

9 Great Twitter Strategies for Businesses

No. 1: Become a Business Expert with Twitter Content

Titan word of the day: ISLAND = In highway construction, the defined land area between opposing travel ways #in #cre #realestate

7:00 AM Mar 29th via web



TitanCommercial
Titan Commercial

Titan Commercial, Chicago, Ill. ([@titancommercial](https://twitter.com/titancommercial))

Want to build your business as an expert on [Twitter](https://twitter.com)? For Titan Commercial, a single word each day has spelled out exciting results for the business on Twitter.

"We brainstormed ways to engage followers, and one of the ways we thought of was to have a "Titan Word of the Day," said Emily VanderBeek, marketing director for [Titan Commercial](https://www.titancommercial.com), a commercial real estate brokerage firm in [Chicago, Ill.](https://www.chicago.gov)

Each day, VanderBeek spends about a half hour monitoring the media to search for trends in the market, pushing out tweets to their Twitter followers with interesting articles and the popular "Word of the Day" feature.

The minimal time investment, VanderBeek says, has yield not only greater brand positioning as Titan Commercial establishes itself as an expert on Twitter, but regular engagement by followers re-tweeting Titan's [content-heavy tweets](#).

By creating interesting content, the hope is Twitter followers and persons interesting in buying or selling property will remember Titan's "continual connection," VanderBeek said.