

Six Strategic Uses of Twitter in Marketing & PR

Growing numbers of individuals, small businesses, corporations and non profit organizations are jumping onto the Twitter bandwagon. Those who will find the most success will take the time to consider how they can use Twitter to their strategic advantage. Here's a few suggestions how to make the most of Twitter for your marketing & PR:

1. Marketing & Advertising

Follow customers & future potential customers. Integrate your online and offline marketing & advertising messages with your Tweets. Provide links to promotions, microsites, videos, advertisements.

2. Reputation Management

Follow experts, industry leaders, news & media. Develop a reputation as an authority in your industry or niche. Open dialogue with others in your or related industries.

3. Events

Follow individuals or groups interested in your events. Provide event notifications, reminders, twitter-based event discounts, updates, photos, videos, articles. Tweet live from events. Encourage attendees to tweet during and after about the event. Dialogue live with attendees.

4. Promotions

Follow customers & future potential customers, offering twitter-user-only deals and promotions as incentives to follow you on Twitter. Provide links to online deals or twitter coupons, discount codes time-based promotions. Interact with your followers & aim reach a large audience through word of mouth & viral retweeting.

5. Crisis & Issues Management

Monitor your brand, products, name(s), and issues related to your business or organization. Provide relevant information to address customer needs such as company info, tips, frequently asked questions. Dialogue with followers about the issues, encourage them to get involved and to retweet your posts.

6. PR & Customer Relations

Follow customers, future potential customers. Create content directly related and relevant to your target audience. Engage customers by asking them questions. Answer questions. Build positive sentiment about your brand.

What do you think?: How have you used or seen Twitter used to help achieve (or hinder) an organizations marketing & PR goals?