

Keywords: Social media Followers, Gain Social media followers, Grow social media followers, Boost Social media followers, Increase followers on social media

HOW TO INCREASE YOUR SOCIAL MEDIA FOLLOWERS?

Social media is free so should we use it for promoting business? For that, the business owner requires an amazing digital marketer. If you want to increase your social media followers, then today is your lucky day. In this blog, we will tell you nine essential tactics that will surely increase social media followers.

Most people say that they don't care about followers but let's agree to disagree, inside they do care. Of course, everyone wants to boost social media followers. Let's think why do people follow other people, celebrities, or businesses? There are many answers to this question.

It could be that people love the content. This is one of the natures of human that if their thinking matches, there are more likely to like each other. Thus, it might result in increase followers on social media. However, another point could be that the social media account has a high number of followers. People will think that the person might have something great that is why many people are following that account.

Let's take the example of a person who has more than 37 thousand followers. You came up to his profile and looked at his followers. You might be wondering what this guy might be posting some good stuff. Therefore, you would also try to read some of his works by following him. In short, you end up following him.

Increasing **social media followers** is an interesting game but at the same moment very difficult. It is the "Game of Thrones" that wants to be the king of Instagram, Facebook, Twitter, etc. Let's talk about the 9 points that will **increase followers on social media** or **grow social media followers**.



1. To **Gain Social Media Followers**, You Need to Follow **Legitimate Social Media Accounts**

Yes, this is true! To **grow social media followers**, you need to be a good follower. Now that doesn't mean that you start following all people. Follow those people who are relevant to your work. This is the first building block to **boost social media followers**.

Furthermore, when you follow someone, there is a high chance that the person will follow you back. This is like "you scratch my back, I scratch yours". In the end, you can **boost social media followers** numbers or **increase followers on social media**.



You must be wondering why you need to follow other people to **gain social media followers**. The answer is pretty simple, you need to find your audience. Remember, it is important to find the right audience otherwise it will be just a number for you.

There are a few tools that will help you find good as well as active accounts. Below is the list of software that you should get to find perfect accounts.

1. Followerwonk
2. ManageFlitter

3. Audiense

However, the above software tends to be Twitter centric. The reason is that Twitter's network has more open data compared to other social media platforms. But this doesn't stop you, you can always find an account in the old fashion way.

2. To **Grow Social Media Followers**, You Have to Show and Share Something

People love to follow those who have something amazing to share or show. Let's just say recently, you figured out a new chocolate chip formula. You post on your Facebook that "Something amazing is on its way, stay tuned!" with an amazing picture. This will help you to **increase followers on social media**. In simple words, people will follow you so that they can't miss any updates.

As a matter of fact, people will also help you to boost followers on social media. For example, someone followed your social media account. He saws a post and he shared it with his friends and family. The result will be that his friends and family will follow your account as well. Do remember, people will follow you until you have something to show or share with them.

There are a few tips to grow your social media followers or **increase followers on social media**.

- **Complete profile:** You need to fill out every detail. In the bio section, you need to write a short story about yourself or the company (if you are using a business account). People love to read stories because it motivates them. Ensure that your story is amazing otherwise it can lose you some followers.

- **A valuable feed:** Your feed/timeline should contain valuable content. Few people will browse your timeline and check your past posts. This helps them to analyze your activeness as well as your post quality. Do use the pin post feature and pin your latest news post. This will keep your follower's update and **grow social media followers**.



3. To **Boost Social Media Followers**, You Need to be Active and Engaged

One of the most important points is to be active as well as engage with other people. Not everyone understands this point properly and if someone did, today he/she has a lot of followers.

People are tired of link feeds. What you can do is commenting on as well as resharing the posts of other social media accounts. This will show others that you are not a bot. Moreover, it will also show that your account is active.

So, when you are resharing someone's post, make sure that you add your thoughts such as why you are sharing the post, why it is so important, etc. You can even use the hashtag symbol to boost your post and **gain social media followers**.

4. To **Gain Social Media Followers**, You Need to Post Your Opinions, News, Trends and Data

This is a secret tip, if you share something that is already trending, you will **gain social media followers** as a result. So, start searching trending post and reshare them to **grow social media followers** or **boost social media followers**.

