

Vinyl Fence *Tip*

Practical and Proven Ways to Sell More Vinyl Fences

From your friends at National Vinyl Products

How to do Twitter the right way



If you are looking for a new cost-effective way to build your fencing business, look no further than the familiar little blue bird that represents Twitter.

This social media platform, founded in 2006, currently has 199 million monetizable daily active users who share about 500 million tweets each day. An active Twitter account puts your brand in front of people where they are – on their phones and mobile devices reading and posting short messages (up to 280 characters in length) called tweets.

With 63 percent of Twitter users between the ages of 34 and 65, you'll also be able to tap into the prime fence-buying demographic. But if you feel as if everyone knows how to tweet except you, you may have some questions about how to use this social media platform as a marketing tool. This article will offer six tips on how to do Twitter the right way.

1. Create an engaging profile.

Establishing a Twitter account shows your customers and potential customers that you want to interact with them. So, your first step is to attract their attention with a successful profile.

If you already have a Facebook or Instagram account, you will find this step to be mostly familiar. A Twitter profile has six parts:

- Your Twitter handle (which includes the ubiquitous hashtag) is your identifier on Twitter. People will use it to tag you in posts, and it is at the end of your Twitter page's URL. Your handle can be up to 15 characters long. Choose something that allows people to find you easily.

- Your username (or display name) appears above your handle on your Twitter profile. It could be the name of your business and can be up to 50 characters.
- Your profile photo will be on your profile and every tweet you post. Choose an image that clearly represents your business, such as your logo.
- Your bio should include your location, business hours and website URL, and a brief description of what your fencing company offers. You have 160 characters.
- Your header image is displayed behind your profile picture. You should change this image frequently to promote products or feature events or news about your fencing company.
- Your pinned tweet is the first tweet people see when they visit your profile. This tweet shows what is going on currently with your business, so you should update it accordingly.

Creating and maintaining an attractive and professional Twitter profile is essential for driving traffic and building connections with customers. Consider the colors and the wording carefully, however, as they reflect your brand image.

2. Build a community.

As we mentioned earlier, Twitter is an interactive platform. In order for your account to be successful, you need to connect and engage with other Twitter users. You can begin this process by "following" current customers, friends, local businesses and non-profit organizations, colleagues, and even your competitors. Comment on their tweets, share their posts, and mention them in your own messages. Eventually, many of these folks will "follow" you back.



3. Share interesting stuff.

You can tweet images, links to blogs, news items, photos, videos, GIFs, and inspiring or funny quotes to engage your audience.

Keep your tweets short and add variety to make them more engaging. It is crucial that you are careful and accurate in the information you are posting. As many celebrities and other public figures have discovered the hard way, one misguided tweet can damage your reputation.

Include relevant hashtags to help your tweets reach a wider audience and gain new followers. However, aim to use only two or three hashtags per tweet.

4. Optimize your tweets.

Research shows that businesses should tweet at least three times a day for optimal engagement. Therefore, many companies tweet each morning, afternoon, and night.

You can visit the free Twitter Analytics Dashboard that is available to Twitter users to track the performance of your tweets and to help you improve your marketing strategy.

Twitter also offers another free service, called TweetDeck, where you can schedule tweets in advance and add multiple Twitter accounts. A number of other online tools are available (for a fee) to help businesses organize and customize their Twitter feeds.

5. Host live tweets and participate in Twitter chats.

When you have a new fencing product, or your team is participating in a charity event, try hosting a live tweet

to pique interest. With live tweeting, users share their reactions to an event in real-time.

It is a good idea to create your own hashtag for the live event so your followers can share it and easily follow your event.

Another way to engage your followers is by hosting a Twitter chat on a topic relevant to your fencing company or the expertise you have in the industry.

6. Other tips for Twitter business accounts.

Here are some other ideas for using Twitter to market your fencing business.

- Use the Twitter mobile app to tweet from your phone or tablet wherever you are.
- Embed tweets in your blog articles, your other social media account posts, and your website.
- Don't buy fake followers. Resist the temptation to purchase lists of Twitter followers. They won't interact with your account and can hurt the professional image you are trying to build.
- Respond promptly to direct messages. Twitter has a feature that allows users to send private messages to other Twitter users. Be sure to check your inbox daily and respond to them as soon as you can.

Twitter can be a powerful way to expand your brand awareness, boost in-store and website traffic, and drive more fencing sales. By following these tips and learning from what works and what does not work in engaging your customers, you can tap into this cost-effective social media marketing tool.



If you have questions about this newsletter or marketing in general, e-mail NVP's marketing expert: marketing@nvpfence.com.



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