

TWEETERS REWARDED FOR ADVERTISEMENT TWEETS



Twitter is a popular social networking site with millions of members, including celebrities, who just so happen to tweet about the different products, brands, and services that they use on a regular basis. When people tweet about certain products or services, they are basically advertising for those brands and services without receiving anything in exchange. However, this is about to change. Those who have been bragging about their favorite companies on the popular social networking website without receiving anything in exchange will soon have the opportunity to be rewarded for their good deeds, simply by using their Twitter account. American Express recently made an announcement, revealing that it has partnered up with tons of retailers as a way to provide discounts to tons of Twitter users. Those who tweet about these specific retailers, talking about the companies and brands, will have the opportunity to receive discounts on future purchases. However, the tweeters will have to use their American Express card as a way to receive the discount. With the new service intact, those who own an American Express card can easily sign up for the special discounts online by connecting their credit card number with their account for Twitter. Whenever these Twitter users enter certain hashtags, those that specifically relate to certain companies and brands, they will receive special discounts as well as coupons. This is a great way for people to be rewarded for something that they would have probably done even if there was no reward, especially since people are always tweeting about things they like and dislike. This service is definitely an experiment as there is nothing else like it. It will be interesting to see how well it works out, especially as those who tweet will obviously have more influence on other tweeters, especially if they are talking positively or negatively about certain brands and products. However, some people suggest that the experiment will not go as well as planned. There are some people who believe that some of the more popular tweeter's will not be using the hashtags or the offers because they do not want to give their followers on Twitter the impression that their tweets are, in fact, for sale. On the other hand, there will be people who will flock over the opportunity, especially having the ability to get coupons without having to really look for them or put much effort into the whole coupon cutting thing. Some of the brands that will be part of this new marketing experience include H&M, The Cheesecake Factory, and Whole Foods. American Express believes that with this opportunity, they will be able to attract more customers, especially those who want to rake in on some sweet deals and discounts. As for Twitter, this could be a great opportunity to earn more with the popular social network site, especially when partnering up with such popular companies.

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