# Social Media - Twitter





# With the right tools, Twitter may be the place to tap into a larger client base.

Twitter may not be the first social media platform you consider when trying to engage with your customer base but the platform saw **145 million daily active users in 2019**, with 63% of that figure being 35-65-year-olds. Although social media is changing daily these tips should enhance the way you present your business online.

#### **Tweet often**

With more than **500 million Tweets sent daily**, getting your content in front of potential clients at the right time is crucial. **People are checking Twitter from as early as 1am** and throughout the day, so use scheduling tools to get your Tweets to as many people as possible!

#### Keep your content varied

Mix your sales-focused content with some more conversational posts to encourage engagement and add a human element that business pages often lack.

#### Join the conversation

Engage with other businesses in the equity release sector that align with your brand as well as your customers.

#### Check what's trending

Monitor national days and trending hashtags related to equity release to get involved with.



#### **Create a hashtag**

Establishing your brand identity is essential for businesses on Twitter. Use a company hashtag in your Tweets and encourage your followers to do the same.

#### **Monitor your success**

Track your follower growth and engagements every month to plan future strategies.

#### Make your content user-friendly

There can often be a lot of misconceptions and confusion around lifetime mortgages. Make your content as easy to understand as

possible by avoiding jargon and industry terms. Our customerfacing YouTube channel

#### www.youtube.com/channel/UCB

of5ZvW62CGBWe5RIVINIW has a wealth of free, user-friendly resources you can share with your customers to help them better understand equity release.

### Advise Wise Tip

When mixing content types, retweet interesting topics for your audience, share industry knowledge and stats and always use your hashtag. Include pictures to capture attention and engage your demographic in conversations, adding questions to your tweets.

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