

How Often Do You Need to Tweet to Get New Leads?

How much is too much? How frequently should you be posting content on Twitter, and at what point does your frequent tweeting become aggravating to your audience? Business owners are understandably concerned about sending out too many messages. They don't want to be seen as spammers, so their tweeting philosophy becomes a couple of tweets a day, or tweeting every other day.

If you are trying to build your business on Twitter, this can be a mistake.

You shouldn't forget that the average tweet lasts roughly 30 seconds. That means as your followers and those that you follow tweet, retweet, and mention, your content slowly gets pushed down the page. So you shouldn't worry about being too pervasive, at least to a certain point.

If you are tweeting 100 times a day, that can certainly be seen as excessive. On the other hand, studies show that posting once or twice every hour, for 8 to 12 hours a day is a good rule of thumb to follow. This keeps you in front of your target audience, no matter what time of the day they are online. To use this proven strategy for engagement and lead generation, make sure you do not simply tweet the same basic content over and over.

You should also remember to make the most of your engagement on Twitter social. Don't try to build your email list with every single tweet. At least 50% of your interactions on Twitter should be focused on building relationships. Retweet the content of others. Comment on the tweets of your followers, and industry leaders. Mention Twitter users that have a large reach in your market.

Not Enough Time in the Day?

Tweeting the recommended 1 or 2 times per hour for 8 to 12 hours can mean anywhere from 8 to 24 tweets each day. You may already be thinking you don't have enough time to even consider such a lead-generation dedication of time. When you get your smart phone on the job, you will find it is incredibly easy to post at least this many times each day, if not more.

A full 80% of users access Twitter on a mobile device. It is just so easy to whip out your phone and check the Twitter universe, just about any time of the day. Think about it. How long would it take you to open up your Twitter app, write a quick tweet, attach a video or image that you found online or have downloaded to your phone, add a call to action link, and hit send?

In no time at all, you can learn to complete this entire process in under a minute. Since you don't know when different prospects are going to be online, you absolutely must be engaging at multiple times throughout the day. Using your smart phone to make the job easier, while requiring a much smaller time investment, just make sense.