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## TWITTER ANNOUNCES BRAND PAGES



Twitter has grown into one of the most popular social media websites around today, but many marketing companies have complained that the company has not done all it could do when it comes to offering branded pages. Well, the folks at Twitter must have been listening. On Thursday, Twitter announced the launch of the #newnewTwitter according to [vatornews](#). The iOS and mobile applications were being downloaded by thousands of people after the announcement was made. The new applications come with new functionality, a new layout, and other tools helpful to advertisers. It has not been a difficult thing for Twitter to attract advertisers who want their tweets to be promoted, offering them trending topics, especially to the highest bidders. Companies have had problems fitting their messages into the 140 character limit though. The new experience for brand pages allows advertisers to post their TwidVid embeds, their photos of merchandise, and their other promotional ideas on a Twitter page that is somewhat of a landing page. The brand pages are a free service of Twitter in beta but will soon be available to anyone in the marketing industry looking to take advantage of this new opportunity. Experts in the field are asking why this service does not come with a fee. The reason could be that Twitter is trying to increase their future in other advertising opportunities that they release down the line. By 2013, it is estimated by eMarketer that the ad revenue for Twitter would hit the \$400 million mark. The companies involved in the brand page debut include Pepsi, Dell, Best Buy, American Express, Disney and JetBlue. The brand page allows Twitter users to rearrange the order of the company's tweets, their videos, photos, clips and any other messages on the landing page. This means that companies using the brand page do not have to adhere by the traditional chronological order of tweets that all other accounts have to follow. If a company is trying to create a buzz about a specific product or service they can keep those messages at the top of their tweet list for a specified amount of time. Disney is promoting its movie Brave, which has the trailer for the movie set as the promoted tweet on the company's brand page. Any visitor who clicks on the Disney brand page will be greeted with the trailer for the Pixar film. In the coming months, Twitter said that more and more companies will enroll in the brand page feature until it becomes a public feature, which could turn it into a fee service. Companies have been begging for something like this new feature for quite some time now, and they have finally gotten their wish.

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