

7 Ways You Can Boost Your Twitter Following and Build A Community

If you aren't using Twitter to grow your business, you're missing a giant chance to talk to the globe for free. You can increase your website traffic, get new leads, grow sales, and reach a bigger audience. And you can do it all the RIGHT way!



Here's 5 COLOSSAL Reasons Your Business will fall in love with Twitter.

500 million. The numbers really ARE jaw-dropping. This is the number of monthly Twitter visitors that DON'T LOG IN. This means tons of people are consuming Twitter's content without even needing a Twitter account! So, anyone can binge freely on Twitter. This is great news for businesses.



7 Proven Ways to Boost Your Twitter Following and Engagement

1 OFFER VALUABLE FREE CONTENT

Free

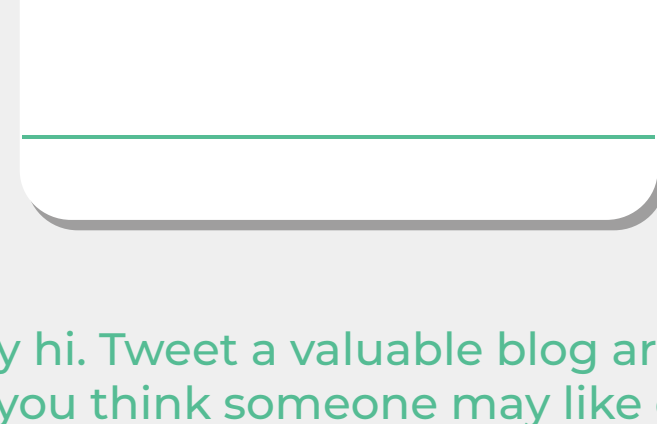
People flock to the internet to get information first for FREE. When they begin to know, like, and trust you, only then are they willing to PAY for you to help solve their problems.

Showcase tips, how to's, do's and don'ts, '10 ways to solve a problem' blog posts, and 'biggest mistakes to avoid' articles. Give meaningful advice and value, value, value.



2 INTRODUCE YOURSELF

Just like at any networking event, if you want to make connections, gain awareness of yourself, and meet others, you must introduce yourself. The way to do this on Twitter is to follow others who you think will genuinely benefit from your message.



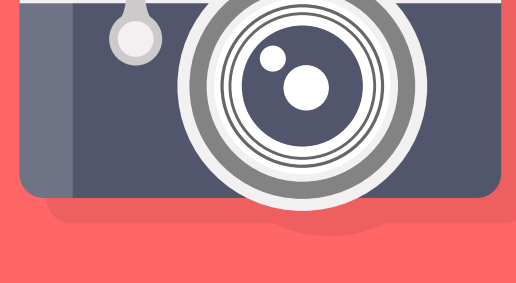
Say hi. Tweet a valuable blog article you think someone may like or send a direct message (DM) with a tip. Don't be shy. Be creative!

3 TWEET WITH IMAGES



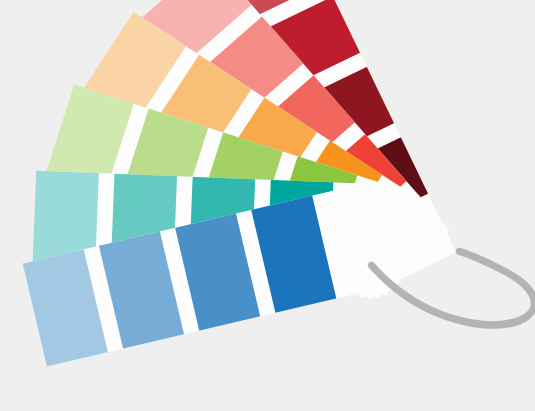
Tweets with images perform better than those without, receiving 18% more clicks, 89% more favorites, and 150% more retweets.

Show images related to your tweet, use custom images, stock images, infographics, animals, or images of you.



4 USE COLOR TO MAKE YOUR FEED STAND OUT

84.7% of consumers cite color as the primary reason they buy a particular product. Color is important. Think Coca Cola, Target, Tiffany & Co, or Apple's brilliant use of white.



