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Social media marketing only works if you actually have fans or followers. This article will take you through 39 proven methods to increase your followers on your social media accounts. There are three underlying elements that must occur for these to work: You must be consistent. If you use any (or all) of these strategies for two weeks, and then give up and move on to something else, they won't work. These need to be practiced consistently in the long run to be effective. If you have little time and resources to commit to social media, I recommend choosing only a handful of these strategies and then making sure to run them consistently. You should know what your audience really wants. What you think they want and what they really want may well be two different things. Take a look at your reviews to see what types of posts and content were most popular; that's what they want to see more. You must be a good citizen of social media. While some of the tips may seem more like social media best practices, keep in mind that growing up on social media is as much about keeping your current followers as about earning new ones. Looking for more insights into social media marketing? Grab my e-book, *The Definitive Guide to Social Media Marketing*.39 Strategies to Increase Your Fans and Followers1. Contact influencers: Find influencers in your niche using a tool like Buzzsumo, then share your content, mark or mention them or comment on your blogs. As you build relationships, they are more likely to share your content with your followers.2. Put social sharing buttons on each blog post: Be sure to include social media sharing buttons in every blog post, not just in your sidebar. This wordpress plugin can help with this.3. Post original and relevant content: This requires some thought out of the box. Sharing other people's content should be a valuable part of your strategy, but be sure to share your knowledge and insights as well.4. Periodically channel your email subscribers to your social media accounts: From time to time, encourage your email subscribers to follow you on social media.5. Link to your social media accounts on your Contact and About Us pages: These visitors are already contacting you; give them another way to connect with you.6. Identify popular posts for more sharing: Getting new fans often comes down to how often your content is shared. A tool like Fanpage Karma can help you identify the most popular posts in your niche.7. Be responsive: Posting engaging content is just one piece of the puzzle. Answer questions, comments, and complaints in skilled.8. Hold giveaways and contests: Hold contests and make your Page's taste or follow your Twitter account a requirement for entry. Rafflecopter is a fantastic tool for this.9. Actively find and follow others: Don't just count on others to find it; go out and actively find others in your niche whom you can follow engage with.10. Tell stories: To avoid being overly promotional, use stories to connect and engage your fans. Stories are much more likely to be shared than promotional content. For more information about this, see *How to maximize your marketing campaign through storytelling*.11. Use relevant hashtags: Use a tool Hashtagify.me to find relevant and trending hashtags. Use them in your posts to attract new followers who are looking for these hashtags.12. Streamline your efforts: Being active and engaged in some social networks will yield more long-term followers than posting sporadically on many networks.13. Post viral content: Easier said than done, right? Post Planner can help by providing images and content that have been proven to go viral.14. Frequently post: Optimal post frequency differs between networks and audiences. Test different post frequencies and see which ones result in more engagement and sharing.15. Focus on quality over quantity: While posting is often important, the growth of social media is more likely to happen when you're focused on sharing amazing, quality content that you know your audience loves.16 Link to your social media accounts everywhere: Don't be ashamed to link up with your social media accounts. Do this in your newsletter, email subscription, blog, etc.17. Discuss conversations on social networks on your blog: Seduce your blog readers to follow you on social media by crossing the blog/social network division. Blog about heated or interesting conversations that occur on your social media accounts.18. Offer incentives for people to follow or like you: Offer your social media followers exclusive discounts, giveaways, or coupon codes.19. Guest blog on popular niche sites: Regularly contribute guest posts to popular niche sites and link up with your social media accounts in your biography. For help getting started, see *The Ultimate, Step-by-Step Guide to Building Your Business by Guest Blogging*. 20. Add Facebook and Twitter widgets to your website: Go beyond simple social media icons and use an embedded Facebook Like Box or Twitter timeline on your website or blog.21. Promote your in-store social accounts: Give your in-store guests an incentive to like or follow you on social media.22. Try posts promoted by Facebook: Extend your reach by promoting posts that have a history of engagement.23. Give it all away: Encourage likes and keep giving free product samples or prizes to new fans or followers.24. Cross-promote with a free business in your niche: Connect with other businesses in your niche and promote each other's social media content.25. Create network-specific input pages: Create on your site for visitors to every social network you're on, and then link up with those pages in your social media bios. This can only increase your tracking marginally, but you should see an increase in traffic and conversions.26. Provide a valuable education without being a know-it-all: Unique, valuable valuable that only you know has a great chance of being shared. Think about what information or insights you can provide based on your unique experiences and industry knowledge.27. Use humor: Summoning emotions (positive or negative) through your posts is great for greater sharing; however, posting funny or happy content will net you more general sharing.28. Reshare other people's content: Share posts, images, and tweets from other companies, and they'll be more likely to share yours.29. Become a valuable member of an industry LinkedIn group: As you provide valuable insights, group members are more likely to want to hear more from you on social media. For more information on this, see my Article *The Definitive Guide to LinkedIn Marketing Groups*. 30. Create hotboards on Pinterest: When naming Pinterest boards, be sure to target keywords that people are really looking for. To see what people are looking for, start typing possible keywords in the Pinterest search box and see which keywords are suggested automatically.31. Set a goal: Set specific short-term goals for how many new fans or followers you want. This will help you stay focused and give you the best chance to truly achieve your goal.32. Be a source of trending content and breaking news: Set up Facebook interest lists and follow industry top sources on Twitter, then share breaking news with your followers. To find more information to share, see my article *How to find trending blog topics that your audience will really care about*. 33. Post only your best photos on Instagram: This suggestion goes along with a previous - focus on quality on quantity. With users having shared over 20 billion photos to date, posting a ton of poor quality images won't get far. Choose your best four to six photos a day and share the cream of the crop.34. Be relatable: Let your fans and followers know you're a real person instead of a faceless business; this will make sharing your content with your friends look less like a risk.35. Promote your social media accounts: Periodically promote your other social media accounts to your fans and followers.36 Answer questions on abandoned Facebook pages: You'd be surprised how many big brands have a large number of Facebook fans, and yet virtually ignore the questions and comments these fans leave. Respond usefully and not promotionally to unanswered questions (and be sure to answer as your Page).37. Include a social media call for action on your business card: Distribute them at trade shows, networking events, and business appointments Make sure your social media usernames are consistent: If you want people to actually find you when they search for you by name, make sure your account and usernames match your company name. Avoid abbreviations whenever possible.39. Make your blog content tweetable with one click: Use a plugin like Inline Tweet Sharer to encourage visitors to share your tweetable content. What other strategies strategies tips you would add to this list? Share in the comments below! Below!

