

# The Complete Beginner's Guide to Twitter Growth Hacks

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Thanks for taking the time to read my Complete Beginner's Guide to Twitter Growth Hacks.

I have tried to make this list as comprehensive as possible – you probably won't use all 63 growth hacks but my hope is that you'll use/find at least 10 of them useful.

Twitter has been great over the last few months and has provided an added boost for both my business and also that of my clients at Xenmedia.

Primarily used for **lead generation** purposes, I basically publish lots of **micro-content** (motivational and educational tweets that don't link to an external source) consistently with the hopes that my followers eventually take a look at one of my web properties for further education, brand-building and trust-building.

The idea is not to sell on Twitter but to educate and entertain with the hopes of building a lasting relationship for both parties.

So, why have I written such a monster article on this topic?

Well, first; Twitter is something I know a lot about and second; I'm using the **10x rule (by Grant Cardone)** of making my content 10 times better than the next article out there on the topic.

I hope you enjoy the article and I invite you to leave your comments at the bottom about what you found useful or anything I may have missed off the list.

If you don't have time to read this article now, please feel free to download the PDF version and read at your leisure. Thank you

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## The Basics

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### Create a username that brands your business

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Where possible, make sure that the name on your Twitter account is the same as your other social media accounts on the likes of Instagram, Facebook, Snapchat, YouTube, etc. It's so important to choose a Twitter username that brands your business so, where possible, use your business name as the name of your Twitter account.

You also have the ability to add some keywords after your Twitter account name. For example, my Twitter account name is Desmond Dreckett and I have added the keywords “small biz marketing strategist” to the end of my Twitter username.

Not only is this great for **basic SEO** both on the Twitter platform and also Google – it makes it clear for the people who see my tweets, showing them exactly what I do and, more importantly, what I can do for them.

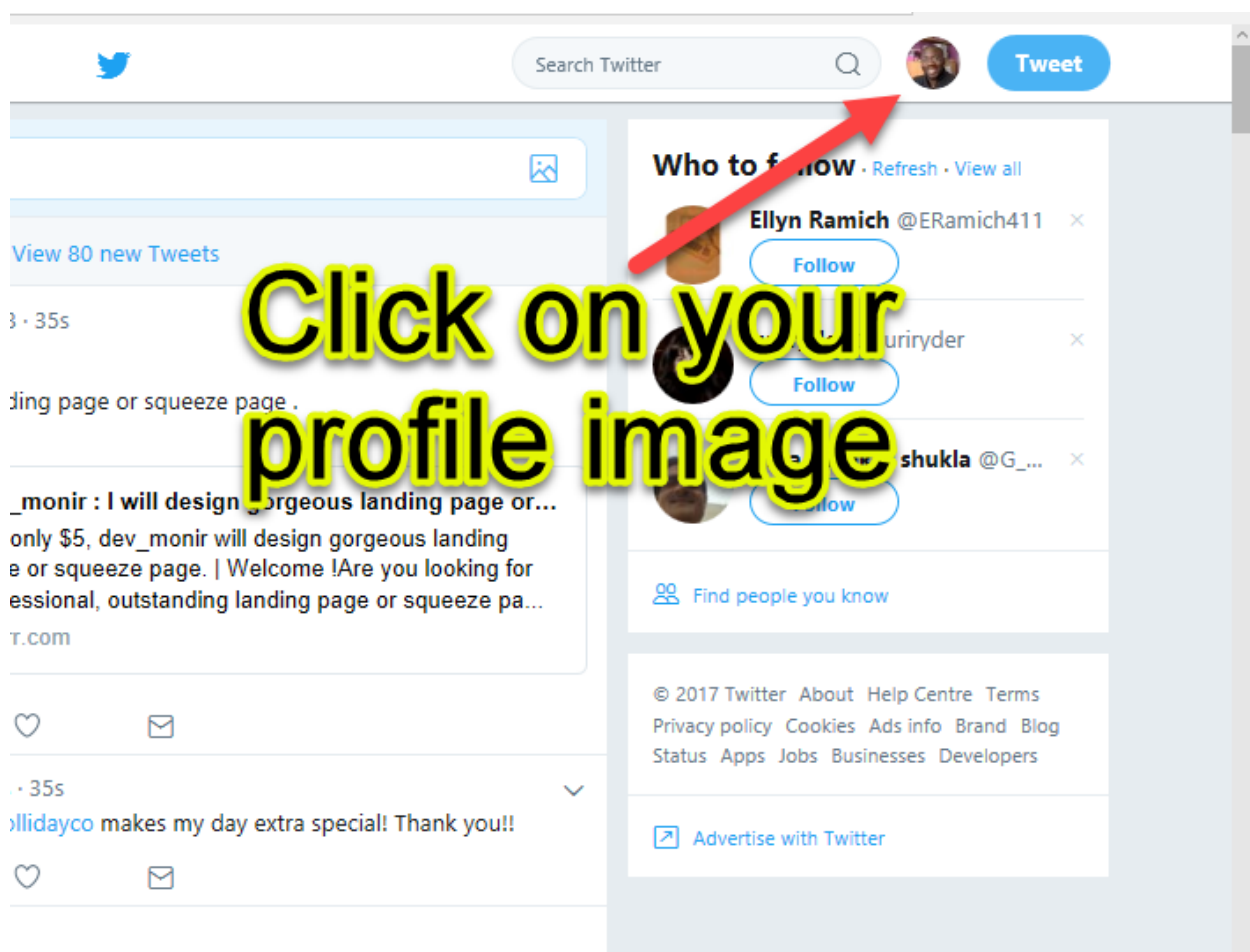
## Fill in your Twitter profile completely

This is where a lot of Twitter marketers make a huge mistake – they fail to fill in their Twitter profile completely.

If you want potential followers to start following you and your existing followers to keep following you, you must have the perfect profile that relates to your niche.

