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The Committed Twitter Marketer: How Often Should You Tweet?

Do you tweet once a day? Once an hour? Every few minutes? Or maybe your posts are so infrequent that you have almost forgotten you have a Twitter account. But you have decided to use Twitter as a marketing tool for your business. So the question then becomes [how often should you tweet](#)? How many tweets does it take to make you a committed Twitter Marketer?

But the true question is not about how often, but rather about the quality of the tweets you offer. Twitter is for social networking, a place to build relationships. While it is completely appropriate to market your sales and services on Twitter, you must remember the most important aspect of any relationship is building respect and trust. And the way to do that is by sharing yourself as well as sharing resources outside of those you offer to your followers.

[Utilizing Twitter as a marketing tool](#) allows for interactive marketing. Interactive marketing is critical to building a business relationship. Since Twitter is a tool through which its users can reach their audiences, real-time, you have the opportunity to build relationships with your followers in real time. If someone sends you a reply to one of your tweets, try to respond right away. Building conversations is one way to make friends. If you have a lot of followers, don't ignore them; reply to their tweets as well.

We are all consumers. And we all buy from those we know and trust. Granted most of us have never met Walt Disney or will ever get the chance to meet Bill Gates or Steve Jobs and Steve Wozniak. But we think we know something [Professional](#) about them. We trust them and have become brand loyal. The same is true for social media marketing. What names stand out among the crowd for you as names you trust and would buy from?

Take time to get to know your audience and give them a chance to get to know you. Once you have begun to build that ever important relationship with your followers, you will then have the opportunity to work into your marketing efforts. They will be much better received that way. By then they will know your personality, they will know about your business and all that you have been up to. They will trust you and your tweets will translate into sales.

Tweet often enough that your name stays in front of your audience. Take into consideration that your followers are probably following hundreds, if not thousands, of others. Many of those people are tweeting at the same time you are and giving you audience a distraction from your tweets. Don't get lost in the shuffle. Tweet often yes, but tweet quality when you do.

We have all seen the same boring tweets about someone's day or mealtime events. What about your day is particularly special? What about your business is unique? What new service or product that you offer will set the world on fire? Put some thought behind your tweets and watch as the conversation begins. Then you can sit back and enjoy the growth in your own business.

Shortcut to realistic tips about [website traffic](#) - please read this web page. The time has come when concise info is really only one click of your mouse, use this chance.

You can also find this article published on [The Committed Twitter Marketer: How Often Should You Tweet?](#), and on the tag pages [Twitter](#).