



Launching an Effective Twitter Strategy

Tweet more often

Stay Relevant and Current

Analyze **your audience** to find out when to post

Have content just for Twitter

Tweet **on** weekends

Find People's questions about gardening and answer them



Pay **Attention** to who you **Follow**



✓ Follow and **re-tweet** and **favorite** your followers

✓ Don't just follow people, **interact** with them

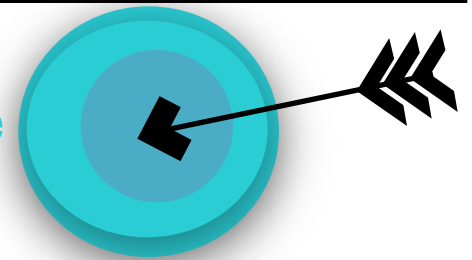
✓ Follow **Your Competitors**

Engage and build deeper Relationships by Being more **authentic** this can be done by creating content just for **Twitter**



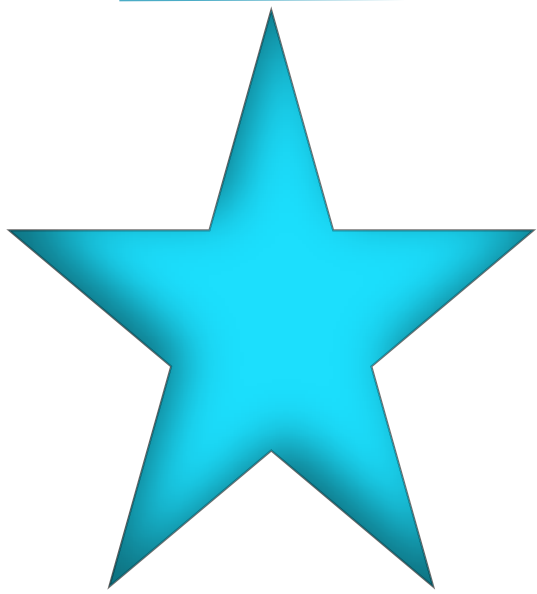
Do **less** self promotion on Twitter Offer **more** information, resources and services **rather than just selling**. You **will be** seen as a helpful resource than just another company after the **bottom line**. Offering information to **your audience** is the easiest way to build trust among your **followers**. This also **builds** industry credibility.

Write An Awesome Twitter Bio



Spend more time listening to your community, observing it, and learning about the dynamics of it. This is how trust is established and your brand will become easier to relate to and more authentic on Twitter

Give Your Brand a Distinctive Voice through Twitter Relationships



How Should We Measure Twitter's Return on Investment?

Follower growth

How many new followers you get every day, week or month.

Follower quality and engagement

How many users interact with your account.

Reach

How many users favorite or retweet your Tweets.

Traffic

How many users go to your site.

Conversion

How many users sign up for your service or buy your product.

Use Measurement tools:

Hoot Suite is a good all around tool to use for metrics tracking.

Twitter Analytics can track timeline activity, including tweets that were favorited, retweeted, and replied to. The tool also tracks number of mentions, new followers and newly followed.