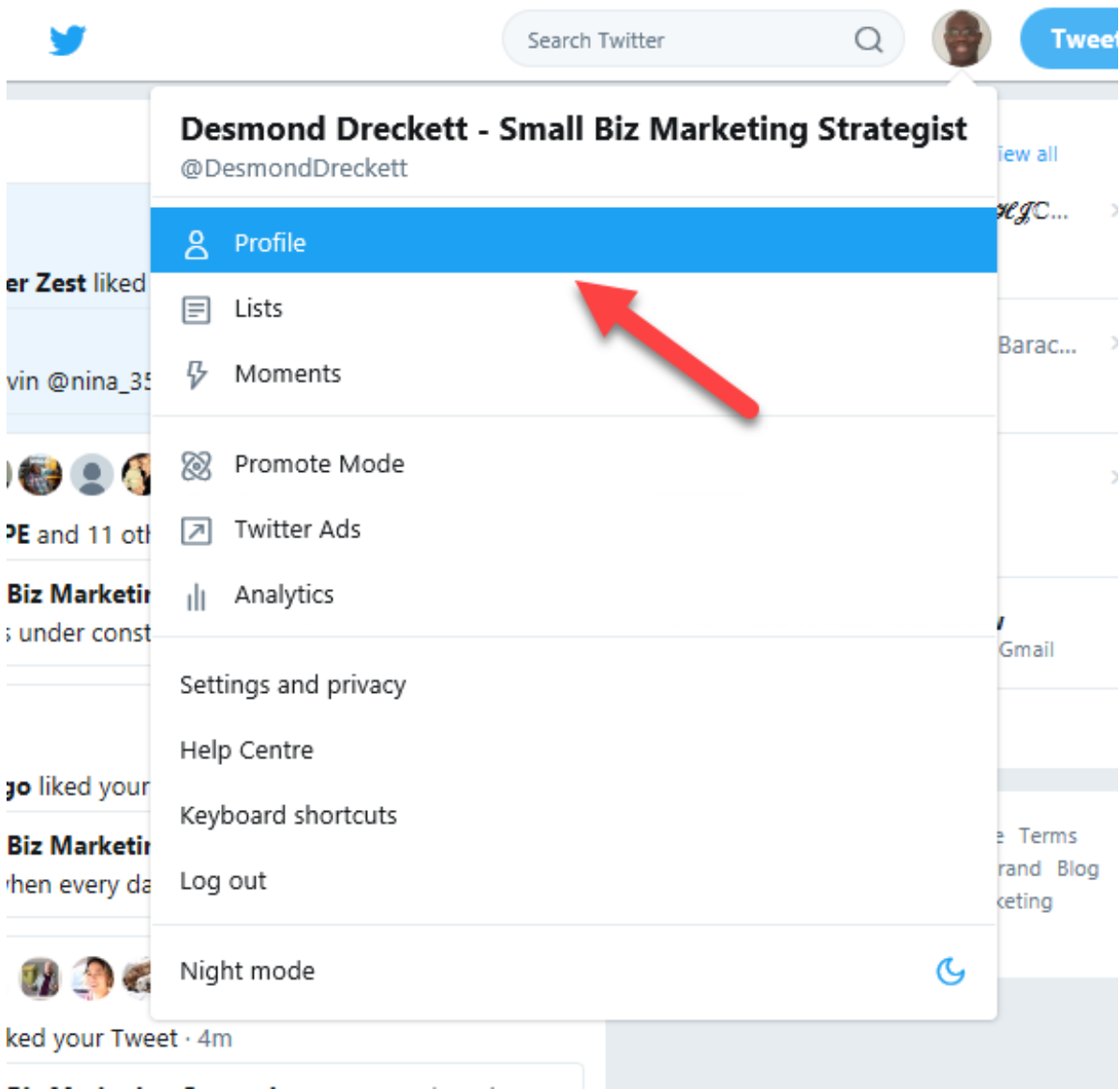
You need to keep things nice and simple and try not to use jargon that most normal people wouldn't use and simply wouldn't understand.

– To set up your Twitter profile, login to Twitter, then click on your profile on the top right-hand corner



– from here you want to select the first option which is your profile option.

– Click edit profile on the right-hand side



From here all the editable elements of your profile will now be open and you have the ability to edit to your heart's content.



You'll be able to change your header, your profile picture, the account name, description, where you're based, add a URL, change the theme colour and also add your birthday.

Please make sure **all** of these fields are filled in.

The header image needs to be professionally produced and not knocked up on your favourite graphics program. Even if you're on a budget, you can still get professionally designed header graphics from many different places (including from XenMedia).

Your profile photo will be visible on your profile page but it will also be visible on every single tweet that you post, so it's really important to get this part right.

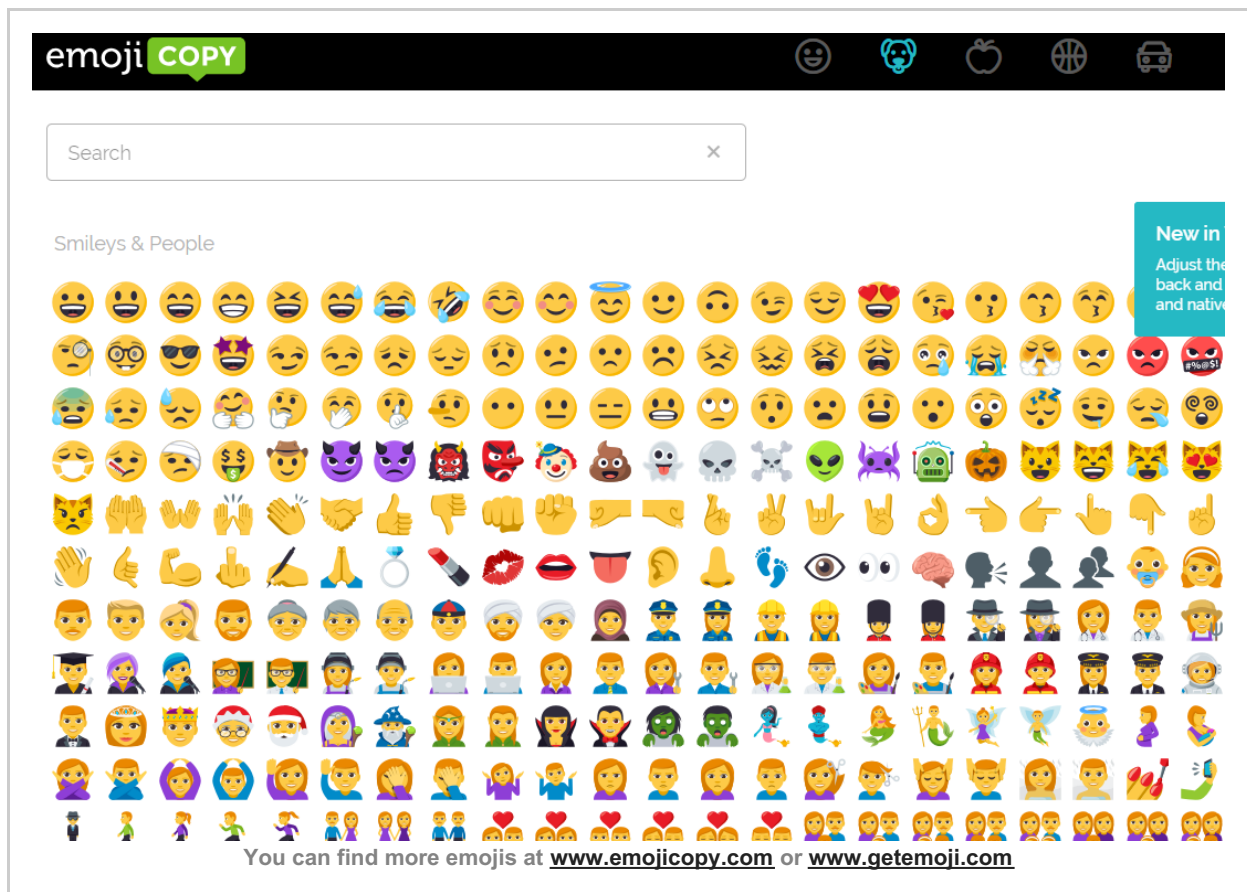
If you're a small business, I recommend placing an image of either yourself or a member of your staff as the profile image. I also recommend placing your logo somewhere in your header image; that way, it's a full representation of your brand and your business.

Why do I recommend this?

Studies have shown that Twitter accounts get a lot more engagement when there's a profile image of a person smiling. Conversely, there's a decrease in engagement when there's just a logo.

For obvious reasons this only really works for a small business and doesn't really work for a large corporate company.

## Use emojis sparingly



Emojis are those funny little characters you use to express how you're feeling on social media. There's no reason why you shouldn't use them, however, it can be really easy to slip into the habit of using them with every single tweet.

