

Description

To conduct market research without confusing friends in our newsfeed, we want to create a separate entity for managing customer development surveys.

How it Works

1. Go to [Twitter.com](https://twitter.com)
2. Create a new account. We've seen significant CTR (click-through rate) from using a female profile for this task.



Tip: if you already have a Twitter account and you use Gmail, simply append youreemail+marketresearch@gmail.com to create this account without needing a separate inbox.

3. Create a few tweets so your account looks more real. Potentially follow yourself or friends to create a little bit of legitimate activity.
4. Confirm the email sent to your inbox to unlock volume limits for your upcoming campaign.
5. You're all set! Follow the instructions in the next guide to put this profile to use.