

It's not just for kids and geeks – Twitter is good for business too!

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5 types of business that should be using Twitter

They're all talking about it – the online phenomenon for 2009. Forget Google, forget Facebook and don't even mention Yell.com – Twitter is where it's at this year!

Founded in 2006 as a way to let fellow members know “what you are doing”, Twitter has expanded way beyond its founders wildest dreams.

2009 is the year Twitter has become more “mainstream”. This has been helped by celebrities such as Stephen Fry, Ashton Kutcher and Jonathan Ross espousing its virtues but also by the number of businesses out there realising the marketing and promotional capabilities of Twitter.

However it's usually when I talk to potential clients about using Twitter as part of their social media marketing, I hear:

“It's just for kids and geeks”

“Only IT and Marketing bods make money from it”

and other such comments.

With this in mind, here are a **random** 5 industries, each with 5 ways they could use Twitter to promote their business:

1) HOTELS

Twitter is fast paced, instant communication, ideal for the hotel & hospitality industry.

Hotels could:

- Communicate last minute offers
- Use Twitpic to show pictures of rooms
- Post customer testimonials
- Request feedback from guests

DM Bonus – If your guests have Twitter, why not DM them a special Twitter code if they eat dinner in the hotel?

2) PHOTOGRAPHERS

While Twitter is seen mainly as a textual medium, it can be visual too.

Photographers, why not:

- Use Twitpic to post a “picture of the day”
- Tweet about the photo shoot you're doing today, so people get a feel for your scope
- Post links to your blog/website
- Use TwTQpon to offer free studio time (specify purchase of X photos)
- Ask satisfied customers to retweet the link to their pic(s) in your portfolio

DM Bonus – If your customers are on Twitter, DM them the link to their pictures on your password protected server, or private group on Flickr/Facebook etc.

3)ASTROLOGIST

It's not always easy to get people to sign up to a mailing list on a website if you're in a very niche industry, but it's a lot easier to get followers on Twitter.

- Use Hootsuite to run 12 daily horoscope accounts – one for each star sign
- Post details of astrologically important days/dates/events
- Offer a free reading for every 50th follower – ask people to retweet
- Post testimonials from satisfied clients
- Post celebrity horoscopes on a weekly basis

DM Bonus – Offer free 140 character descriptions of each star sign – have them ready to cut and paste. Offer them by DM only. (People have to follow you to get DM's)

4) HOLIDAY RESORT/GUESTHOUSE

If SEO is too competitive and too costly, try Twitter – the only cost is your time, and even that can be minimal!

- Use 12 second TV to post short video testimonials filmed on an iPhone or similar
- Use Twitpic to post pictures of your resort
- Post about local traditions/holidays/etc
- Tweet last minute special offers/prices
- Use TwtQpon to offer money off local/on site restaurants/bars

DM Bonus – Guests on Twitter? DM them to let them know they can check in.

5) SPEAKERS

It might be written communication, but I know a few speakers doing very well from Twitter, so if you're a speaker, why not:

- Post links to audio files of you speaking
- Autofeed your calendar/blog into your Twitter account so people know where you're speaking
- Post a “tip of the day” each day, related to your speciality
- Use 12 second TV to post short clips of you speaking then link to the longer version on youtube/your website
- Use Twitter search to find people talking about your speciality/niche – ask them if they can introduce you to people wanting speakers

DM Bonus – Offer a free ebook / whitepaper / mention on your website by DM only. The only way to get it is to follow you so you can DM them.

So there you have it – 5 types of business that should be using Twitter, and 5 things they can use it for.