

# Mike Marko Publishes Post On Importance Of Twitter Account For Business

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When Mike Marko founded IM Consultant Services in Cincinnati, OH, he did so to give others the opportunity to become successful with their online businesses. One of the ways in which he achieves this is by regularly releasing new blog posts with information that online entrepreneurs can use to increase their chance of success. He has now announced the publication of his latest blog post titled, 'Benefits of Having a [Twitter Account for Business](#)'.

Marko says: "Twitter is undoubtedly one of the biggest things to ever happen in the online business world when it comes to marketing. Many of these businesses gain plenty of benefits from using this social media platform. No matter the scale of your company, utilizing this social network effectively can help grow your business. It can help improve customer engagement and enable you to communicate your messages to a wide variety of audience with a single tweet."

Marko wants to emphasize that [social media marketing](#) is now vital to the success of any organization. In his blog post, Marko explains how Twitter can benefit businesses, what it is, and what it does. These benefits include developing a brand identity, following industry trends, breaking through communication barriers, and increasing customer satisfaction. According to Marko, those are vital elements of achieving greater success online.

Through IM Consultant Services, Mike Marko delivers a number of key pieces of work that helps others achieve online business success. Marko adds: "Building your own business requires a lot of work. One of the most challenging aspects of a business is getting new eyes on what you have to offer. There are so many different ways to get traffic but you need to know which one will give you the best ROI. You also need to know which works best for your target audience. And once you get that traffic you also need to know what to do. Converting traffic into revenue generating business is where we can really help."

The services offered by IM Consultant Services include SEO, branding, search engine marketing, website design, social media marketing, email marketing, online marketing funnels, graphic design, press releases, and blog content writing. Additionally, Mike Marko publishes reviews of home business opportunities, with the latest review being that of [imarketslive](#).

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