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Twitter Marketing Pitfalls To Guard Against

Twitter is a great promotional tool for IMers as long as they take care to not make any campaign killer mistakes. Given below are a few such mistakes that you need to be aware of.

As you begin marketing on Twitter, you will have to give out links to all of the offers you are promoting. Don't actually publish them without first warming up your followers. Another way of saying this is to say that, if you want to promote a product, you need to talk about it with your followers first and then send them the link to your landing page. Send out updates about your targeted niche because this will help you find more followers since people love to get free information. Blatant marketing attempts turn followers off and you won't get good results from it. You have to prove that you want to educate people not just take their money. Give them a positive impression by genuinely passing on targeted knowledge that they can use right away. Make sure you are ready for it before you start tweeting a bunch of promotional links.

You want to blend in with everybody else on Twitter because doing so gets you better results. But don't be so gregarious in your blending in that you use inappropriate language. Always aim at maintaining proper language that can create a positive impression on your followers. New marketers tend to take this lightly but they don't realize that it's actually tarnishing their reputation. Being informal is not bad but being vulgar is not good. It's important to be impersonal but at the same time you also need to create a balance and be professional. This could cause people to unfollow you and slow down the rate of new followers coming in. Just try to be friendly with your followers as well as polite, direct and decent. The way your followers view you is very important because that is what will determine how many sales you make. Last but not the least; this simple step goes a long way in keeping up the trust level with your followers.

No one will follow anybody that is strange. Attempting to be a mysterious tweeter will cause damage to your Twitter marketing campaign. Don't try any mysterious tactics with your followers. You have to be truthful and clear when implementing your strategies. Your followers should know who is behind your tweets. So use a real picture and name that seems identifiable to them. From the very beginning, you should make every effort to prove to your followers that you are honest and believable, which will make it easier to sell to them. Finally, don't make all of your tweets about one thing and create fun tweets as well, which should let your followers see that you are a trustworthy person.

In summary, marketing on Twitter can lead you to many simple mistakes that can be otherwise avoided. So before you start your campaigns, make sure you are aware of what to do and what not to do.

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