

## Optify Twitter for Business

Marketers need to connect with existing and potential customers wherever they are - and commonly, that place is Twitter. With Optify's Twitter for Business, you can reach customers, generate new traffic and track ROI in less time and with better results. All in a simple, easy to use interface.

### Increase Social Media Traffic

- » Tweet about webinars, discounts, and product releases from within Optify
- » Schedule tweets ahead of time to reach more customers and prospects
- » Assign tweets to new or ongoing campaigns to integrate with existing communication channels

**Create a Tweet** 17 characters remaining

Tweet:

When to tweet:   Campaign:

### Make Twitter work for Your Business

- » Connect multiple Twitter accounts in a single interface
- » Automatically track competitor mentions as well as product or brand specific tweets
- » Tag tweets by topic, product release or event to stay organized

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### Measure Social Media ROI

- » Identify visitors and leads that originated from Twitter
- » Trend Twitter leads and conversion rates over time
- » Understand which social media campaigns are most effective