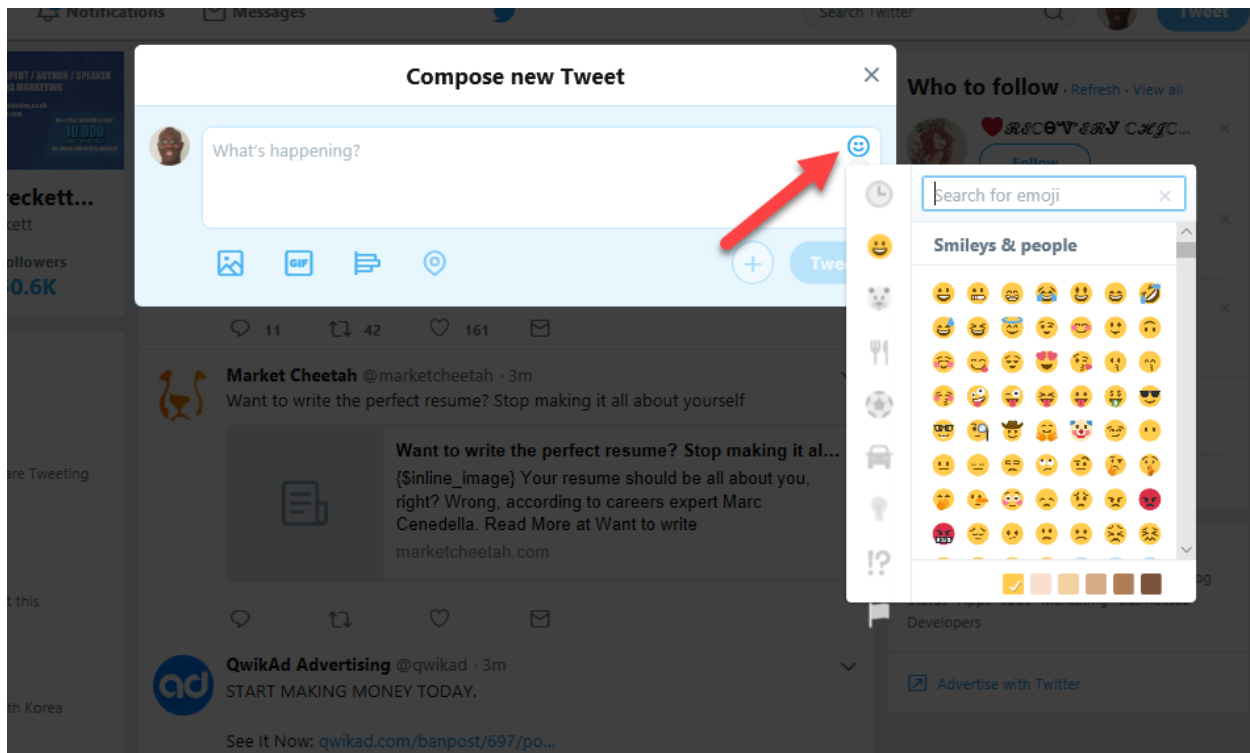
Not only is this really annoying, but it can also come across as unprofessional.

Depending on your niche and the type of brand you want to portray, we suggest using emojis sparingly.

There is no real fixed ratio of how many times you should use them – I'd probably recommend using them every 10 tweets (these tweets will normally be responses to a question or comment from one of your followers).

Emojis have been around for quite a while now and, to be fair, people are getting used to them, however, if you tweet a lot of content like I do and you respond as much as I do, then you'll find that using too many emojis will probably just upset and annoy your followers.

You can find the emoji symbols when you click the tweet button (located in the top right-hand corner).



So chill with the emojis...

## Follow those in your industry and network

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A lot of marketers fail to follow their industry peers and fail to follow those who follow them. I recommend following everyone in your industry and also those who engage with you (like, retweet, comment on your tweets).

Why?

The Twitter algorithm changes every single day but there's one thing that doesn't change: social media platforms will reward you when you follow and engage with like-minded people/accounts.

That's why I sometimes scratch my head when accounts have a very small follow number as if to prove to the world how popular they are. This is *kinda* stupid and could damage their brand in the long run.

Now, don't get me wrong; if you are Coca-Cola or Starbucks, the rate at which they gain followers makes it near impossible to follow that many people. As an SME you have the ability to follow those in the industry, their networks and really build those connections.

You'll find that you will receive a lot more engagement on your tweets and will increase your profile visits by following like-minded people/accounts.

## Engage with your audience

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As you'll hear me say (or write) in virtually every post I write about on Twitter, you need to engage with your audience and you need to engage with your followers – **this** is the key to an active Twitter account.

Again, Twitter will reward you by how many people/accounts you engage with. Virtually every social media platform will reward you for this.

As I said many times, social media platforms make money by placing advertising between tweets and posts, so doesn't it make sense for them to reward you, the more you tweet and post?

This doesn't just mean articles, blog posts, videos etc. – it also means engagements such as comments, questions, basic replies.

The more you can get into the habit of engaging with your audience, the more Twitter is going to reward you for keeping people on their platform.

If you didn't know this already, that's the main goal of a social media platform – they want people to stay on their platform so they can show you more adverts.

## Avoid too much automation (be real)

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I'm not going to sit here and be a hypocrite and say: Don't automate! I'm probably one of the biggest users of automation on Twitter, however, the reason I get a lot of engagement on my tweets comes down to what I said in the previous section; I engage a lot with my followers.

If you read most articles on social media, a lot of them promote the fact that you can automate most of your tweets and posts. The problem is relying on automation and thinking that you don't need to engage as much.

In all honesty, this *did* work really well in the past and it was a case of who tweets the most gets the most engagement. Fortunately, this technique no longer applies and many of those who previously used this technique have fallen foul of the new algorithm. Thank the gods

Social media platforms (specifically Twitter) are actively discouraging automating too much of your content – they have even gone so far as to ban the use of mass-posting of content to several different accounts.



I say “banned”; the two largest automation platforms which are Buffer and Hootsuite will not allow you to do this anymore (it’s physically impossible).

The funny thing is, I probably automate about 90% of the tweets you see on my account. The difference is, I have counteracted that by really engaging with my followers on a daily basis. In fact, I do this every single day.

Oftentimes I’ll ask people how their day is going, what they’re up to at the weekend (you get the idea)... These types of conversations lead to lots of comments and tweets back and forth between our accounts.

Twitter likes this – it means more people are staying on their platform for a lot longer due to this interaction.

What I’m saying is this: Automation is a great thing when it comes to time-saving activities. The only thing I recommend and ask you to do is be real and engage with your followers, so they know there’s a real person behind the account.

## RT, @, #, Like, DM? Get up to speed with Twitter lingo; Learn from Twitter’s glossary

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Getting up to speed with Twitter words and lingo means you are one step ahead of the competition.

**Here’s a link to the Twitter glossary:**

[help.twitter.com/en/glossary](https://help.twitter.com/en/glossary)



<b># (hashtag)</b> See "hashtag".	<b>@</b> The @ sign is used to call out usernames in Tweets: "Hello @twitter!" People will use your @username to mention you in Tweets, send you a message or link to your profile.	<b>@Username</b> A username is how you're identified on Twitter, and is always preceded immediately by the @ symbol. For instance, Twitter Support is @TwitterSupport.
<b>Alerts</b> Twitter Alerts enable public safety agencies to inform people during emergencies by highlighting critical time-sensitive content with notifications and a unique look.	<b>Block</b> If you block a Twitter account, that account will be unable to follow you or add you to their Twitter lists, and you will not receive a notification if they mention you in a Tweet.	<b>bio</b> Your bio is a short (up to 160 characters) personal description that appears in your profile that serves to characterize your persona on Twitter.
<b>bug</b> An internal error in our site code and functionality. If you see one, please point it out to @TwitterSupport by sending us a message.	<b>Connect tab</b> A personalized experience providing a fast and easy way to connect you to accounts you may be interested in, or to reconnect you with old friends on Twitter through your device's address book. <a href="#">Read more about the Connect tab.</a>	<b>cashtag</b> A cashtag is a company ticker symbol preceded by the U.S. dollar sign, e.g. \$TWTR. When you click on a cashtag, you'll see other Tweets mentioning that same ticker symbol.
<b>deactivation</b> If you deactivate your account, it goes into a queue for permanent deletion from Twitter in 30 days. You may reactivate your account within the 30 day grace period.	<b>follow</b> Subscribing to a Twitter account is called "following." To start following, click or tap the Follow icon next to the account name on their profile to see their Tweets as soon as they post something new. Anyone on Twitter can follow or unfollow anyone else at any time, with the exception of blocked accounts.	<b>Direct Messages</b> Direct Messages are private messages sent from one Twitter account to another account(s). You can use Direct Messages for one-on-one private conversations, or between groups.
<b>follow count</b> This count reflects how many people you follow and how many follow you; these numbers are found on your Twitter profile.	<b>geolocation, geotagging</b>	<b>follow(s)</b> A follow is the result of someone following your Twitter account. You can see how many follows (or followers) you have from your Twitter profile.
<b>follower</b>		

Go ahead and take a look at the many different words that professional Twitter users use and learn them.