Humor posts sometimes might be worth resharing but not every time. The reason is that we are focusing on business here. There are a few kinds of posts that will help you to **increase followers on social media** or **gain social media followers**, we categorized those post below.

- **Opinion:** Today, everyone can share their opinion on social media for free. As a business marketer, you should also share your opinion. People love to read good opinions. However, this is risky as well. Not everyone will agree with you and this might even result in losing some followers. That's why make sure that your opinion might not affect others. If you are 100% sure that everyone agrees with you then hit the share button!
- **Data:** Social media users respond with haste to data that either supports their beliefs or it challenges them. They will share your post either way. Furthermore, they will also follow your account so that they don't miss anything. A very good example of the power of a data originator is Christopher Penn on social media.
- **Trends and news:** You should also focus on other news as well. If you provide breaking news that is important for other industries, then people will follow you. The reason is that they don't want to miss out on anything. One of the best examples is Barry Schwartz, he creates amazing opportunities by observing important sources.



5. To **Grow Social Media Followers**, You Have to Post Frequently but Appropriately

One of the saddest realities of social media is that no matter how popular you are if you stop posting as well as engaging then you will be more likely forgotten. To avoid that, you need to be active and maintain a regular presence.

In addition, you don't need to overdo it, just balance your post like 1 or 2 posts a day will secure you from getting forgotten. There is no standard for posting but it depends upon your work as well. If your work requires constant posting such as advertisements of shirts, foods, etc. then it might require daily posting.

Since people share posts (why not? Sharing is free on all social media), this can also help you to **gain social media followers**. In the end, remember to **boost social media followers** you need to keep them update and **grow social media followers**.

6. To **Boost Social Media Followers**, You Need to Rally Your Subscribers

To do that, you will require emails from people. In case you have the email list then go ahead! Send them emails to keep them update about your content. It is free plus it doesn't disturb them too. The email will be there in their inbox and once they will be free, they can check out your

content. Emailing is one of the professional ways to invite people, advertise, or send confidential information.

7. To **Gain Social Media Followers**, Use the Power of Hashtag

Even if you don't follow the above points, do follow this one. Not to forget it doesn't require much effort. The power of the hashtag is great! People get thousands of followers through hashtags. In other words, to **gain social media followers**, always pick the right words and put a hashtag.

Ensure that those words are keywords that are frequently searched and put the hashtag on it. It worked for many people which lead to **increase followers on social media**. Some tools can help you to find the best keyword (with hashtags) such as Ritetag.



8. To **Grow Social Media Followers**, Get Speaking Gigs and Interview

Hosting a webinar, speaking at conferences, interviews on a podcast, or a video show is good for your career. Furthermore, it is also the best way to promote your business to new people. In simple words, spreading your presence to **boost social media followers** or **increase followers on social media**.

If we talk about the best then speaking at conferences and seminars is the best. The reason is that they are relevant to your business. As a result, this can **boost your social media followers**.

When you are in a seminar or conference, make sure to go live and of course use hashtags. This will help people to search for you easily. Remember, people are already looking for you in this world. Make it easy for them to find you and in the end, you will **grow social media followers**.

9. To **Boost Social Media Followers**, Create Partnership Campaigns

Last but not least, creating a partnership campaign can also prove to be successful to **increase followers on social media**. Although, conferences, seminars, webinars, etc. are effective techniques to **boost social media followers** the best one is partnership content as well as campaigns.

This means that you create a strong bond with non-competing companies that have relevance to your business. This is like “Help me, Help you”. For example, you own an SEO company. Clients will come to you for making their website search engine optimize. You can offer them off-page SEO but



if you partner with some writing company then it means you can also help them to grow.

That is obvious that when a client wants full SEO, he wants on-page as well as off-page SEO. That is how you can help them and then the same, they can help you. This will converge both audiences in one unit. In the end, you will **gain social media followers** as well as they will also **grow social media followers**. Therefore, it is a win-win situation for both companies.

Conclusion

The above tips aren't hacks. In other words, they don't guarantee you that it will **increase followers on social media** in just one night. It will take time and we can't say how much, it might work within a month or maybe a year.

You can use these tips for all social media platforms, from Facebook to Tumblr. Don't forget that patience is the key to success. Use all the tips and then be patient and work hard because hard work always pays off. Furthermore, is social media enough to attract clients? What do you think? Leave a comment and let us know what else is important.

