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Although there are more people that prefer traditional blogging, microblogging is taking the world by storm. Twitter is one example that has garnered more than one million members in less than 5 years.

The good news is you can utilize Twitter to promote your business. Check out the tips below to find out how:

Create a good business profile.

Tweet links to your landing pages which describe your business and use the right keywords. Avoid adding any personal information and remember: it's your business you're trying to promote, not yourself.

Use your e-mail contacts

Twitter can allow you to look for contacts that are found in your different e-mail accounts. This can be one of the best ways to start looking for friends and followers because your e-mail contacts probably have already contacted with you at least once. That means, they will have a good idea of who you are and what you do so they won't need a lot of persuasion and can be the best people to help you connect with others.

Use Twitter's search

The point of using Twitter Search is to find out if others are talking about your company and to reply to their tweets. You want them to know that you're already on Twitter and that you value and consider what other people are saying. You can use this feature at <http://search.twitter.com/>

Limit how many tweets you post

There are 2 ways you can limit tweets: First is to make sure you talk about something useful with the 140 character limit. Second is to not tweet too much or you could flood your contacts' space, which can be pretty annoying. You don't want to annoy your followers or they will stop following you.

A great application you can use is actually <http://www.tweetlater.com/> which permits you to schedule your tweets.

Don't just talk about you.

Even though it is your business profile, it does not mean you are limited to talk only about your business. Yes, it is necessary to share your accomplishments, new products and services, and other information related to your enterprise, Twitter users may feel that you are just self serving and using the website for promotion only.

Tweeting a popular yet neutral topic can help you gain exposure to new contacts and followers. Add a # symbol before a socially popular keyword such as #sports will allow your tweet to be displayed to others that are interested in and are searching for that keyword. If they like your tweet, they might decide to follow you and followers are the cornerstone to Twitter exposure.

Twitter can be used to share tips related to your niche. Jetstar, for example uses the website to give away travel guides. You can also post images, links to articles that are of interest to your followers. This will increase the variety in your tweets and encourage more interaction.

Post questions.

This is a truly excellent way of generating feedback and interaction from your contacts. It can also give you an insight to what others think about your business. Additionally, it makes your friends and followers feel valued because they have been given an opportunity to contribute something to your business.

Share you landing page with your followers

A landing page is what you would use as a conversion page. It is a place where browsers and

searchers become customers and clients. If you are looking for a credible and powerful landing page without a lot of effort, there are many different templates to choose from at Ad2Action.com.

Add Twitter to other social networking websites.

Since updates are more frequent in Twitter, you can add the application to your other social websites such as Facebook or LinkedIn. That way any of your contacts not following you on Twitter can see your real time updates.

If you are looking for an easy to customize, easy to use Landing Pages, check them out at Ad2Action.com
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