

How to Get a Follower *on Social Media*

An **EASY to follow** guide on gaining customers
by growing your social fan base.



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So you have a business page on Facebook and Twitter. The page has been sitting there for months (years?) with a dozen likes, half of which are your employees, one girl in a bikini who wants you to view her cam, the guy you fired for harassing a customer, a couple of guys from Bangladesh who want to sell you sunglasses, and your Aunt Edna who likes on everything you do.

THERE IT SITS.

STAGNANT.

A waste of electrons on the vast wasteland of cyberspace. *Your 40-foot billboard to 1.65 billion people, blank.*

WHY?



IT'S CALLED ***SOCIAL MARKETING*** FOR A REASON

Let's break it down to bare bones with the dictionary.

social

[soh-shuh l]

adjective

1. relating to, devoted to, or characterized by friendly companionship or relations: a social club.
2. seeking or enjoying the companionship of others; friendly; sociable; gregarious.
3. of, relating to, connected with, or suited to polite or fashionable society:

So social has to do with being friendly and connecting.

marketing

[mahr-ki-ting]

noun

1. the act of buying or selling in a market.
2. the total of activities involved in the transfer of goods from the producer or seller to the consumer or buyer, including advertising, shipping, storing, and selling.

Marketing is transferring something from a producer to a buyer.

Put them together and we have a friendly transfer of goods

between connected people. Does this seem too simple? It truly is that easy. Let's take a look at how to build your connections.

START WITH WHAT YOU KNOW

Break out your marketing plan. **Somewhere in all that should be your buyer personas.** In case you skipped that part of your strategy, Hubspot does a great job of defining it as, “A *buyer persona* is a semi-fictional representation of your ideal customer based on market research and real data about your existing customers.” (Hubspot.com)

Now consider each persona. Government personas will have greatly different needs and likes than Suzy Homemaker personas, and both of those will differ from single, college-age millennials. If you are marketing to more than one buyer persona, you’ll need to have a broader voice that speaks your branding.

Defining your target market is the first and most important facet of creating a successful social market. **Some questions you should be asking would include:**

- Who are my present customers?
- Who is my competition?
- Who is my competition marketing to?
- What do my customers have in common?
- Age
- Gender
- Occupation
- Education
- Location
- Values
- Interests



FOLLOW WHO YOUR FOLLOWERS FOLLOW

(say that five times fast!)

Going back to that last part, **what do your buyers have in common?** Do they all like a certain brand, activity, or celebrity? Then you should be following that too! *There is a reason that they all follow that user, and that is something you can use to market to your followers.*

Are they all Star Wars fans? Throw a few Star Wars based quotes in your tweet. Maybe your customers all love some kind of animal, so grab their attention with like-minded pictures. **Be part of their crowd.**



GIVE THEM THE INFORMATION THEY WANT, HOW THEY WANT IT

We've said it before, and we'll say it again, **sell to the customer**. If your demographic is looking for pertinent chemical values, don't try selling them with kittens and puppies. Likewise, if your marketing is directed at kids, the breakthrough chemical composition isn't likely to be a selling factor.

**If you don't know what your fan base wants,
there is nothing wrong with asking**

them! Facebook and Twitter both have polling features, or if you want to ask across platforms, create a poll using a service such as SurveyMonkey.com or SoGoSurvey.com to engage your customers.



MAKE THEM SMILE

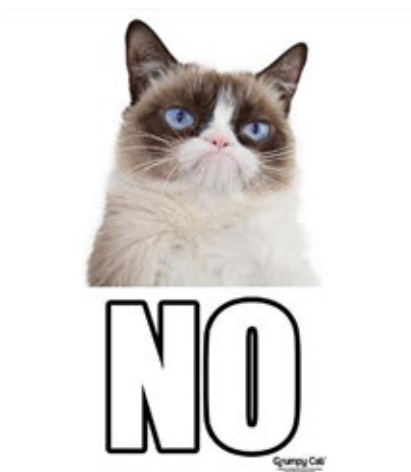
Nothing will bore your potential clients more than constant technical details. While facts and hard evidence are certainly important, they may not be making your brand memorable. Take for example, Oreo's Instagram Campaign .



