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Test Series

Self-Made Assignment - Digital Marketing

Twitter Marketing

Create and set up a profile on X with a clear brand identity.
Post tweets using hashtags, trends, and engagement strategies to grow your audience. Plan a sponsored tweet and reflect on your learning and results.

Part 1: Create & Set up a Twitter Profile.

Task:

- Create a Twitter (X) account (or use an existing one).
- Set up your profile:
 - Profile photo
 - Header image
 - Bio (max 160 characters)
 - Username (handle)
 - Screenshot of your profile
 - Mention your Twitter handle

Part 2: Choose a Brand Identity.

Task:

Create a personal brand or business idea, such as:

- Food page (e.g., street food reviews)
- Tech page
- Fitness tips
- Student life hacks

Write:

- Brand name
- Target audience (who will follow you?)
- Type of content you will post

Part 3: Content Creation.

Task:

Post 5 tweets on your account:

- 2 informational tweets
- 1 promotional tweet
- 1 engaging tweet (question/poll)
- 1 trending/topic-based tweet

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Requirements:

- Use at least 2 hashtags (#) in each tweet
- Use at least 1 mention (@) in any tweet

Submission:

Screenshots of all 5 tweets

Part 4: Hashtags & Trends.

Task:

Find 3 trending hashtags using the Explore section

Write:

- Why they are trending
- How your brand can use them

Part 5: Engagement Activity.

Task:

- Like 5 tweets
- Reply to 3 tweets
- Retweet 2 tweets

Goal: Learn how interaction works on Twitter

Submission:

Screenshots of engagement

Part 6: Followers & Following Strategy.

Task:

Follow at least 10 relevant accounts

Explain:

- Why you followed them
- How it helps your growth



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