## Don't make your profile private

For some reason, and it's a mystery to me, there are a few accounts (even business accounts, believe it or not?) that make their accounts private.

What this means is, unless you are following them and they are following you, you will never see their tweets, nor their engagement.

I don't think there are many of these, but if you have a business account and you've made it private, you need to switch off the privacy function on Twitter.

I can understand if this is your own personal account and you only want specific people to see your tweets. But, if you're a business, you want the largest possible audience to see your tweets so you can inform them about your products and services and also give people the ability to engage with you and your brand.

## Don't use too many hashtags

This is probably one of my pet peeves: People or accounts using too many hashtags in their tweets.

The strange thing is, this strategy actually works. If you write a tweet and you add *agazillion* hashtags, depending on your engagement level, the content of the tweet and the image, you will probably show up quite high in the Twitter rankings for these hashtags.



The only thing I would say is; to the vast majority of people, it looks really spammy and borderline annoying.

From my experience, people will follow and engage with you based on the quality of your tweet content and the consistency of those tweets.

You may get a lot of traffic to your tweets by using a lot of hashtags, but this is a short-term play with very few positive results. Yes, you may get a lot of likes and retweets, but this is more of a vanity project rather than increasing engagement from your followers.

If you studied those likes and retweets close enough, you'd notice that there are a lot of bots, fake accounts and some unscrupulous people who are liking and retweeting this content. I know the reason why, but to be honest, it's a part of a larger topic that's too much to go into in this article.

My suggestion would be to keep your hashtags to the minimum of around 2 or 3 per tweet. I've got a feeling that the strategy of placing lots of hashtags in tweets will probably die or be sneered at by Twitter in the future anyway.

Instead of following this really bad trend, I encourage you to keep your hashtags down to a minimum.

I've personally tried this vanity project and yeah, granted – it makes you feel great at the time with so many likes and retweets on a particular tweet. Looking at my analytics and stats, though, suggest that it really does nothing for engagement which is ultimately what we're all striving for.

## Location – make sure it's specific

Part of your Twitter bio is the location your business. A lot of businesses put the country they reside in as their location – unless you are a national or multinational company I strongly suggest putting your town or city in the location field on Twitter.

I get it... A lot of small businesses want to seem larger than they are to their clients. Unfortunately, this doesn't work as well on Twitter as you'll get rewarded in the Twitter search engine if you put the correct location of your business in the location field.

If you think about it, your customers and clients are going to be looking for local businesses to do business with on Twitter. They will type in either the location or #location – now, if you've entered either the US or UK as your location, you will never show up in the search results.

So, it's a good idea to place the location of your business on Twitter. Not only will this increase the traffic to your account, it should also increase the traffic to your website or landing page.



As you well know, people like to deal with people and if they can't deal with people directly then they want to deal with local businesses. I've done several tests on this – even in today's marketplace, your customers and clients still want to deal with local businesses.

Only when they can find a product or service dramatically cheaper, do they go the large corporate route, such as Amazon. However, as a supplier of products or services in your local area, you always win if you're accessible to the local marketplace.

## Not all Twitter widgets are good

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There are several widgets you can place on your website with regards to sending people back to Twitter. One of the widgets that I recommend you don't do this with is the timeline widget.

Why is this?

Since you've worked so hard to increase the traffic to your website/landing page/blog, the last thing you want people to do is to leave your website and be taken to another website, where the probability of them returning is close to zero, however, you'll find this is what most small businesses do when they have the ability to add this widget to their website.

I'm not blaming small businesses – this is pretty much what every business does and all they're doing is copying what they perceive as a good strategic move to show their clients and customers just how switched on they are with regards to social media.

Unfortunately, this is another vanity project... I'm sure it makes a lot of people feel warm and fuzzy inside, but in the long run, this is hurting your business.

The idea is to keep people on your website for as long as possible unless your goal is to get them to sign up for an eBook, a white paper, a video series or an old-school newsletter. The last thing you want to do after you've worked so hard to get them to your website is introduce them to ways of leaving it.

One widget I *do* recommend placing on your website is something called "click to tweet." In fact, this is more of a plug-in than a widget but I suppose we can place this in the same category as a widget.

So, what exactly does this do?

The "click to tweet" plug-in allows your reader to publicise a specific comment or some writing (normally found between the paragraph of a blog post) that you have inserted for them to share.

The good thing about this is, if your reader is logged into Twitter, they can share this comment without ever leaving your website – they simply click a button to post it to Twitter.

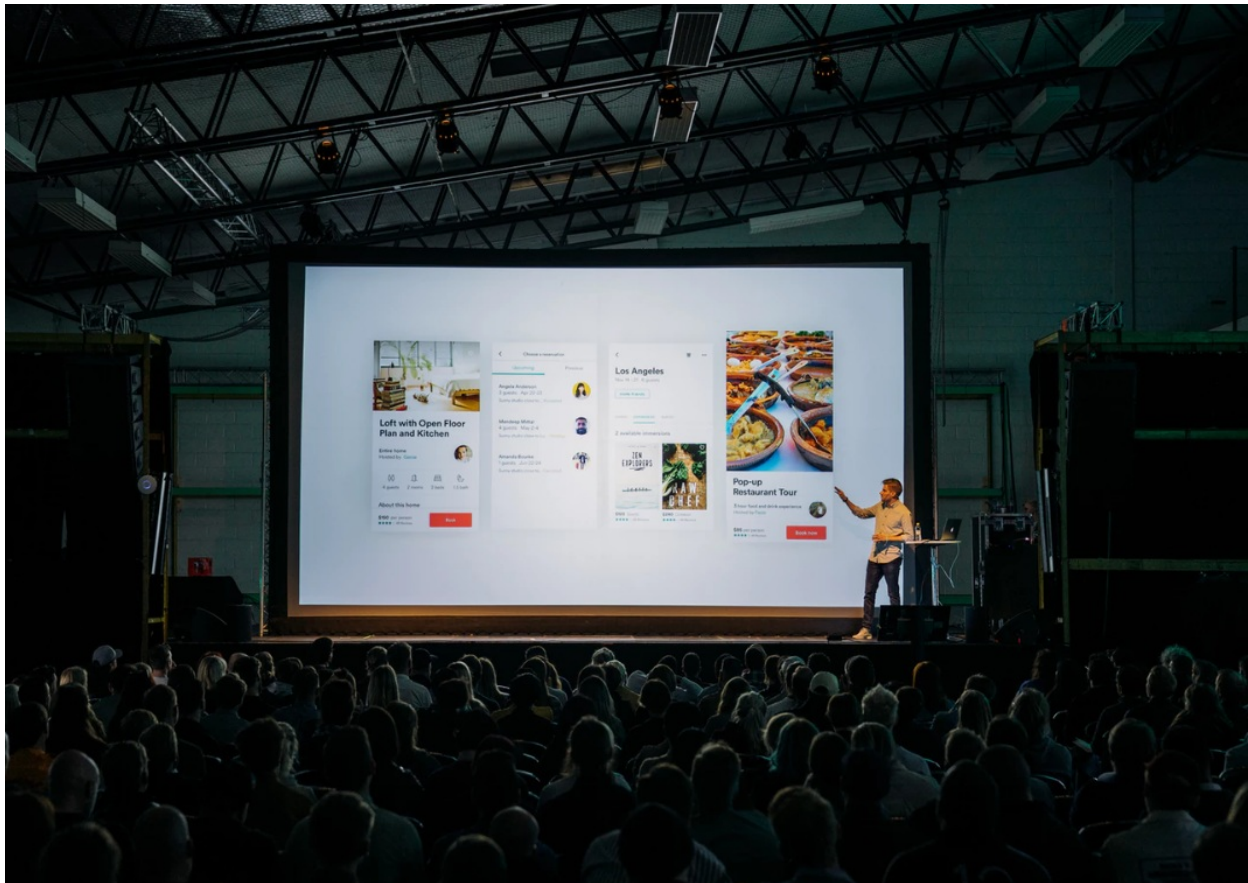
Another widget we recommend that you do have on your website is the sharing widget.

