# Article Side

Building Business on Twitter: by Steve Michael

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Twitter is a powerful social media to get in touch customers, get new customers and spread the word of business over millions of online users. Getting tons of Twitter followers is possible for any business if it follows the right marketing tactics and knows how to make use of this social medium to nurture business. How to begin marketing in Twitter? It is simple to initiate the process. There is no separate business account option. Start an account and post regular updates. Instead of pursuing as a Brand, stay there as a person of quality update provider. Follow and make followers as you do so.

Some of the greatest advantage of using Twitter is that

1. Fastest Feedback Tool:

Twitter is the fastest social network to spread a word of mouth. When a business launches a new product, perhaps a new website, Companies simply tweet it on Twitter to get instant reviews on these products that consequently create any necessary changes before the official release. Testing is the crucial part for any kind of business. This is the greatest advantage for relying on Twitter. In just 140 char tweet, a company can test their product and predict the reaction from the customerâ€™s base just before its introduction. It is even free!

2. Communicating with Local Community:

A business can expand and widen by interacting with its customers on Twitter. This is possible by simply following them or by making them to follow just by sending out tweets. If there is a complaint with the products/service, a business customer service must reach out with a solution within next 24 hours to develop their trust. Just send a tweet back saying that you have received it and that you will get back to them. This will put the customer's mind at rest and usually customers will then be very patient until you solve the concern. Also, you can discuss useful regional information, offer alternatives to regional social issues and support activities in your area or causes. These initiatives create attention for your small business and enhance your relationship with the customers.

3. Brand Image establishment:

Tweets help to observe what is being said about a companyâ€™s product almost in real-time. If someone had a bad encounter with your product, possibilities are they may tweet about it. If so, try to act fast solve the issue and convey the actions/remedies you are doing so. This creates a good impression not just for the customer but also to the rest of the people who were watching about it. A brand is not required to stay unique and ahead of customers. Even it is a brand; the fundamental thing is they do need customers for their growth. Tweeting never spoils brand image. It quickly appears in the vision of thousands of people on the Twitter. Keep in mind Tweets is a public atmosphere so visibility and loyalty can be an advantage.

Twitter is the most popular micro blogging site and it is conveniently used on mobile phones. Research shows that there has been a dramatic increase in the Twitter users over phone. Hence, Twitter is the best channel to grow business popular.

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