

ASC Small Business Guides

7 Tips on how to

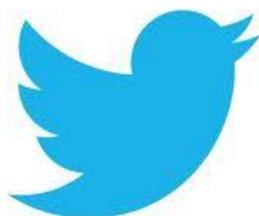
Use Twitter for your Small Business

This is a not a definitive “how to” bible for all your business needs. Its a quick guide to some of the most common areas of running a business, which can help you plan for financial investment using our expertise and prior experience.

Like most forms of social media, Twitter can be a great tool for a small business, opening up communication to the wider world. But it can also be quite daunting, with the need to master new twitter-specific terms, or it can consume a lot of time, which is a precious resource for small business. This guide aims to provide a few quick tips on how to get the best out of Twitter.

1

The right profile for you



When you create an account, the first thing you need to do is create a twitter name, create a bio and upload a picture. These should help inform other tweeters who you are and what you do, so they can quickly see if they want to follow you. Use your business name, upload a picture of your logo or shop-front, and spell out the nature of your business in your bio. Without this, people may find it difficult to identify your business.

2

Publicise your twitter account



It's all very well having an account, but if you have no followers, then any of your messages will be the equivalent of shouting to an empty room. One way to drum up followers is to publicise your twitter account. Mention it on your website, on your e-mail signature and any marketing material. This can help attract people to your twitter feed and increase the number of your followers.

3

Remember it is “social” media



The main purpose of twitter and other social media sites is to interact with others. It is all very well just broadcasting messages, but the real benefits arise when you reply to people and reach out to them directly. Think about using hashtags to connect with current stories.

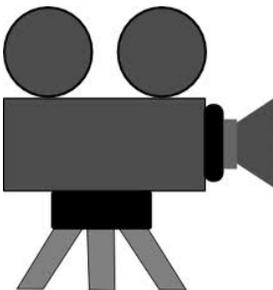
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Content is key

The golden rule of being successful on twitter. You need to provide content which is interesting and relevant to your target audience. Be it information about your business, special offers, or clever jokes – you need to tell people something of interest, otherwise they won't pay attention to what you are saying. You need to give them a reason to follow you.

5

Use media to enhance your tweets

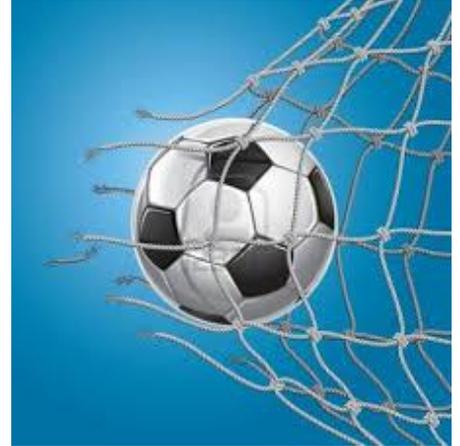


Twitter is a lot more than 140 characters. Many tweeters use photographs or videos in their tweets to provide more interesting content. Think of ways in which you can use multimedia to convey your messages. Got a new product in store? Then tweet a picture of it!

6

Remember your end goal

There is little point in being followed by thousands of people in Spain, if you are a post-office in Bridgend! Before using twitter, you should know your end goal and work towards it. If you are trying to get more customers into your shop, drive traffic to your website, or increase your brand reach across the country, you should make sure your twitter activity is geared to your goal.



7

Don't forget – it's public!

Finally, don't forget that twitter is public. It can be seen by anybody, and people can look through your past tweets. So make sure you don't upload any content that you might regret.

To follow ASC on Twitter, [click here](#).

ASC Finance for Business helps businesses and entrepreneurs, throughout the UK obtain finance. With a network of over 20 regional offices nationwide, each office is run by an ASC Director who is dedicated to helping you achieve your goals, to obtain commercial finance or business loans which work for you. Our result oriented approach ensures we align our aims with yours and obtain the right finance for your business.

Having been established for over 40 years our track record speaks for itself, with thousands of business owners and entrepreneurs having benefitted from our service.

You can find out more about what we do on our website www.asc.co.uk