



TIPS TO HELP YOU TURN BROWSERS INTO BUYERS

I have the privilege of talking with Brand Ambassadors daily and putting together strategies to strengthen business. This allows me to get the inside scoop on what's working (and what's not), and then compile best practices that are producing results on our path to profitability at Zindigo. One of my roles is to share these secrets to success... so here are some actionable items to help you turn browsers into buyers!



Using Twitter To Turn Browsers Into Buyers

While many people feel Facebook is a place to connect with people you know, Twitter is a great tool to connect with people you don't, especially influencers. With more than [288](#) million active users and **500 million Tweets** sent per day, Twitter is definitely a marketing tool you shouldn't overlook.

To make your Twitter account shine though, here are some best practices to always keep in mind:

- **Usernames.** You get 15 characters to create a username when you join Twitter. Pick one out that is similar to your blog or website. If the name you are looking for is not available, create one that is similar to your business or industry.
- **Fill Out Your Profile – The Whole Profile.** You would be surprised how many users leave this valuable area blank, especially businesses.

Create a short bio using keywords related to your business and always include a photo of your business, as everyone knows “a photo tells a thousand words.” In addition, Twitter provides a spot to put your location and website. Don’t leave those out.

- **Learn The Language.** You only get 140 characters per Tweet so abbreviations are a necessity. The (@) sign is always used before you mention another users name. This will notify them that you are mentioning them in your Tweet and can become a great way to connect. Hashtags (#) or #Keywords are also an extremely important part of Twitter as they enable others that are interested in the topics you are talking about to find, read and respond to your Tweets.
- **Ask to Retweet.** It may sound simple, but if you ask for your tweet to be retweeted, statistics show your tweet will be retweeted at least twice as much if you did not ask. Now that’s a powerful tactic. “Ask and you shall receive” and watch how many more retweets you receive!
- **Character Limit.** While Twitter allows you to provide 140 characters per Tweet, it is a good idea to post between 110 and 120 if possible. This ways others can retweet or comment on your Tweet and have enough room so your Tweet doesn’t get cut off.

Twitter is a very powerful tool that has been used all over the world in a variety of different ways. It can help you grow your Zindigo business globally! Once you master the basics there are a bunch of other enhancements that this social medium can offer that we will dive deeper into in the future.