

# Boosting Engagement and Expanding Reach on Twitter

## 10 Point Checklist

### Ben Landis & Michael Tetro

Want to gain as much knowledge as possible out of Marketing Speak?  
Read on below for a **10 point checklist** that gives the next, real steps  
you can take to elevate your marketing to the next level.

**MARKETING SPEAK** 

HOSTED BY **STEPHAN SPENCER**



“Create tweets that stand out with original content and visuals like video and images.”

**BEN LANDIS & MICHAEL TETRO**

# 10 STEPS YOU CAN TAKE TODAY

**Want to step up your marketing game?**

**Here are 10 steps that can move you closer to your goals – today.**

- Keep up and evolve with the trends on how people share stuff on Twitter so I stay relevant and connected.
- Refrain from linking my tweets to my other social media accounts and vice versa because posting on one platform requires a different approach than the others.
- Optimize some of my best tweets regularly and specifically aim it at my target audience for further reach and higher impressions.
- Make my social posts interesting by including visuals such as images, GIFs and videos about stuff that I actually am interested in. Be more valuable in terms of what I share rather than just advertising to people.
- Spread my tweets out to reach a wider audience by being more social and active on Twitter. Make sure that I reply to my comments, keep up with my conversations, answer relevant DMs and retweet tweets I like.
- Use Twitter analytics to gather data and get insights about my followers and the impact of my content.
- Use direct messages to target specific audience members and create further engagement by reaching out to them with a personalized message.
- Find ways to get my account verified so I can engage with big influencers by tweeting at their Twitter handle as they will see my post in their verified feed.
- Schedule my tweets at optimum times, for example between 10:00 am and 5:00 pm so that my audience are online and active on Twitter as well.
- Mute notifications using the notifications tab under my account profile in Twitter. I can mute, block, filter quality, and mute specific attributes.