Depending on the platform you're using, this will most certainly be a plug-in such as **Sumo** or something like **Social Warfare**.

These plugins allow you to encourage your readers to share your content whilst never leaving your website.

## Tweet selected highlights from a conference or event

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This is something I've been really bad at in the past – tweeting at events or conferences.

Most events that you attend normally have their own specific hashtag and there's no better way of being part of a community than tweeting the same hashtag as another hundred or thousand people attending one of these events.

So, why do I recommend this?

Not only is this a fantastic networking tool for you, it's also a great way of people seeing who you are and increases the probability that they may consider networking with you.

Don't forget, there may have been a lot of people who weren't able to attend this event – the only way that they can get involved is to follow those tweets and engage with people who have used that hashtag for the event or conference.

Where possible, tweet out as much as you can. Use that hashtag because what you'll find is, even though thousands of people are tweeting that same hashtag, your account and your business will stand out a lot more just by the sheer frequency of your tweets.

In the marketing niche, it's very hard to get traction with this because everybody knows this particular hack. However, if you're not attending a marketing event, this is certainly something you can do to ensure that your name, your company and your brand stand out from the crowd.

## Link to articles and content posted with your own summary of why it's valuable

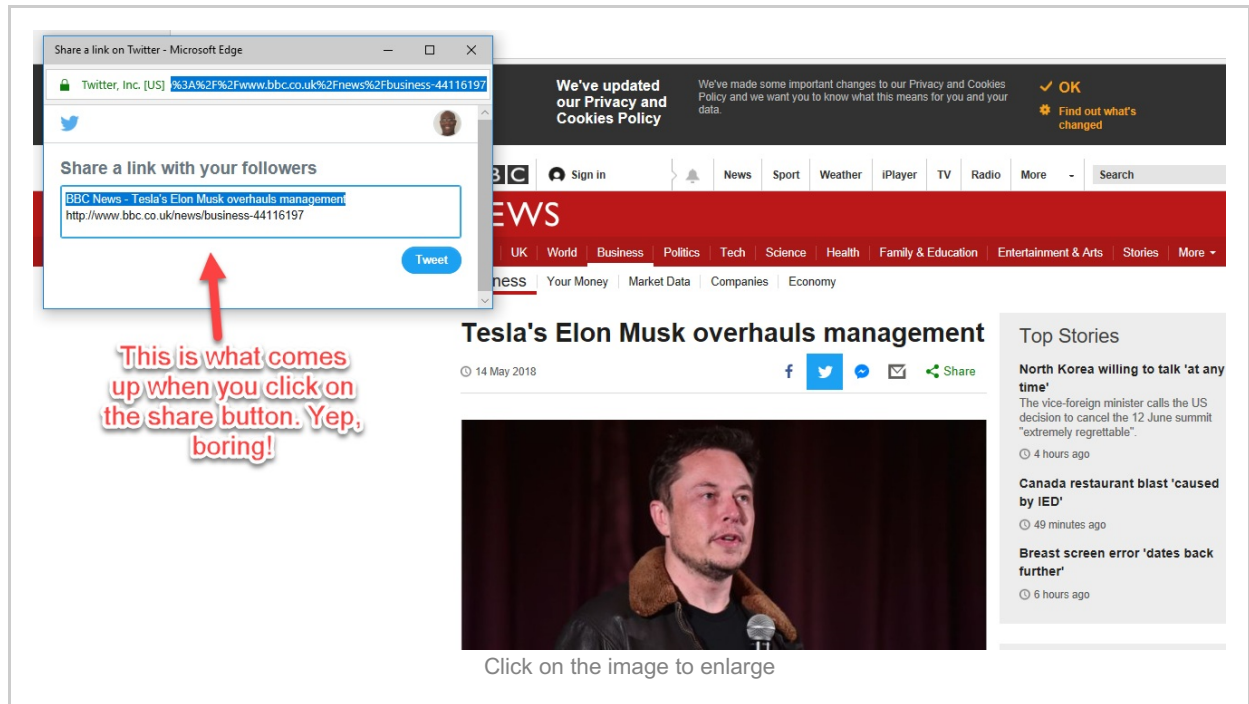
When you're sharing articles, don't just post a link with a small description of the article

provided by the website you're sharing it from. Why not write a little summary of your own thoughts on the article and then place the link to it within the tweet?

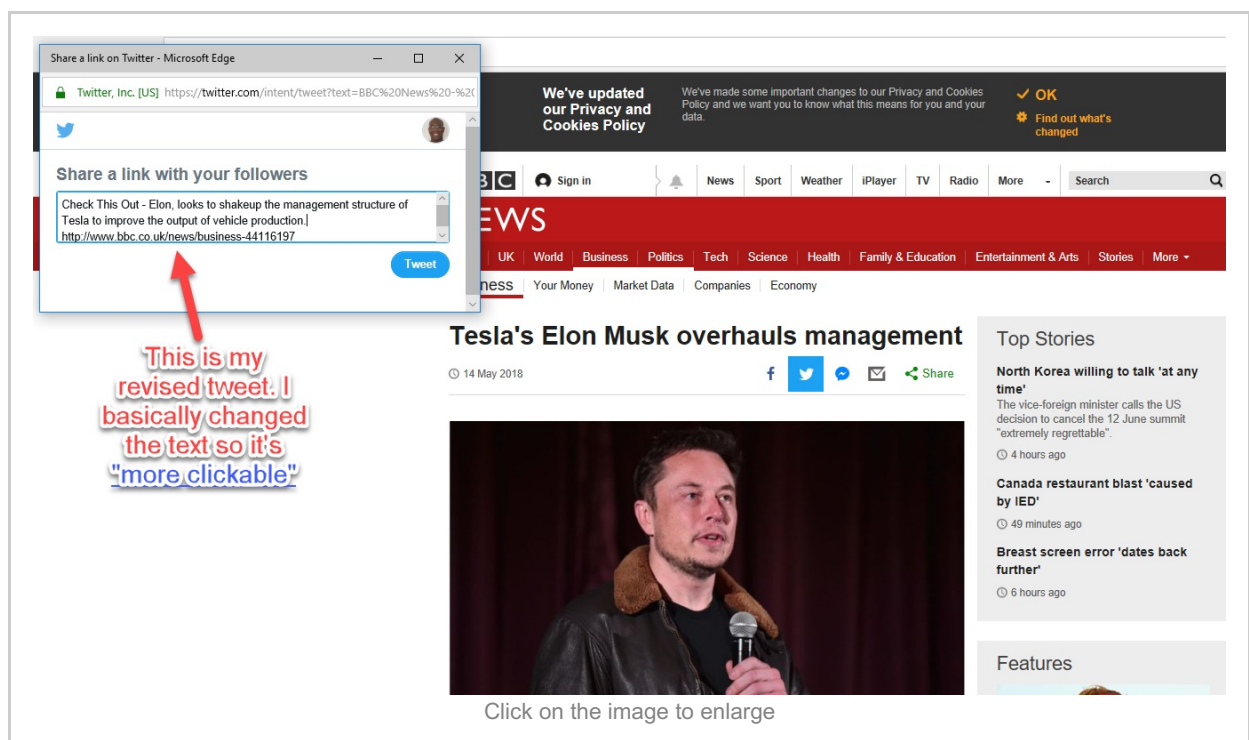
Not only are you using the power of automation, you are also combining that with a little dose of personalisation.

