



21 SUPER STEALTH WAYS

TO GET MORE FOLLOWERS ON TWITTER

1

Embed Tweets on Your Blog

- Display tweets from satisfied customers
- Extend the life of a cool tweet
- Use your embedded tweets as your CTA

2

Favorite Tweets for Others to See

- Favorite your top tweets
- Favorite your mentions
- Favorite your awards

3

Say The Magic Words

(1 in 4 people you thank will follow you back!)

- Send a short thank you note
- Ask how the user liked your content
- Wish them a wonderful day
- Suggest more content the user might enjoy

4

Optimize Your Twitter Bio

- Make it professional and an accurate representation of you
- Use relevant keywords to ensure you come up in search
- If you're a local business - include your city or region

5

Use Twitter Advanced Search

- Monitor and respond to mentions
- If you're a local business - find tweets in your area --> for ex. "near Los Angeles"
- Search for and follow influencers in your niche

Shorten Your Tweets

(Tweets under 100 characters get 17% higher engagement than longer Tweets!)

- Make tweets bite-sized - just enough to tantalize
- Be direct, clear, and to the point
- Don't mince words - keep your tweets jargon free

6

Schedule Your Tweets

- Schedule tweets 7 days in advance
- Bulk schedule tweets
- Post tweets at optimal times

7

Connect with Email Friends

- Tap the Connect icon
- Tap Find friends
- Tap Sync contacts
- The accounts of contacts from your address book who are already on Twitter will now show up city or region

USE ENGAGING WORDS

Words that get a lot of engagement

- | | |
|------------|--------------------|
| 1. you | 11. please retweet |
| 2. twitter | 12. great |
| 3. please | 13. social media |
| 4. retweet | 14. 10 |
| 5. post | 15. follow |
| 6. blog | 16. how to |
| 7. social | 17. top |
| 8. free | 18. blog post |
| 9. media | 19. check out |
| 10. help | 20. new blog post |

Words that don't get much engagement

- | | |
|-------------|---------------|
| 1. game | 11. well |
| 2. going | 12. sleep |
| 3. haha | 13. gonna |
| 4. lol | 14. hey |
| 5. but | 15. tomorrow |
| 6. watching | 16. tired |
| 7. work | 17. some |
| 8. home | 18. back |
| 9. night | 19. bored |
| 10. bed | 20. listening |

Promote Your Account

- Website - Add a Twitter sharing button
- Email - Add a Twitter icon to your email signature
- Business cards - add Twitter handle
- Brochures - add Twitter handle

Use Special Tools

- SocialFave
- Followerwonk
- Social Quant

@Mention Users and Brands

- Mention users whose content you share
- Mention influencers to engage them in conversation or ask their opinion on a topic
- Reply to tweets of people in your niche and engage them in conversation
- Let brands know you've mentioned them in an article

Send Promoted Tweets to a Targeted Audience

- Exclude your existing followers
- Get as specific with your targeting as possible
- Put your content in front of the exact right people

Join a Twitter Chat

- Actively participate in Twitter chats around niche-specific topics
- Respond and engage with other users' answers
- Add the people you've chatted and engaged with

Don't Over Tweet

(One of the biggest reasons people unfollow others is because you've shared too many tweets in a short amount of time)

- Use analytics to see when your fans are online
- Schedule times based on your audience's most active times
- Share content regularly and consistently by dropping it into your custom schedule within Post Planner

Add Emojis to Your Tweets

- Add emojis from desktop or through a Mac keyboard shortcut (Command + Ctrl + Spacebar)
- Use emojis to brand your message, content, or product
- Add to your responses to make them more personal and friendly
- Use emojis in your bio

Regularly offer your followers exclusive coupons

(52% users follow brands for special offers or promotions)

- Tease the coupon or discount before it's released and make sure users know to check back in (or follow you) later to get it.
- Create a sense of urgency and make sure the offer has an expiration date or time.

Make it About Your Audience

(Users who post updates that share valuable information get 2x more followers than users who share updates mostly relating to themselves)

- Mix up your content
- Include other people's content
- Share images, videos, photos, and articles

Contribute to High-Profile Websites

- Contact brands that:
 - Share content that's related to your niche
 - Have a similar target audience as you
 - Have an engaged following
 - Are active on social
- Pick a topic that's relevant to your brand and positions you as an authority in your niche
- Build backlinks back to your page

Use Hashtags

(Tweets with #hashtags to get at least 2x more engagement)

- Use Hashtagify to find popular hashtags related to your niche
- Tap into trending hashtags
- Create your own hashtags and encourage followers to use and follow them

Get Visual

(Tweets with images earned up to 18% more clicks, 89% more favorites, and 150% more retweets according to Buffer)

- Share a quote from your latest blog post in a graphic
- Break down your top points from a video in a branded image
- Use viral images in Post Planner to get 650% more engagement

SOURCES

- www.postplanner.com/blog/9-twitter-features/
- www.postplanner.com/blog/boost-twitter-engagement/
- www.postplanner.com/blog/marketers-use-twitter-chats-to-grow-their-business/
- www.salesforcemarketingcloud.com/wp-content/uploads/2013/03/Strategies-for-effective-tweeting.pdf
- <https://blog.bufferapp.com/writing-great-tweets-scientific-guide>
- <http://blog.twittercounter.com/2015/02/reasons-people-follow-brand-social-media/>
- <https://blog.bufferapp.com/10-new-twitter-stats-twitter-statistics-to-help-you-reach-your-followers>