

How to Increase Followers on Social Media in 2019!

Many times you create these overzealous complex campaigns or you don't plan, you pray.

Some even throw absolutely everything at social media (including the kitchen sink) and nothing changes. Hell, some of us don't even know why followers are so important.

Let's just get started.

The key is simplicity.

First things first ... How important are followers?

A common perception of follower counts is that they are a vanity metric. They don't have a direct effect on the engagement of a post or on the click thru rate of a piece of content. Like many other vanity metrics, you can measure followers, but it can be hard to see how —or even if —they matter.

However, more and more these days, **follower counts tell a compelling story about your brand.**

Followers DO matter.

Followers mean that you are trustworthy in the eyes of the public. In the eyes of the buyers. Trust. Follower counts matter. They matter to marketers, they matter to individuals, and they matter to brands..So let's discuss a few tips to increase your following NOW

5 Follower Increase Campaigns

1. Promote your profile on all of your “owned” channels

“Owned” channels are your website, your blog, podcasts, social media pages, and your emails. This is in contrast to earned channels like social media and organic SEO, and paid channels like search ads and media buying. That is the difference between earned, owned, and paid

First, you can promote your social profile on your blog.

We did this for the individual authors on the Buffer blog, showing a Twitter follow button next to the author’s name at the top and the bottom of the article. We’re lucky to have a sizable audience to our blog —over one million visitors each month.

Thanks to these visitors, our authors were able to grow their followings quite quickly to one-thousand-plus followers. Some even cracked the ten thousand and twenty thousand marks.

We’ve also seen this work with Instagram followers, thanks to a host of website plugins that allow you to feature several Instagram pictures on your blog .. either in the footer or in the sidebar. If you run a WordPress blog, for instance, you can search the WordPress plugin directory for Instagram plugins. There are over 40 pages of results.

Plus, most every social network makes it easy to embed content across the web. You can grab embed codes for tweets, YouTube videos, pins, Instagram photos, and more.

Placing this directly into the body of a blog post helps your social profiles have an even greater visibility.

Second, you can promote your social profile on your website.

If you're like us, your website is your most-visited asset.

This is why we see so many brands using the website as a hub for social media promotion. We toured a list of 100 top direct-to-consumer brands, and over 90 percent used their website to promote their social profiles.

Promotion typically happens either in the header menu at the top of the website, in a dedicated "social media space" on their homepage, or in a pop-up that highlights one of their profiles. By far the most popular location for social promotion is in the footer of websites. Nearly all the brands we looked at were linking to multiple social profiles in the footer: Instagram, Facebook, Twitter, Pinterest, YouTube ...even Spotify.

Third, you can promote your social profile in the emails that you send.

You've likely come across this many times before. If you picture someone's email signature, it likely had a link to a website or social profile .. there are even some tools like WiseStamp that embed your latest tweet automatically.

Brands do this as well with social media links in the footer of many of their email templates — both for marketing newsletters and in transactional emails like receipts.

To take email a step further, many brands use their lifecycle emails to promote their social accounts. If you were to follow brands like Blenders Eyewear or Good American T's, you'll see entire emails dedicated to a request to follow on social media. The most effective calls-to-action can take a couple of different forms. There's Good American's approach, which is a text-only, enormous list of links to each social network.

Now Good American asks for social media followers via email

Then there's the other approach of giving people a sample of what type of content they can expect to see if they were to follow you, particularly with visual networks like Instagram and Pinterest.

2. Fill out your social media profile completely. And make it catchy.

People are more inclined to follow back profiles that:

1. Look real. This includes a profile picture that is n't just the default, and a custom header image
2. Profiles that have a helpful description telling them who you are and what you are about
3. Profiles with a nicely designed feed of content —whether it's a series of Instagram photos or a variety of tweets

And it's also true that a significant "follow-back" factor is followers themselves. People will follow accounts that have a lot of followers.

