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Should Building A List Of Followers Be Your Main Goal On Twitter?

When I took a trip to Las Vegas a couple of weeks ago. I realized that everyone wanted me to follow them on Twitter. Southwest Airlines, the Wynn Hotel and Casino and Ron White are all on Twitter.

Tweeting is not just for big businesses or celebrities. There are thousands of small business and individuals that tweet daily. I wonder how effective it really is for businesses, big or small, to tweet. How do you measure your success on Twitter?

One benefit to Twitter is that there is a number count that is updated in real time. If you want proof on how well your Twitter account is doing you can point to the number of followers you have. The conventional wisdom is the higher the number of followers you have the better you are doing.

There are self-proclaimed social media experts that have identified strategies for getting followers. If you have an existing customer base then let them know that they can now follow you on Twitter. Offer them discounts or other incentives to get them to follow. If you don't have an existing clientele then you can simply start following others on Twitter, who will in return follow you back. These experts have even identified the best times to follow others, the best time to tweet and the appropriate number of tweets to tweet, all designed to maximize the number of followers.

The ultimate aim is to get followers. The more followers you have the more people you can reach. Is that really true? Do people really notice all those tweets? Remember the other number on a Twitter account reflects following. There are people on Twitter who are following thousands of people. So it is difficult to believe that they are paying attention to thousands of daily tweets.

Even if followers are paying attention, you have to wonder if they are the right followers. Are all followers equal? Are all followers in a position to benefit from what you are tweeting? Is one follower more influential than another? Can one follower sway others followers to take advantage of what you are tweeting? What about the follower that increases your exposure by re-tweeting you?

If the gauge of success on Twitter is the number of followers you have then you are missing the potential opportunity that seems to exist. You can offer discounts, prizes and freebies and you will get followers. Getting followers should not be your only focus. You have to consider your business objective and find a way to quantify that.

I am not suggesting that getting followers is not important, but I am saying that you need to establish a measurable business objective. The objective will vary depending on your business. You could count the number of people opting in on your landing page, the number of clicks to a website or actual sign-ups. Determine your objective and find away to measure or track it don't just rely on the number of followers you have.

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