

How to Get Followers

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A strong social presence online brings attention to your company and creates an opportunity for growth. Here are twenty tips to attract followers to your social networking sites.

1. Complete your page.

Make sure you have good avatars, backgrounds and bios that are complete and keyword rich to make it as easy as possible for people to find you in searches. If you don't know how to do this, pay someone who does.

2. Connect to outlook.

Consider connecting Facebook and/or Twitter directly to outlook client for easier posting, searches and data gathering using:

- ▶ www.techhit.com/TwInbox
- ▶ www.techhit.com/FBLook

3. Use search.

Conduct a search (search.twitter.com, facebook.com/search) based upon your interests. Follow or like these people and 70-80% time they will follow or like you back.

4. Use alerts.

Create alerts (similar to Google alerts) to track the things that are important to you and make it easier for you to find conversations to jump into. A good tool is: <http://tweetbeep.com>. This is a great way to establish yourself as a resource for your chosen topics and find new people to connect with.

5. Start with those you know.

Use the site's tools for finding and adding your existing contacts. Upload your database via an excel spreadsheet and send out an invitation to these people to follow you. Don't forget to include old business cards you've gathered, that tradeshow list you've never gotten around to following up on or even email addresses you located on services such as Jigsaw.



6. Welcome followers.

Take time to welcome new followers. It only takes a minute to post back to them and remember your response will show up in their feed as well. (Remember to use the "@ name message" which is the customary way to respond to an individual)

7. Toot your own horn.

Regularly mention on your website and blog that you are on Twitter, Facebook, LinkedIn etc. and be sure to mention or link to your username so readers can find you.

8. Cross-pollinate.

Invite your Facebook followers to your Twitter page and vice versa. Most often people simply read their wall or live feed, especially those that are following a large number of people. So the more frequently you are appearing in their live feed the better the chance they will actually see your message.

9. Post comments to others.

This may sound obvious but so many people miss out because they only post status updates. Actually responding to another person's update or proactively reaching out to someone on their page/wall broadcasts your comment out to all of their followers. Chances are, a good portion of their network is interested in the same things and you'll pick up new followers.

10. Make it easy for people to find/follow you.

Promote your profiles/pages everywhere you can – website, blog, business cards, collateral, email signatures etc.

11. Integrate with email campaigns.

Test different positions, buttons sizes etc. to see what yields the best results.

12. Provide value.

Don't talk for the sake of talking. While a few posts a week would be great, quantity does not overrule quality. Provide information that you would find valuable yourself.

13. Go ahead and pose questions

"How would you handle the following situation.....?", "Traveling to Denver next week, where should I dine?" It doesn't always have to be work related, lighten up and have fun with it - just post things that are interesting and engaging.

14. Don't reinvent the wheel

Retweeting/reposting is ok. In fact it's encouraged. Promoting others will provide incentive for them to promote you and good content is good content and worthy of sharing. A mix between original and reposted content is not only smart it also saves time.

15. Enable sharing.

Add buttons to your website pages, blogs, articles etc. to allow people to share your content via social sites and email.

16. Leverage, leverage, leverage.

Tell your followers if you've just made a significant update to your website they may want to read or post a link to your latest blog entry.

17. Blog.

If you don't yet have much of an online presence consider creating a blog and promote your social sites on your blog, it's a great way to pick up interested followers. Need help with a blog? Let us know, we can manage it for you.

18. Ask for help.

Occasionally post a "please retweet (rt)" or "please share" at the end of your post to remind your followers that you want them to spread your message. Save this for posts you really feel will be of value to the most people.

19. Talk about what others are talking about.

Post about hot topics at the moment and be sure to include keywords being used. You're more likely to show up in searches this way and now even in Google rankings.

20. Generate connections outside of the social network.

It's usually not enough to just have followers; you need to find ways to help them raise their hand just like with any other marketing method. Offer easy ways for people to call you, sign up for a newsletter or register for a webcast or a local live event.

