

# 10 Reasons to Use Twitter for Business

Using Twitter can be a great way to break the ice, start conversations and create new business relationships.

Here are 10 tips on where, when and why to Twitter to benefit your business according to Dennis L. Price, author of Get Rich with Twitter:

1. **Network by responding to tweets and re-tweeting.** An easy place to start is responding to other people's posts and conversations. This shows your human side and that you're interested in what people have to say and what's happening, which is a great way to build relationships. Also, when you see a post you believe is worthy of sharing with your followers, re-tweet it.
2. **Find service providers or staff.** You can find service providers – from a web designer to copywriter to plumber – by posting an enquiry for assistance or, better still, asking for a referral on Twitter. Or, look for staff by posting your requirements using specific hash tags.
3. **Celebrate your news and successes.** Tweet about any major successes, news, breakthroughs and milestones in your business or anything else that deserves celebration. If you'd like your friends and followers to re-tweet your news, message them to 'tell friends who might like to hear this news' and watch how your news travels.
4. **Learn about industry news and trends.** Find out what's happening in your industry through checking out links to articles other Twitterers have posted. By doing this you can learn about trends and unmet needs in the market place that you can step forward and start providing solutions for.
5. **Get Consumer feedback.** Tweet to launch a new product, unveil a cutting-edge innovation, or make an announcement, and you can get almost instantaneous feedback. Even receiving no feedback is feedback - it probably indicates that no-one noticed or cared enough about your announcement to respond to it. Ouch! You can then use that feedback to determine what does and doesn't work when planning future tweets for your business.
6. **Collaborate.** Twitter's collaborative environment can be used to get input from the general public about your ideas or to help brainstorm solutions to a problem.
7. **Limited time or time-sensitive offers.** Twitter can also be used to make last-minute offers on products that have a time-sensitive usefulness, for example, selling last seats to a seminar or event.
8. **Informal surveys or polls.** Twitter can be used to poll your followers and find out whether a particular product or service has 'legs' before launching into production or development. If your tweets generate excitement, you can then keep followers up to date with daily or weekly tweets about the development process or upcoming product launch date.
9. **Blog posts.** If you write a blog, tweet the title of it and a link to it, so more people can read it.
10. **Get more traffic to your website.** Over time, your involvement in the Twitter-verse will also increase traffic to your website.

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