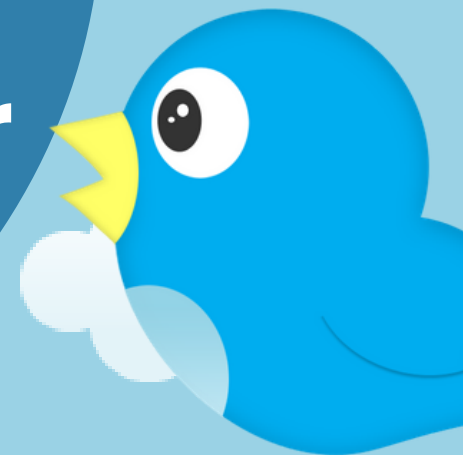




5 Tips for Twitter Success for Travel Agencies



Automate Tweets

Use scheduling tools like Buffer or Hootsuite to automate tweets & optimize the time you spend on Twitter. Set a realistic goal of spending just 15 minutes a day to reply, share and schedule your tweets



Create Lists

Custom lists allow you to organize your users in various groups based on certain common characteristics. They also help you see tweets from specific Twitter handles even if you're not following them.



Get Clever with Search

The search box and #Discover tab can help you find relevant hashtags and leads for your business. Using a variation of phrases like "looking for vacation" or "Cruise Holiday in Turkey" can help you find people looking to plan/book a holiday



Start/Join Live Chats

Live Chats are a great way to engage with your customers at a very personal level, build your authority and even reach new audiences and expand your following



Think quality, not quantity

When tweeting your agency's offers, spend time crafting high-quality content to maximize engagement. Include a striking photo, a keyword-rich caption and a clear call-to-action