **Practice** to be one, in order to **understand what is happening** in the Twitter sphere & **strategize** your actions accordingly.





Strategies

Hashtags

We suggest you to use them wisely. **Avoid the Hashtag War!** Ideally **3-4 Most Relevant Hashtags** in a tweet are good enough.

Build Relationships

Your Twitter presence & your audiences are **most valuable** when you **build & strengthen** the connections with your **existing & ideal network, 1:1, Human to Human.**
Makes sense?





Question 4

**How does Video Content
works on Twitter?**





Video Content

Facts:

55% of people watch videos online every day ([MWP](#))
82% of Twitter users watch video content on Twitter
([Bloomberg](#))

Use the best trending keywords, topics & hashtags to enhance your Video Content Strategy. Be a little extra creative.

Use the most appropriate keywords with your video context & content. Make it alive, & buzz worthy!





Question 5

**Why should i include my
Twitter account on my
website?**





Take it as a **customer & visitor centric** approach, they look for the **Authenticity** of the service/product/brand a website gives.

This actually helps them in understanding the **purpose** behind your **online presence**, it's **value**, & the **Authenticity**.





Question 6

**Why i should prefer
Twitter over other social
media channels?**





Twitter is a platform to share **Perceptions, Creativity, Broadcasting** your message to **Global audiences**, in real-time, within **140 characters**.

If you have **fame** or **valuable information**, you will have followers.

We always suggest **Twitter on Top** of everything when it comes to **Building, Refining, & Lifting** any **Online Presence**.





Question 7

**How can i track my
Twitter growth metrics?
And what should i
analyze?**





Twitter Analytics

Twitter's Official Analytics Tool comes Free.

From Demographics to Engagements, Displayed & Updated on a daily basis, within 1 Dashboard. Observing the growth, fall & rise of impressions, clicks, & Major **Twitter KPIs (Key Performance Indicators)** will help you understand what works best for you and what should be avoided.

Track >> Analyze >> Organize >> Re-Strategize!





TAKE-AWAY

**ENGAGE, ENGAGE, ENGAGE, that's
how the Twitter sphere rolls 🚀**



*Tweet on Purpose. Tweet for
Tweeple!*

@BIZBoost



Would you be interested in BIZBoost Awesomeness?

We've got you covered 😎

Feel free to drop us a line at hello@bizboost.me
& we will take care of you ❤️

GET STARTED

