

# HOW TO TWITTER FOR BUSINESS

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### **How to Use Twitter to Grow Your Business, Traffic and Sales**

Learn how to build a Twitter profile that highlights your business, website, products and services.

### **How to Use Twitter to Grow Your Business, Traffic and Sales**

Learn how to build a Twitter profile that highlights your business, website, products and services.

In this post, I'll explain 13 ways to use Twitter to grow your business, traffic and sales. Not only that, but we know you probably want to reduce the amount of time .

Download @HubSpot's introductory guide on how to use Twitter for business and discover how you can effectively optimize your Twitter presence for business.

Related books: [Irreversibilities in Quantum Mechanics \(Fundamental Theories of Physics\)](#), [Because Digital Writing Matters: Improving Student Writing in Online and Multimedia Environments](#), [Best Areas of Boston Metropolitan Area](#), [Hire Your Boss: How to Find and Keep the Perfect Job - a guide](#), [List of officers and men serving in the First Canadian Contingent of the British Expeditionary Force, 1914. Compiled by Pay and Record Office, Canadian Contingent.](#)

Are there people in your industry who others are already connected to? They are a great way to show how active you are on social media and to get your followers and theirs engaged. By late September or early October, you should already have special Tweets and content ready to go for Halloween.

But without engagement, your follower number is just that—a number. In addition to reading their tweets and engaging directly with them, you can also use apps like Trendspottr to find and share trending content. To learn more, see our step-by-step guide on how to run a Twitter chat.

Lastly, your pinned tweet is the first tweet people see when they visit your profile. If multiple people in your organization are already using Twitter, auditing and consolidating existing accounts is key.