

Twitter for Small Businesses: promotion, user engagement, product awareness and ... a nice video too!

This is how Twitter promotes itself and explains the (good) reasons why (even) a small business should use Twitter to reach new customers, to talk with them and spread the word about their products/services.

The video exploits the recipe metaphor while talking about tweeting good practices and the way that Small Business should leverage Twitter to expand their horizons.

[Via [Twitter](#)]