For the most part, brands and businesses will have these elements covered. If you are a new business just getting started or an individual looking to jump into a new social network, make sure you check these boxes with your profile before doubling down on follower growth.

3. Always use hashtags whenever possible on social posts

To make the most of this tip, pick and choose from high-volume hashtags. Tools like [Keyhole](#) and [Hashtagify](#) will reveal the popularity of certain hashtags across platforms like Instagram and Twitter.

You may want to add your post to a high-volume hashtag or strategically choose to be placed on a lower-volume, but more-focused term.

On Instagram, you can use up to 30 hashtags for your post and up to 10 hashtags in your Story.

Many brands choose to put their hashtags into the first comment of their Instagram post in order to keep the photo caption cleaner.

4. Use Instagram Stories to their full advantage

Hashtags can go a long ways toward increasing visibility. So, too, can Stories.

[Instagram Stories](#) appear on the Instagram Explore tab, which means that people beyond your immediate group of followers can find you there. You can also use hashtags, geo-locations, and @-mentions to surface your Stories further.

5. Be genuine. Use engagement strategies to gain more followers.

A famous saying within startups is ...

“do things that don’t scale.”

Similarly, some of the best strategies to grow your follower counts on social media are going to be strategies that you cannot automate.

Bonus :

Human Beings are 80% Visual. Include High definition images, videos, and infographics. In 2018 a study was done and for B to B if an emoji was included in the post, the views increased by almost 30% and that number nearly doubled for B to C. People are drawn to visuals like magnets to Refridgerator doors.

Engagement strategies are one of those.

The core of an engagement strategy is to interact authentically with an audience on social media. Sounds quite reasonable, right? This is indeed one of the fastest ways to grow your followers ...but it's also one that takes time and can easily fall by the wayside when things get busy.

We've found that it can help to follow a playbook. And one of the most famous follower-growthplaybooks is Gary Vaynerchuk's \$1.80 strategy. Gary says this is the one piece of advice he gives everyone who asks him how to get more Instagram followers.

Here's how it works:

- **Step one.** Find the 10 most relevant hashtags in your niche and follow those hashtags.
- **Step two.** Reach out and comment on the top nine posts in each of the 10 hashtags.
- **Step three.** Continue to like and comment on posts each day.

The \$1.80 strategy gets its name because you're giving your two cents on nine posts for 10 hashtags every day. If you add that up, it equals \$1.80 per day.

There are variations on this theme. Some people follow similar Instagram accounts and turn on post notifications for these accounts so they can be the first to like. Others find like-minded Instagram accounts and then follow and engage with the followers of those accounts.

At the core of all of these engagement strategies, though, is genuine engagement. The strategies won't work without it.

Final Tips on getting More Followers

Promote your profile with social ads.

Social ads will raise the visibility of your content and of your profile. For example, YouTube's TrueView Ads will place your content front-and-center to viewers. And you can even run follower campaigns specifically, on platforms like Twitter and Facebook.

We've had some of our best ad returns on Instagram Stories recently. Often times the younger the ad network, the greater the return. Pinterest is another younger ad network to try.

Run cross-promotion and takeovers with like-minded brands

Not only will this help with follower growth, it will also give you extra content for social. We typically approach this by reaching out to brands in our space and seeing if they'd be interested

in a partnership. We've done takeovers with a variety of brands over the years. Recently, we partnered with Lifelapse – a stop-motion video agency – for an Instagram Stories takeover.

Cross-promote yourself.

Of course, you can also use your other social channels to your advantage. If you're looking to grow a particular social profile, you can mention it in the description of your other profiles. For instance, if you're growing your Twitter, then add a plug for your Twitter handle in your Instagram bio.

Use Instagram analytics to see what's working.

We're big proponents of a data-informed social media strategy. No matter which of the follower tips you try, be sure to follow up with a look at your numbers. Find out what's working, and learn what to keep, what to stop, and what to start.

Use LinkedIn to share your other social media usernames and ASK PEOPLE TO FOLLOW YOU. A lot of time it really is as simple as simply asking.