Use engaging colors to brand your business. Definitely use bold colors in social media posts, use color knockouts, and add a color behind your profile image. Your goal is to stand out.

5 GIVE A CTA & USP IN YOUR PROFILE



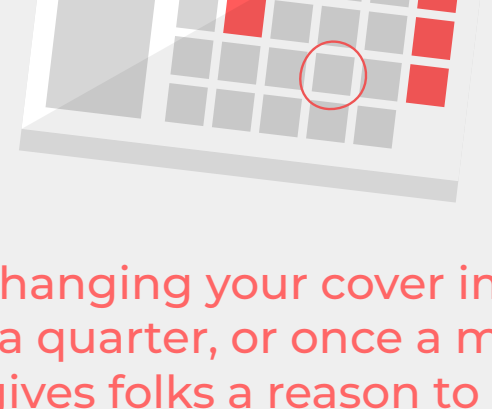
Use your Twitter profile strategically by adding your value proposition or unique selling proposition (USP), listing a call to action (CTA), and including links to a webpage. Give instructions.

In your profile, tell people what you want them to do. Do you want them to download something, visit a website, call for more information, sign up, or shop?



6 CHANGE YOUR COVER IMAGE FREQUENTLY

Your cover image is one, big, fat chance to promote your anything and tell people why they should care and be interested in you or your offering.



Try changing your cover image once a quarter, or once a month. This gives folks a reason to come back to see what you're up to.

7 USE HASHTAGS

#

Using the almighty hashtag is a powerful strategy to spread your message beyond your own followers. Hashtags can help draw attention to your tweets and promote your message.

If you're tweeting about haircare products, you can use hashtags like #shampoo, #conditioner or #haircare to amplify your message.



WANT MORE JUICY TIPS?

"Roadmap to 10,000 Twitter Followers"

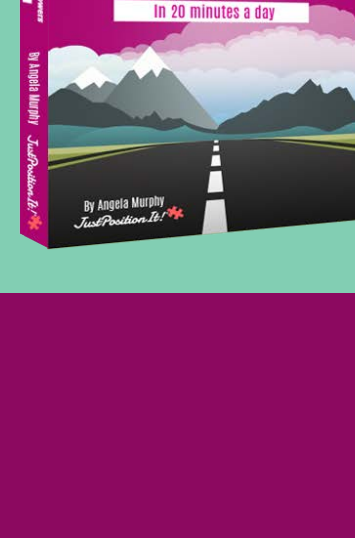


Angela Murphy (Founder)
JustPositionIt

Get on the Waitlist for a **Roadmap to 10,000 Twitter Followers.**

This guide will show you how to grow your Twitter community the RIGHT way!

Visit: AngsMarketingBoutique.com



Sources

- Twitter is the 3rd largest traffic driver behind Facebook and Pinterest. Source: <https://courses.coursera.org/brandwatch/average-number-of-twitter-followers-is-208-infographic>
- Twitter has 500 million+ monthly visitors that don't log in. Source: <https://www.brandwatch.com/blog/44-twitter-stats/>
- 77% of Twitter users feel more positive about a brand when their Tweet has been replied to. Source: <https://www.brandwatch.com/blog/44-twitter-stats/>
- Twitter overtakes LinkedIn as #1 social site for salespeople. Source: <https://www.forbes.com/sites/marktdelmar/2015/05/26/twitter-overtakes-linkedin-as-number-1-social-media-site-for-salespeople/>
- Tweets with images performed better than those without, receiving 18% more clicks, 89% more favorites, and 150% more retweets. Source: <https://paper.com/blog/twitter-sales-guide/>
- 84.7% of consumers cite color as the primary reason they buy a particular product. Source: <http://www.webpagefx.com/blog/web-design/psychology-of-color-infographic/>
- 19% Lift in customer service satisfaction for companies using Twitter. Source: <https://www.brandwatch.com/blog/44-twitter-stats/>

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