



- Digital Marketing Strategies (DMS)
- Search Engine Marketing (SEM)
- Search Engine Optimization (SEO)
- SMS Marketing
- Social Media Optimization (SMO)
- Web Analytics

# Twitter Promotion for Business

Traction boards help one maintain their grip on the board, as slippery shoes may make one lose his or her balance. They remove dust and dirt from one's shoes. These boards are used in all indoor sports including basketball, racquetball, volleyball, and dance.

## Problems

Step N Grip wanted to improve their social media presence through Twitter promotion. Twitter

is a "micro-blogging" service where one can post short updates limited to 140 characters

or less. Twitter is a useful communication tool which allows interaction with people around the world. The client wanted DART to use

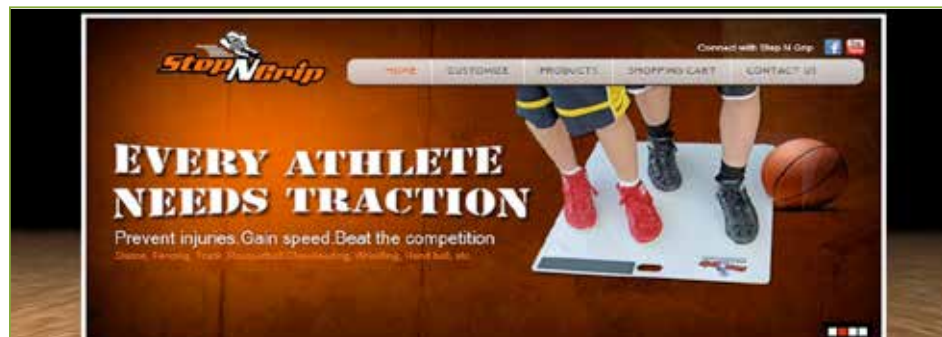
this platform to spread information about their products and services.

## Methodologies

Our Analysts set up an interactive campaign on Twitter to reach out to potential customers and leads. DART set up specific tweets about the product to pull potential buyers to the business by offering useful information. DART fine-tuned the twitter page and tagged/followed the potential clients. We used the

platform to build the brand name, and to interact with customers. We followed what people

were saying about the company and updated the client with this information. Here is the twitter page created by us.



## DART's Twitter Promotion

DART places appropriate message on Twitter and connects with potential clients on Twitter. The team follows potential customers based on geography and user profile. We work to disseminate product or service information on a periodical basis, and help your business reach wider audiences via news updates, posts, tweets, and other relevant information. This effort helps drive more traffic, and ensures a continuous flow of cost-effective, qualified leads.