I can tell you for a fact, very few people are doing this because it means more work. However, if you choose to do this, it will certainly separate you from the pack.

The image below shows what happens when you share a link. The BBC website has already populated the tweet box. The way it reads is kinda boring, right?



The next image shows you how I edited the original tweet so that it reads better and improves the likelihood of someone actually clicking on the tweet.



You should also find that your interaction and engagement improves because your followers get a small glimpse of your personality, views and thoughts and will be encouraged to comment if they have their own views on this article.

## Post your own thoughts on your topic, industry and business

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This tip is a little different from the previous one where you are commenting on someone else's article.

With this particular tip, I'm encouraging you to post your own thoughts on the topic by way of a text tweet.

Now, these types of tweets are really powerful because you're not actually linking out to an article – you're merely posting your own thoughts on a topic.

The Twitter algorithms will love this because the spam levels are very low, you're not linking out to an article or website and, by posting a text tweet, you're not encouraging Twitter users to leave the platform.

Add all that up together and it makes a very strong and powerful tweet for engagement whilst at the same time following a strategy that Twitter absolutely loves.

Again, this will also separate you from the pack since very few businesses really tweet comments like this – you'll find that the vast majority of them are simply automating their tweets and not interacting with their followers.

## Spread your tweets throughout the day

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A lot of Twitter business users tend to post their content all at once within a 3 or 4-hour time frame instead of spreading their tweets throughout the day.

It's a fact that Twitter users will log onto Twitter at all times of the day and night and you never really know the exact time to post your tweets for more engagement.



Sure, as I have written about previously in several blog posts and in my Twitter course, you can find out what day and what time you get the most engagement on Twitter, but this is not set in stone.

Often times, the engagement I get on my Twitter accounts and those of my clients don't follow the rule laid out by the stats.

That's why you want to concentrate most of your tweets according to the stats and also have a few tweet 'outliers' posted at different times to allow you to catch those followers that aren't included in that group of stats.

For example, if most of your engagement is late afternoon/early evening, there's no reason why you can't schedule a few tweets in the morning too – it's just that the vast majority of your tweets will be concentrated late afternoon early evening.

## Respond to tweets which relate to your industry

By typing in your industry hashtag or simply just the keyword, you should find a long list of tweets related to your industry specifically. This is where I will encourage you to engage and interact with these accounts (*even if they are competitors*).

Where possible, you'll want to try to do this every day, because what you're doing is making real connections with like-minded people and even likeminded clients.

Not only will this put you on the radar of potential clients, it's another way to show that you are a leader in your field. They will get used to seeing you, your name and your brand on Twitter which in turn increases the **"like/know/trust"** factor I'm always talking about.

If you manage to do this consistently, you'll start to see your Twitter followers grow exponentially and you'll also find increased engagement on your Twitter account.

As you may or may not know, people like to talk and converse with people that are like themselves – that’s why you find Facebook groups so powerful because you are talking and exchanging views with like-minded people all in one place.

It’s so important to include hashtags in your tweets because you’re not going to be the only one doing this – you’ll find that other accounts on Twitter are doing the exact same thing and looking for likeminded people to talk and converse with on Twitter.

## Follow back – if people follow you and they look interesting, follow them back

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I can never really understand why most Twitter accounts don’t follow people who follow them... I get that they don’t want to follow someone who is not in their niche, but if they *are* your niche, why not follow them back?

I tend to take a different view and follow everyone who follows me – not because I’m interested in the content they’re tweeting, but because there is more opportunity for my tweets to be retweeted by my new followers, thus reaching more people.

Every person who retweets one of your tweets is basically saying to the world: “Hey, look at this guy’s tweets, I’m willing to share that with you, my followers”.

Yeah, I know this sounds crazy, but if you think about it logically, this is what they are actually doing when they retweet one of your tweets. I think a lot of people don’t follow others back because they don’t want their Twitter home feed clogged up with content they’re not interested in.

This is the wrong way to look at it...

If you’re using Twitter for business, most of your time should be spent in the “Notifications” tab.

This tab will show you all of your engagements and interactions in one place. That means everyone you followed who are tweeting in your stream will never really be in your notifications unless they have engaged with one of your tweets.

That’s why I encourage everyone to follow people who followed them.

## Stay on message (most of the time)

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If the idea is to become the main authority in your niche, then I recommend that you stay on message most of the time.

What do I mean by this?

Think about it this way; what do you want to be known for when somebody says your name or they see your name spring up in their notifications tab? What is the first thing you want people to think?

That's why having a very strong theme to your Twitter feed is **so** important.

I have no problem tweeting about the news of the day, celebrity deaths, etc. but the main feed for your business **must** be on topic 90% of the time.

You want your Twitter account to be a place where people know what to expect when they land there and know that the tweets they'll find will be on topic.

This is no easy feat because it means you're under pressure to continually source and curate great content as well as produce and publish your own.

The only thing I would say is, it helps if you stay on message and generally tweet about things your followers would find interesting and would be willing to share.

**Write for your particular clients and customers (find your Twitter persona)**

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One of the best ways of growing your Twitter account and increase engagement is to ensure that you are writing your content and crafting your tweets whilst keeping your Twitter persona in mind.

What do I mean by Twitter persona?

Depending on your niche, the content you're producing needs to be focused on educating and entertaining the people who are following you.

These followers aren't just anybody – they generally meet certain criteria of demographic (age, gender, location, etc.), are in a certain income bracket and, if you're doing things correctly, are into the same things you're into.

You can easily find this out by going into Twitter Analytics. Have a look at what sort of content interests your followers, their age, gender, geographical location, etc.

Once you have a good grasp of this, you'll then be able to use it as a basis for your Twitter persona and start producing and curating content to fit.

## Make sure it's not all about you – make sure it is all about your followers

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Following on from the previous point, once you know your Twitter persona, everything you do from here on out needs to be about your followers and no longer about you.

You see, we're a selfish bunch and are always looking to see what's in it for us – you might not think this is the case, but I can assure you it is... Whenever you come across someone's profile, you're always looking to see whether your account and their account would be a good fit. We're constantly on the lookout for people who look like us and sound like us. When we find that account or person, we are much more likely to follow and continue following them as long as that remains the case.

So, it's a good idea to constantly ask questions, set up Twitter polls that ask questions and be generally interested in your followers and what they get up to.

