Article published on February 27th 2012 | Finance

There was a time when word of mouth was a powerful tool for brand reputation management. Think about the 90â€™s when satisfied consumers used to spread the product name among their acquaintances and the sales would increase. But these days, itâ€™s essential that you manage your brandâ€™s reputation online as well, stay connected with potential customers on various social media platforms like Twitter and invest time and resources strategically in reputation marketing. If you donâ€™t understand the importance of reputation management and marketing, you are probably running out of date. Modern day marketing concepts have reputation management as an integral part and the sooner you start emphasizing on the same, the more effective your brand management becomes. Many advertising Vancouver agencies offer reputation management services on social media platforms like Facebook, Twitter etc. But if you are a Twitter addict and have social media in your daily routine, better you have the fun while marketing your product effectively.

Immediate updates

Tweet about whatever your company is doing right now. If you are planning to hire new people, tweet it with the shortened link of the relevant page. If you are heading towards a business tie-up, donâ€™t hesitate to air the news within 160 characters. If marketing is one of the biggest goals set by you besides ensuring product quality, you must know how to market and manage your reputation, how to convert one customer into a hundred others. So deliver whatever is hot and fresh.

Be a real person

A lot of people love using Twitter. They just spend countless hours posting everything they like, retweet anything interesting or funny they come across, quote others and interact with friends and family. Try to be a part of this spontaneity. Do not tweet like a company rep, but do it like a real human being. Remember, regular Twitter users are well aware of hoaxes and scams and they can unfollow you at any point of time if they feel you are repeating the same thing. Instead, do take part in conversation, wish your old customers happy birthday on their birthdays, set afloat tricky questions, and enrich people with relevant and fresh information for effective reputation marketing.

Learn

Twitter is a vast learning place. Besides putting information on Twitter, try to learn things from others too. You will come across various interesting tweets if you regularly visit and use the site. Retweet whenever you feel like. Also, you can know a lot about the services, products and events.

Amuse

Amuse your listeners. If possible, tease them. Joke around and ignite their interests about your brand. Always remember that your Twitter followers are very casual in nature. If they donâ€™t like you, they will simply pay heed to some other.

You can always opt for an advertising Vancouver agency if you feel that tweeting for marketing is not your job. But the most beneficial aspect of Twitter is it lets you socialize. You can really see what your customers are thinking, whatâ€™s trending in the real world and many more. Keep tweeting!

Article Source:
http://www.articleside.com/finance-articles/how-to-use-twitter-for-effective-reputation-marketing.htm - Article Side

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Article Keywords:
reputation marketing,advertising vancouver

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