

How to get more Twitter followers for fun or business

What are the benefits of getting more Twitter followers?

To look cool / vanity

Some people just like to say that they have lots of twitter followers. It's a bragging right as well as proof that you are someone that people want to listen to. Celebrities tend to have the most followers and they usually use their accounts to self-promote or endorse products. With enough followers, you can self-promote self-promote' and post tweets that other people will want to share and re-tweet.

Social Proof / influencer proof

People who are popular, authoritative and influential have more followers on Twitter. By having a vast amount of followers, people will respect your opinion more. People's perception of your company's account will be highly different if a customer sees you have a thousand followers compared to, say, fifty. The simple fact of having more followers will make you seem more reliable and gather more attention to your account. What you tweet may grow in impact and reach based on the confidence people have in your brand as a result of the size of your fan base.)

Creating open communication

The more people you tweet and have conversations with, the more growth you will be able to see in your reach on Twitter. When you come across a great idea or have news to share, Twitter allows you to hold conversations about it with people across the world. It's important to be able to share your thoughts and ideas on a subject with as broad an audience as possible and Twitter is a great platform for this.

As followers grow, so do customers

Twitter is a strong way to reach out to more potential customers. By constantly tweeting about your products and promoting sweepstakes your audience will be more invested in your company. It is especially important in creating buzz for a new product launch and getting more potential sales and customers to share your tweets and get their friends involved. You can influence a new buyer to purchase your product by simply tweeting a picture or a link to a video.

Getting Started

I have developed and grown my own Twitter following as well as that of my clients. Not only have I developed a strong following but also I have managed to convert them to leads and sales. Whether you're seeking to make a profit or just have strong conversations here are a few tips that everyone should follow.

Have interesting conversation topics

Set out to have conversations about one topic or related topics on Twitter. I know lots of people who are experts about one topic and if I want to know something specific about their topic I go to them. Be the same with your Twitter account; be an expert on a few topics. People will tend to follow you if you are the main person they trust regarding a subject or topic. Make that topic what you want to sell or be known for on Twitter and stick to it.

Face the World

I like to have conversations with other people on Twitter, not just random tweets. Having your profile photo be a headshot shows people you are a real person not a robot or a blank corporate entity. It lets me know who you are. We all love to know what the person we are having a conversation with looks like. Use a good head shot where people can see your face. If you have a friend who is a photographer, now is the time to ask them to help you. Make a good first impression.

Write a captivating biography

So after potential followers have looked at your photo, the next thing that they are going to take notice of is what you say about yourself. Always ask at least a couple of people to check it out and make sure you spelled everything correctly and that it is coherent. Tell people who you are, what you do, and where you are. If you can, say what subjects you like to talk about.

Create a custom-landing page

You do not get much space to write about yourself on your Twitter profile page. You might want to think about having another page on your blog or a Google site with a longer description. You could also link it to your Facebook, LinkedIn, Google + or even a YouTube page. That way people can find out a lot more about you and really know who you are.

Tell your friends about your Twitter account

Start by finding your close friends or contacts on the topic area that you want to engage in, follow them and ask them to follow you back. It will make a great start to your Twitter life. If you have great conversations with them then their followers will take notice of you and follow you. It is much easier to get people to follow you if you are having good conversations than just having short tweets.

Facebook and LinkedIn

If you already have lots of friends on Facebook, LinkedIn or YouTube, then let them know to come and follow you on Twitter. One tip for this is to ask them to also engage on a particular topic on Twitter for example, "Come join me on twitter @murraynewlands and chat about marketing."

You can also ask on those platforms what their Twitter profiles are and then follow them back. If people think you will help them grow their own following, they are more likely to respond.

Tell the world you are on Twitter

Add your Twitter account to everything you do, such as in your email signature. You can also add a link to your twitter account on LinkedIn, Facebook Google+ and YouTube. If you post on other people's blogs or anywhere else online do it there too. That way if people think what you say is interesting they can come over and follow you on Twitter.

Have something great to say

There are millions of people on Twitter to have conversations but be the one person others want to talk with. If you have a great rapport then people will join your conversations. But what can you say that is going to start a great conversation? Well, how about sharing some great content and asking people what they think about it? The easiest way to do this is to find 10 leading blogs in your field and then occasionally sharing their great content.

Post regularly but don't over do it

No one wants to have a conversation with someone that does not talk with them or visit sites that haven't updated. Remember that people also get bored with a chatterbox who will not let them get a word in or just talk about what they want to chat about. If you find that you have lots of things to say that come to you once, try to schedule your tweets over the day.

Make your tweets Re-tweetable

If your tweets are too long then when people re-tweet them to their friends, they will make little sense. Make sure that your tweets are short enough that people can easily share them and still keep their point. Try and keep them no longer than 120 characters.

Include photos

Statistically tweets with photos in them are much more likely to be shared than tweets without them so always try and include a link to a photo if you can. A high-resolution photo will be great so your followers and potential customers can have a visual.

Send public responses to direct messages where possible

You will get lots of direct messages while on Twitter. Try to respond to them publicly, when appropriate, so you can get more people involved in the conversation. This will hopefully assist them in engaging with you and further develop both your Twitter followers and validity.

Follow the right people

Use Twitter search or other advance tools such as *Marketmesuite* to find the right people to follow. Search for people using topics that you want to talk about who are physically close to you and follow them as well as engage them in conversation so they are likely to follow you back. While you are doing that look at their twitter stream and find people who love talking about your topic areas and follow them. But remember don't just follow and remain silent. Always engage in conversation.

Share other people's great content

When you read good content re-tweet it and link it to other people with great content on Twitter. Everyone loves to have his or her content shared and by giving some love, you are likely to get some love back. If you become someone who always gives to others they will remember you and give back.

Say thank you

When someone shares or re-tweets your content then say thank you. It is very easy to do and people remember it.

Promote just a little

Share other people's tweets and conversations more than you start or share your own. Doing so allows people to believe it's not all about you but about them. People love to talk about themselves and get bored with hearing all about you. If you over promote yourself or your products then people will think you are a spammer and stop following you.

Do not auto DM people

Do not send an automate DM message to everyone that follows you, it is easy for people to see and they hate it.

Be human

The more you come across as a human, the more people will want to interact with you and have great conversations with you. Personally, I like talking with people not machines. Share some personal stuff but not, for example, every time you have a cup of coffee. Personal photos of relevant things or topics are ideal for people to get a sense of who you are.

GET THE PROFESSIONAL ADVANTAGE

Get professional tool now- with special free to use codes!

Marketmesuite is a tool that you can use to easily manage your twitter interactions on your laptop or your mobile phone. You can find people close to you to follow, schedule tweets, and much more try it for free at www.Marketmesuite.com

Easyretweet is a community where you can earn or pay for people to retweet your content. Getting your content shared is one of the fastest ways to get new followers and develop business so it is well worth using. www.Easyretweet.com

Best of luck and come chat with me @murraynewlands