If one of your follower's comments on one of your tweets, reply, say 'thanks' and ask them what it is they liked about it.

Obviously, you can't really do this for every single tweet, but you need to make a habit of asking lots of questions so you can better know and understand your followers.

The Twitter accounts that do this generally have a lot of engagement and have no problem increasing their following on Twitter.

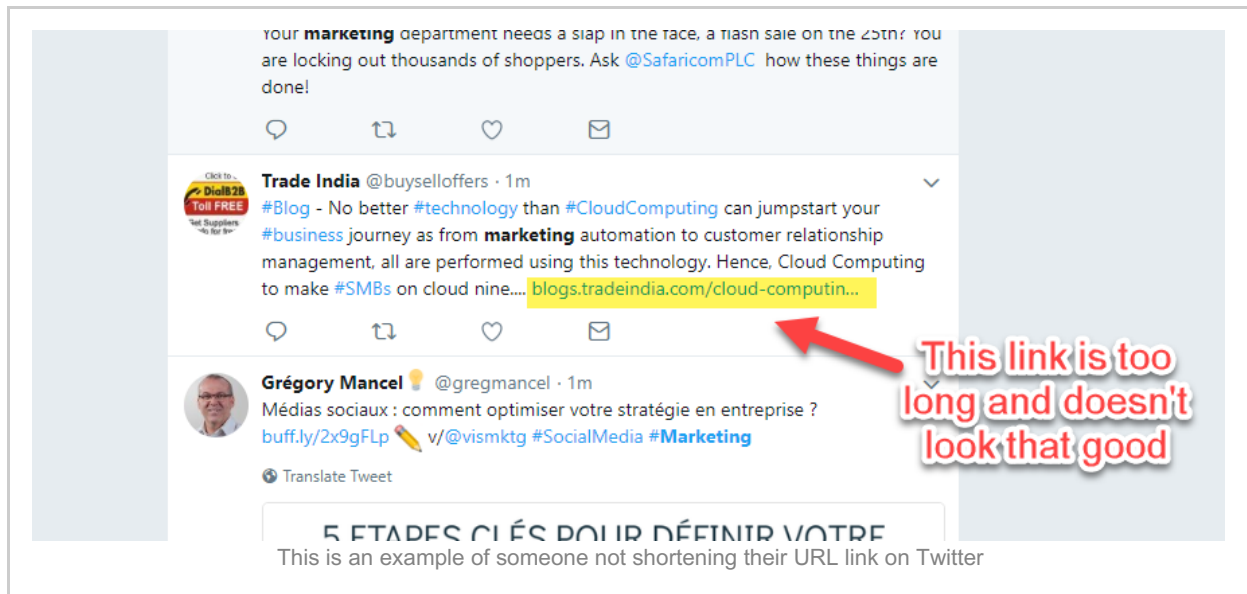
The accounts that *don't* do this have exactly the opposite, virtually zero engagement and they struggle to increase their following.

**Whenever you post a tweet, always make sure that you shorten links.**

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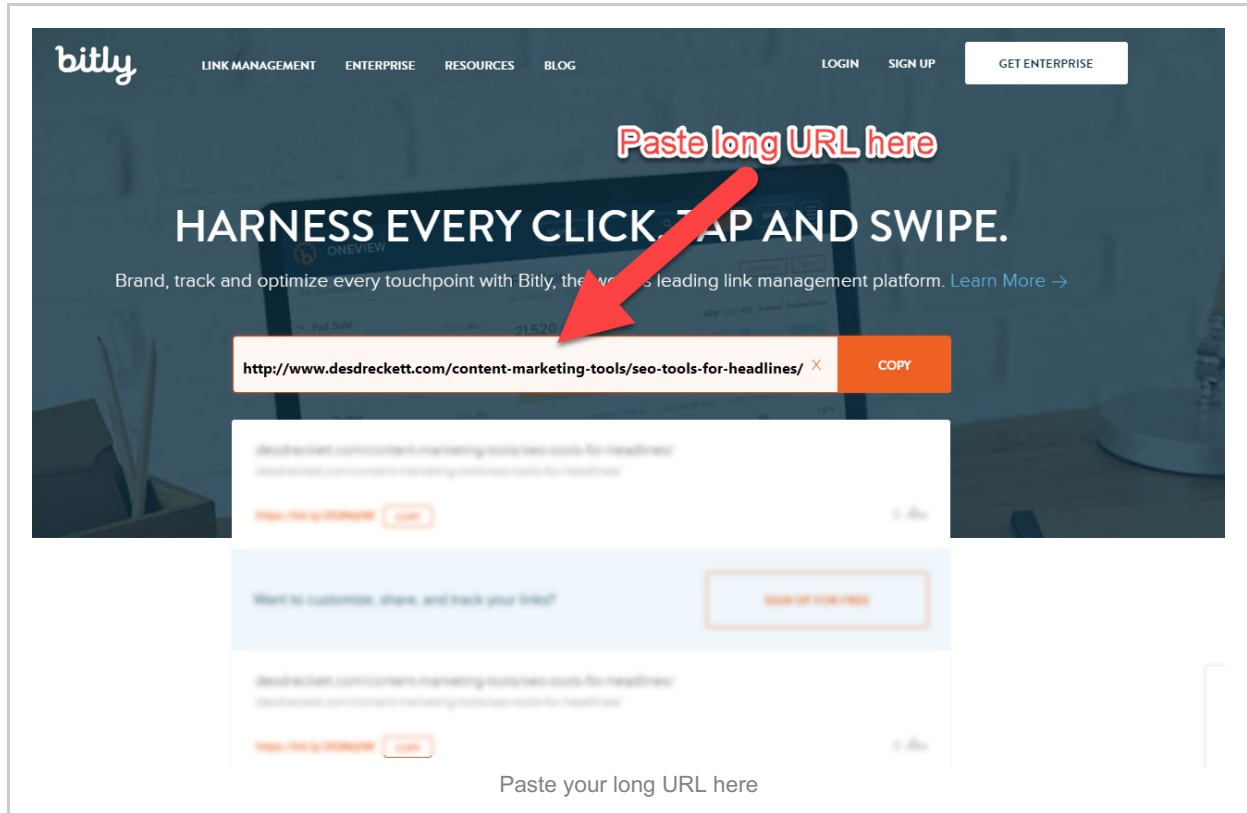
What do I mean?

