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## Twitter

Twitter is an online news and social networking service where users post and interact with messages, called "tweets." Registered users can post tweets, but those who are unregistered can only read them. Users access Twitter through its website interface, Short Message Service (SMS) or mobile device application software ("app").

In 2013, it was one of the ten most-visited websites and has been described as "the SMS of the Internet".

Thousands of people advertise their recruiting services, their consulting businesses, their retail stores by using Twitter. And it does work.

The modern internet-savvy user is tired of a television advertisement. People today prefer advertising that is faster, less intrusive, and can be turned on or off at will... and Twitter is exactly that. If you learn how the nuances of tweeting work, you can get good advertising results by using Twitter.

Some of the main ways businesses use Twitter include:

- Sharing information and content
- Driving engagement for promotional activities
- Interacting with consumers
- Networking
- Branding
- Reputation management

Whatever your marketing goals, there's no question Twitter can be a powerful tool to help you achieve them. But you might not be sure where to start—or if you've already started, maybe you're having trouble tying your Twitter strategy to your larger business objectives. So whether you're looking for a few strategic pointers or a start-to-finish guide to twitter marketing strategy, you've come to the right place. Let's get started.

Start with a list of your organization's current high-level business objectives, such as:

- Generate leads and sales
- Increase customer loyalty
- Build brand and product awareness
- Decrease customer support costs
- Our guide to social media listening lists tools you can use:
- Twitter Advanced Search lets you narrow down your searches, search by negative or positive sentiment, explore relevant hashtags, and much more. For more information, see our guide on how to use Twitter's Advanced Search for lead generation.
- Hootsuite makes it easy to set up streams that allow you to not only monitor conversations and keywords, but respond or assign the response to someone else on your team. And with Hootsuite Insights, you can monitor social media networks, news sources, and blogs to stay on top of trends, understand the conversations happening around your brand, and discover which content is resonating with your audience.
- Social Mention monitors over 100 sources and “allows you to easily track and mention what people are saying about you, your company, a new product, or any topic across the web’s social media landscape in real-time.”
- Tweet Reach offers basic listening tools, and helps you monitor tweets about your brand, and industry conversations.
- Cision Social Edition (formerly ViralHeat) allows you to listen to conversations around your brand across social networks and then “identify trends to drive insights around your social media performance.”

### Facebook Promoted Post

**William Andrew Raposo**  
Bespin City Nights returns tonight to The Wythe!

**Midnight Magic**  
Tonight, Morgan and Andrew play jams at The Ides (atop The Wythe Hotel in Brooklyn) from eight o'clock on to the cocktailing and Instagramming set.

Like · Comment · Share · 11 minutes ago · 🌐

Write a comment...

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**The Blacklist** Suggested Post Like Page

WATCH James Spader in fall's hottest new drama. #TheBlacklist premieres tonight at 10/9c.

**The Blacklist - Tonight at 10/9c on NBC.**  
Length: 1:00

Like · Comment · Share · 2,843 · 330 · 565 · Sponsored

**Sean Kilpatrick** was tagged in Nick Kelly's photo.

### Twitter Promoted Post

**Stephen Forster** @fozees · 44m  
32 Website Optimization Terms Every Marketer Should Know [Glossary] [blog.hubspot.com/website-optimi...](http://blog.hubspot.com/website-optimi...) via @hubspot  
Retweeted by Kelly Steinbach  
View summary

**HootSuite** @hootsuite · 16 Sep  
Creating a social media strategy for your business? Here's how to get started. [owl.li/oUZvr](http://owl.li/oUZvr)  
Promoted by HootSuite  
Followed by Pardot Blogger Girl, Riley Walker and Show Me Leads.  
Expand

**Theworldface** @the\_worldface · 15s  
Diez razones para tomar cerveza :: Theworldnews [theworldnews6.webnode.es/news/diez-razo...](http://theworldnews6.webnode.es/news/diez-razo...) via @webnode  
Expand

**Marketingfacts** @Marketingfacts · 5m  
Vandaag op MI: Netflix verslaat Pirate Bay tijdens de eerste vijf dagen in Nederland door @Marketingfacts [marketingfacts.nl/berichten/netf...](http://marketingfacts.nl/berichten/netf...)  
Retweeted by Affiliate Dave  
View summary

**Internet Marketing** @TwtlCreations · 3m  
Why Apple Fans Love to Wait in Lines (Hint: It's Not About the New iPhone) [bit.ly/1fuKBPT](http://bit.ly/1fuKBPT)  
Retweeted by Affiliate Dave  
View summary



## BILLING AND AGREEMENT

### Payment Terms:-

Duration	Packages
For 1 Month	20,000/-
For 3 Month	50,000/-
For 6 Month	90,000/-
For 12 Month	1,60,000/-

**18% GST are excluded in above quotation.**

**We Need PDC Cheques in advance with 1st date of every month**