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How to Brand Your Twitter Profile For Maximum Impact

Branding yourself on Twitter is one of the best ways to gain publicity online. If your target audience starts to recognize you for who you are, it becomes a lot more easier to impress them. It's getting to the point where just about every business that markets online has a presence on Twitter, which makes it almost mandatory. In order to make your own mark on Twitter, it's essential that you figure out how to brand your profile so people notice you. What follows are some helpful strategies to keep in mind for your Twitter profile. A good idea is to find a good [Branding Agency](#).

A Photo is Essential: When branding yourself on Twitter, you have to put a face to your tweets or you'll never build a large following. A photo, preferably where you're smiling into the camera, will greatly increase your profile's effectiveness. You definitely need a picture of yourself for the profile, not some kind of logo or generic avatar. If people can see you nicely dressed, looking straight into the camera with a confident smile, so much the better. If you've got a whole team in your company that uses Twitter, then make sure all of their pictures are consistent across the board -make sure all of them have a corporate background. When setting up your Twitter profile, you want to make best possible use of every feature.

Colors, colors and colors: What good is profile that has inconsistent colors on it making it look all unprofessional? You have to be careful when choosing the color of your text and background. You need to focus on color coordination so that they match with the rest of the items on your profile. So, saying you will be using red and blue in your profile, then you need to make sure that this color scheme is present everywhere.

Link to a Web Property from Your Twitter Profile: Leaving the Website link field empty isn't recommended when you're focused on branding your Twitter profile because people that would be visiting your profile page will obviously want to check out what page or site you're linking to. As long as this is a page with detailed information about your business, it's fine to use whatever you want, whether it's your own site or a page on a social networking site like Facebook. You don't need anything fancy or even to spend money, as your Twitter profile could link to a Blogger.com or WordPress.com blog or any other site where you can set up a free page.

As your brand gains in popularity, your Twitter followers will grow in number and this amounts to having a large, targeted list. These guidelines for creating a brand out of your Twitter profile can be extremely helpful if you want to get the most out of your Twitter marketing.

You can also learn about [Green Advertising](#). To get more information go to <http://www.laughingsamurai.com/>.

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