<https://www.instagram.com/oreo/>

The spots are a perfect example of an ongoing campaign that people look forward to viewing. If you aren't video-inclined, share pictures of your staff doing various fun activities.

Another wildly popular use of social media is the meme. A meme is an image (often altered) that is spread via the internet. Popular examples would include Grumpy Cat (grumpycats.com), Leonard DiCaprio toasting, and Motivational Posters. **The key to making your customers laugh and smile is knowing your audience.**



#HASHTAGSAREYOURFRIENDS #HASHTAG

Hashtags are phrases that are preceded by the hash, or pound sign (#) that are used to identify a keyword or topic in a social media message. **Though they are most often associated with Twitter, hashtags are used across every social media platform.** Twitter makes it very easy to see what popular tags are being used by a pane on the left side of the screen, “Trending” Some of the most popular hashtags are the daily hashtags that include:

Monday

#MondayMotivation
#MondayBlues
#MondayMood
#MeowMonday

Tuesday

#TransformationTuesday
#ToolkitTuesday
#TuesdayTip

Wednesday

#WellnessWednesday
#WisdomWednesday (Sometimes seen as #WednesdayWisdom)
#WoofWednesday
#Women2Follow
#WaybackWednesday

Thursday

#TBT (Throwback Thursday)
#ThursdayThoughts
#ThankfulThursday

Friday

#FF or #FollowFriday (a great way to get others to follow you back)
#FridayReads
#TGIF
#FBF or #FlashbackFriday

Saturday

#Caturday
#SaturdayShenanigans

Sunday

#SelfieSunday
#SundayFunDay

Other popular hashtags have included #android, #PokemonGo, #Brexit, #tech, #marketing and #jobs. **While Twitter will hold you to that 140 character count, other platforms are less stingy.** If you’re playing at the Facebook playground, hash it up! #HaveALittleFunWithYourMessage #AllTheHipKidsAreDoingIt #ItsAnnoyingButEyecatching #StillMakesPeopleLaugh.

RESPOND, RETWEET, SHARE, AND LIKE

Social media is just that. **It's a way to engage your customers and get into their conversation.** When you customers speak, you must not only listen, but also respond!

A prompt response may not be remembered every time, but a delayed response or no response at all will certainly be remembered. This includes when people post to your wall, as a message, or a tweet where you are mentioned. Be sure to retweet and share items that may be of interest to your people, **but beware that you are not sharing your direct competition's information.**

The simplest way to make your potential clients feel appreciated is to just plain like or respond when they post. Thank people for stopping in. Your social media profile is just like your storefront. **If someone walks through your door, say hi.** Offer to help. Build a connection. **Be sociable.**



IN HOUSE **VS** AGENCY

Social media is a lot of work, but it's not a passing fad. You can already find social media projections for the next decade posted online. Many larger companies have an entire department devoted to social media, and **most mid-sized have at least one or two people who are dedicated to keeping their social up to date,** or just as often hire an agency to handle their social marketing strategy.



VS

This doesn't mean that you as a business owner cannot handle the social aspect, but often your time is already allocated to other projects such as budgets, meetings, and other managerial responsibilities. Advantages of keeping your social media in-house are that you have full control over the advertising that is put out, and you get a good look at those to whom you are marketing.

Hiring a person or an agency to conduct your social media frees you to take care of other projects, while giving you a resource who can honestly tell you the facts and figures about your followers. Social media agencies can be instrumental in building a brand recognition that is consistent across platforms, and often have paid for resources and analytics that the average user does not have access to.



There is no disputing the benefits of social media. Being active on the social scene improves loyalty to your brand, increases recognition, increases traffic to your site, and all at a very reasonable cost. Yes, there is a cost involved, whether it is your time, the time of an agency, or a paid staff member, but the results are undeniable.

Businesses with a strong social media presence also have stronger websites with lower bounce rates and higher lead conversions. *So get out there and mingle with the crowd!* Your bottom line will thank you!

Need Help with Social Media Management?

**The InDigiTeam at
IDM can HELP!**

**CALL 757-809-3959
or VISIT
www.InDigiMar.com**

