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Twitter For Marketing - Avoid Suspension

[!:<http://www.webmarksolutions.com/wp-content/uploads/2010/11/DennisCheckowish7.jpg>] I want to convince you that you can mass follow without having risked your accounts getting suspended. You can in fact mass follow and remain targeted in your approach, you can have it all!

Well firstly, mass following has an obvious danger to it, that you could get your account suspended. In the event you follow and unfollow users too quickly, it's called 'follow churn', and a lot of individuals get picked up for this. There is been a backlash against Twitter tools such as Tweet Adder because they can lead to folks getting their accounts banned.

But the truth is that you just need to be reasonable about how many you follow per day. With Tweet Adder this does not require any thought at all, you can just leave it in automation mode which has a maximum speed of one follow or unfollow per minute, it is not too fast. As for following/unfollowing too many, just set the daily maximums to 600 or 700 follow, and unfollow all non-reciprocal people after three days, stay safely beneath Twitter's maximum follow limit of 1000 a day.

That's literally all you have to do, and other Twitter clients have similar options, so there is no good reason why you should get your account banned with mass following.

One stronger criticism against mass following is that it'll stop you having the time to dedicate to your followers, that personal touch, as there are just too many of them. Well, you can avoid this by listing them properly, segment the usual users, perhaps with lists for potential customers and customers with helpful posts that you like to retweet.

Then just focus on tweeting these people with beneficial information and other potential buyers will locate you through tweet searches. Plus the activity in your account will display everyone that it isn't entirely automated.

You can have it all, run a mostly automated campaign, and dedicate time to some of your followers. In actual fact, having all the background tasks taken care of will free up new time for you to invest tweeting, and actually make your accounts seem like automated!

Great luck with your approach.

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