

HOW TO GAIN FOLLOWERS ON SOCIAL MEDIA

DEFINE YOUR IDEAL AUDIENCE

Who is your ideal customer?
What do they look like? Did they go to college? Where do they shop? Online or in stores? Would they pick pizza or wings? Are they on Facebook or Instagram?

These questions may sound silly, but the more you know about your ideal customer, the more likely you are to find them.

FOCUS ON ONE PERSON

You know that customer you just defined? Only focus on them.

Every company wants to be diverse and wants to reach every customer, but you aren't Walmart. Therefore, you must focus on one person, not every person.

GIVE VALUE

Don't just post for the sake of posting.

Inform and educate your followers to gain followers that have similar interests. This increases the chance that they will be potential customers.

USE VIDEO

Video is huge right now and the market is growing fast. Instagram and Facebook both have 'stories' and Instagram is pushing 'IG TV' more than ever.

Get ahead of the curve and it can pay off big time with Instagram boosting accounts that use IG TV. Go even farther and learn the best tips for IG stories to reach beyond your own followers.

THERE ARE TWO KEY FACTORS TO GAIN FOLLOWERS

POST CONTENT REGULARLY: 1-2 TIMES A DAY

Keep these in mind:

- Post content that is relevant to your audience
- Open up to your audience, be authentic, give your brand a voice

PICK A THEME FOR YOUR SOCIAL MEDIA AND STICK TO IT

Keep these in mind:

- Photos with different styles can be posted to Instagram or Facebook stories to keep your theme intact
- Embrace your quirks and habits; let your theme reflect your personality

START A STRATEGY

The more specific you are about your audience and goals, the better.

Outline what you hope to achieve with your social media accounts and then break your goal down into small, actionable steps. Move through each step until they are completed and your goal is reached.

ENGAGE WITH YOUR AUDIENCE

Social media is all about being social. To grow your account, you'll need to engage with others the way you want them to engage with you.

Leave genuine comments, ask them questions, or even send a DM.

The longer you can 'keep them on the app' aka keep them talking to you, the more Instagram and Facebook will boost your profile.