Twitter Quick Start Checklist

Small Business Marketing

- Pick a branded Twitter name that's easy to remember.
- Use keywords that highlight your skillset in your bio.
- Tweet frequently using a 3 to 1 ratio of value to sales.
- Keeping your tweets brief allows your followers to add commentary or retweet.
- Adding photos and video to tweets allows them to stand out more to your audience.
- Twitter can be used to have a conversation with other users.
- Hashtags in your tweets give your tweets more discovery opportunities.
- It's well worth the time to do additional research for some of these tips.

For more training on how to build your business using Twitter
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