

# Who can benefit from a Twitter account

Celebrities, politicians, showmen and even the first persons of the states – in our time they are all on Twitter. Despite the fact that there are many other new platforms today, many people still strive to succeed here and invest in promotion – order advertising or [buy Twitter followers](#).

Who can benefit from this platform? Let's figure it out.

## Who can benefit from Twitter and why?

Pages on this platform are used by corporations and businesses to build brand awareness, promote products and services, and drive traffic to their website. Twitter is a great source of traffic for your website and web positioning, as well as for:

1. Image. To use advanced technologies means to be an advanced company. To declare yourself in a well-known social network means to ensure the desired result. But, do not forget about periodic marketing research, which will show qualitative changes in brand perception.
2. Communication with the media. The first registered users were representatives of the media, and in order to receive the coveted retweet from a publication with a big name, a company needs to be at least registered on the platform.
3. Recruitment. Every day Twitter is used by programmers, web project managers, Internet marketers, [SEO](#)-promoters and website developers. This is a great opportunity for a headhunter to quickly find the right specialist for a company or contractor for a one-time project.
4. Feedback. Want to know what consumers think about your

new product, service, promotion or special offer? Twitter provides an excellent opportunity to communicate with customers online and listen to all complaints and suggestions.

5. Promotion of business and entertainment events. Typically, companies spend huge amounts of money to attract an audience to their events. Attracting an old audience is much easier and cheaper than a new one. On this platform, it is easy to be in contact with your customers and sell them something from time to time.



Photo by Jeremy Bezanger on Unsplash

## **Benefits of Twitter**

### **Wide coverage**

Thanks to the ability to retweet, the latest news travels around the world with lightning speed, which is an ideal condition for business, finding customers and discussing innovations.

## **An effective means of communication**

Your company can be easily mentioned with a hashtag and once notified, you can discuss the topic with interested users in real time.

## **Traffic source**

Thanks to short posts, it is easier for subscribers to get acquainted with a lot of company news, which increases brand awareness, loyalty, and clicks to the main site.

## **Search system**

Hashtags on Twitter provide an opportunity to search for news and compete with popular search engines.

## **Growth of SEO-indicators**

Tweets with the exact match of keywords often show up in high positions on Google.

## **Increasing sales, especially in B2B**

According to statistics, companies that are present on Twitter and actively use its capabilities have 67% more sales than those that ignore this social network.

## **User Content**

Research shows that 61% of the audience is actively creating content for companies.

## **Conclusion**

We want to believe that now you want to start blogging on Twitter. To get started, choose a topic that interests you, create an account and regularly fill it with fresh and interesting content.