

Twitter Chats can help your brand!

- Get Exposure. Bring awareness to new products, services and promotions.
- Share Your Expertise.
- Grow Your Twitter Following
- Learn how others feel about your brand and similar brands or services.
- Brand Your Business
- Provide Instant Feedback
- A Twitter chat is not just 60 minutes. The promotion begins 3-5 days before the chat.

How do you gain brand loyalty? Through interaction!

A twitter chat is a great way for a business to bring its potential and current customer base together to learn, engage and build a deeper relationship. Many businesses use social media with the goal of building themselves up as an authority in the eyes of their customers and in their industry as a whole. Appearing as a Twitter chat guest to answer questions about your area of expertise is a surefire way to boost your authority.

Engaging in a twitter chat is a great way to connect with influencers. Plus, there are also benefits to connecting with other brands and peers. Twitter chats are a great opportunity to nurture relationship with existing customers.

Keep them engaged with your brand through the chat. Get a pulse of what they want. You can use it as an opportunity to announce a product launch or an important news and event that would be beneficial to them. Twitter chats are more cost effective than a traditional focus group and the chats allow your brand to engage with your followers and generate new followers.

Why work with Justine?

Justine has been hosting #justhaves Twitter Chat for over a year. Justine has over 50K followers and growing. #justhaves generates between 20–30 million impressions in a one hour chat. Justine has worked with brands like Cricket Wireless, De'Longhi, PetSmart to create, host, and promote twitter parties as well as other campaigns with great success.

