



twitter.com/
whichtraders

Now you're a Which? Trusted trader, you can shout about this on your van, website, uniforms and even stationery. And it doesn't stop there! You can promote your status as a Which? Trusted trader on social media.

Consumers are 72%* more likely to make a future purchase from a small or medium sized business after they follow or interact with them on Twitter.

We're on hand to help. We will actively promote your business on our Twitter account - @WhichTraders

Not sure what all this Twitter thing is about? Read on...

What is Twitter?

- Twitter is a social media site, similar to Facebook, made up of 140-character messages called Tweets.
- It's an easy way to make contacts, promote your business and keep up-to-date with whatever your interests may be (issues and innovations in your sector, breaking news, or even football transfer gossip!)

Is it useful?

- Yes! Twitter's a great way to share with your followers what you're up to.
- Are you in the middle of a job? Then why not let people know how it's going and include some photos to bring your tweets to life?
- Have you received some positive feedback from a customer? Let the world know. After all, if you don't shout about your work, how will new customers find out about you?

Followers can turn into customers and also spread the word about you and your work, leading to even more customers. So, if used well, it could make a real difference to your business.

For useful tips on how to get started and to get to know your hashtags from your retweets, we'd recommend taking a look at this useful guide: <http://bit.ly/1pY6w7i>

*Survey from Market Probe International