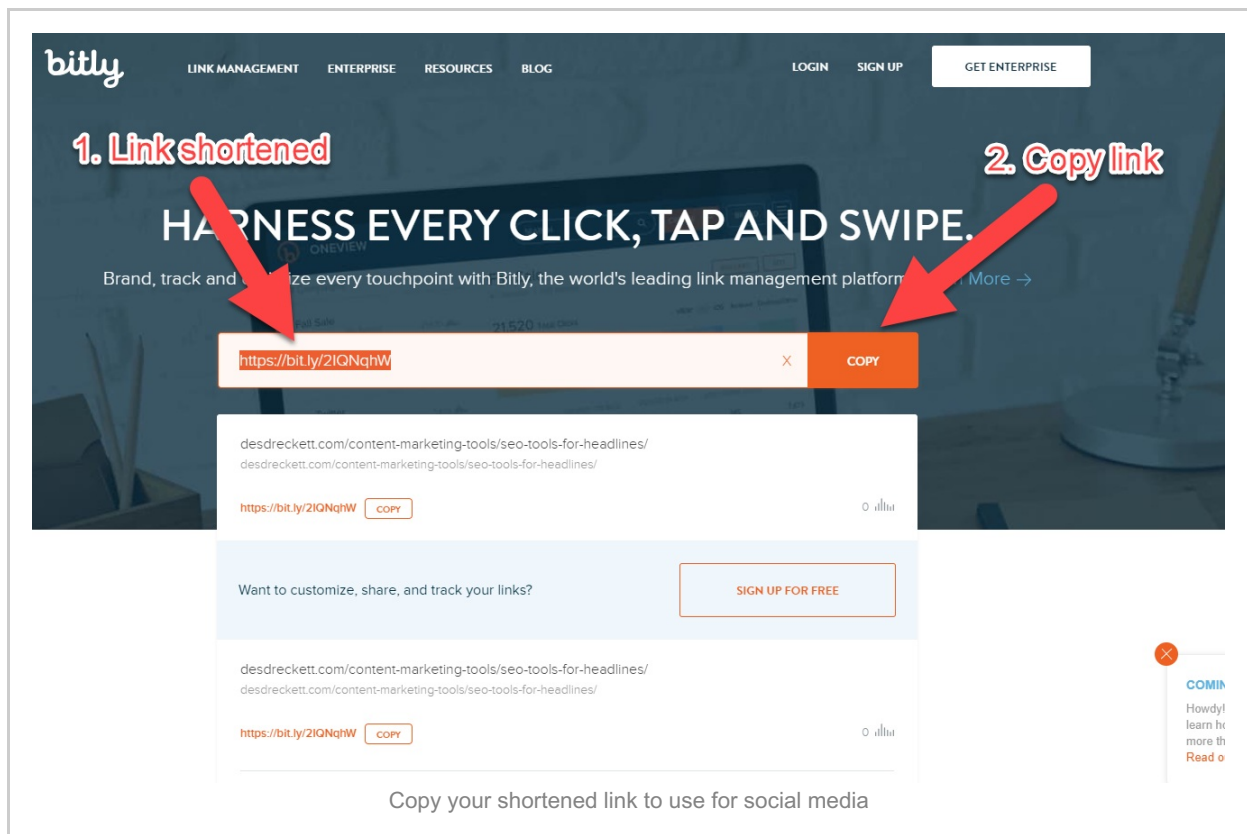
Most web pages have a very long URL or web address and when you include that web address in your tweet, it looks quite bulky and takes up a lot of room.



If you've chosen to use one of the major scheduling tools like Buffer or HootSuite, you can easily shorten your tweets with their shortening tools.

If you aren't using one of those software sharing platforms, I suggest you use a tool like [Bit.ly](https://bit.ly).





So, why is this a growth hack?

The people following you are following several different Twitter accounts and they will only engage and share your content *if* they like what they see.

If your tweets are continually using really bulky web addresses and URL's, then you're likely annoying your followers just like the multiple different hashtags in a tweet I mentioned earlier.

By using a URL shortening service, you're making your tweet compact, easy to read and better still, professional!

## Never sell!

One of the biggest mistakes people make on Twitter is trying to sell their goods and services by way of promotional tweets.

This is a big turn-off for most of your followers, as when they log onto Twitter, they are not looking to purchase something – in fact, this is the same for any social media platform you use.

If you are ever looking to promote anything on Twitter, you have to position yourself as an educator and as someone they can trust first, before you offer them something.

That's why it's a good idea to use what we call lead magnets.

The idea is to give them something of value in exchange for their name and email address. You'll then have the ability to communicate with your prospect via email marketing.

*This* is when you offer really great value on a regular basis and is the best time to promote your products and services every now and again.

Doing it this way is not only great for keeping in touch with your prospects, but you now have the ability to continue to educate and entertain them whilst sprinkling some marketing messages in between your regular messages.

That's the best way to sell to your prospects – never use your tweets to do this!

If you never sell on your Twitter account, then keeping and adding followers should be quite straightforward.

## “Curate” excellent content for your followers daily (give them a reason to come back)

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I've mentioned this previously and in other blog posts on here; not only do you want to curate content for your followers, you also need to have it in mind to curate excellent content for them on a daily basis.

This may sound like a lot of work... Unfortunately, it is.

Curating and publishing good content on a regular basis is no easy feat and it will take a lot of time and effort. But, this is what separates the average from the extraordinary.

If you can't be bothered to do this, then don't expect to get good results, high engagement, more interaction and more followers on your Twitter account – I can tell you now, it won't happen.

So, what do I mean by excellent content?

To be seen as a leader in your niche, you either need to produce the content yourself or find suitable sources to curate from.

Here's what I do...

I'm on the constant lookout for really great pieces of content that are being shared online and I make a note of the URL so that I can use it as a reference point for later.

I'll be upfront and honest with you, most of these websites don't generally post a lot which means you have to have a list of a lot of them to make this strategy work.

Think about it... It's impossible for most of these websites to post 5000 to 15,000-word articles each day and if they *are* doing this, I can guarantee you they aren't quality articles but, the ones that do, can't do this daily and there's a lot that can't even do it monthly.

*That's* why you need a long list of quality websites posting quality content to curate from.

That's the secret!

## Ask questions

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Find out more about your followers – I briefly mentioned asking questions about your followers earlier. However, in this part of the article, I really want you to go that one step further and ask like you mean it.

The best way of doing this is to reply with a retweet that also asks a question.

So, why is this different?

If you send one of your followers a personal message, this message can only be seen by the two of you and no one else. By retweeting a comment they have made in return along with your own comment, each and every person who follows both accounts will see this conversation.

This does two things: It shows that you are authentic and genuinely interested. It also shows everyone else the exact same thing but in a more public way.

If you do this right, you will encourage other people to jump into the conversation and add their own two cents.

This is where the rubber really hits the road because having a continuous conversation in your feed is public relations gold! This is what will set you apart from your competition – the fact that you're having multiple conversations with lots of followers encourages others to support you and look to return to see what else you have to say the next day.

I appreciate and understand that not everyone has the time for this and that's unfortunate... What I will say is, if you do make the time to do this, it'll be much easier to promote your lead magnets and get people to sign up to your email list when you build up this kind of trust and authority.



## Open up and tell them a bit about you

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People like to follow *people*, not accounts. This means you'll get a lot more engagement if you open up about yourself and show people the real you.

You may not think that this would be appropriate for a business account, but it really is.

If you think about watching a film for the first time, what the writer needs to do is introduce the characters of the story and also give you a little background into who they are and where they've been. They don't do this for the hell of it – they do this because they want you to understand the characters and even feel something for them before they go into the rest of the story.

You need to do something very similar. If you're having a bad day, a good day or something to celebrate, why not tweet about it?

This is a surefire way of increasing your engagement when you open yourself up to your followers. Now, don't get me wrong, I don't mean telling everyone your deepest, darkest secrets – you can do this when you write your next book

I'm talking about giving them a little snapshot of who you are, the things you like, the things you don't like, what upsets you, what gives you joy and show them that you're real.

I guarantee you, if you do this once in a while, you'll really get to know who your followers are and they, in turn, get know who you are... You'll be surprised at the response – like I said, people want to follow people, not accounts.

## Show up every day

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The header says: "Show up every day" – what I really mean is, tweet something personal in your account every day and be consistent with that.

I'm probably one of the biggest supporters of automation and I use it all the time, however, I truly believe you can have too much automation and oftentimes you can forget to show up and just let the software do its thing.

Automation is great for productivity but *really* bad for your personality online.

That's why I said it's a good idea to show up every day (preferably in the morning before the day starts) and to simply tweet something personal that people can relate to.

There are so many Twitter accounts that tweet for a couple of days and then leave it for a couple of days. This may have been ok in the early days of Twitter but with so much content and so many accounts tweeting content on a daily basis, I don't believe you can do this anymore.

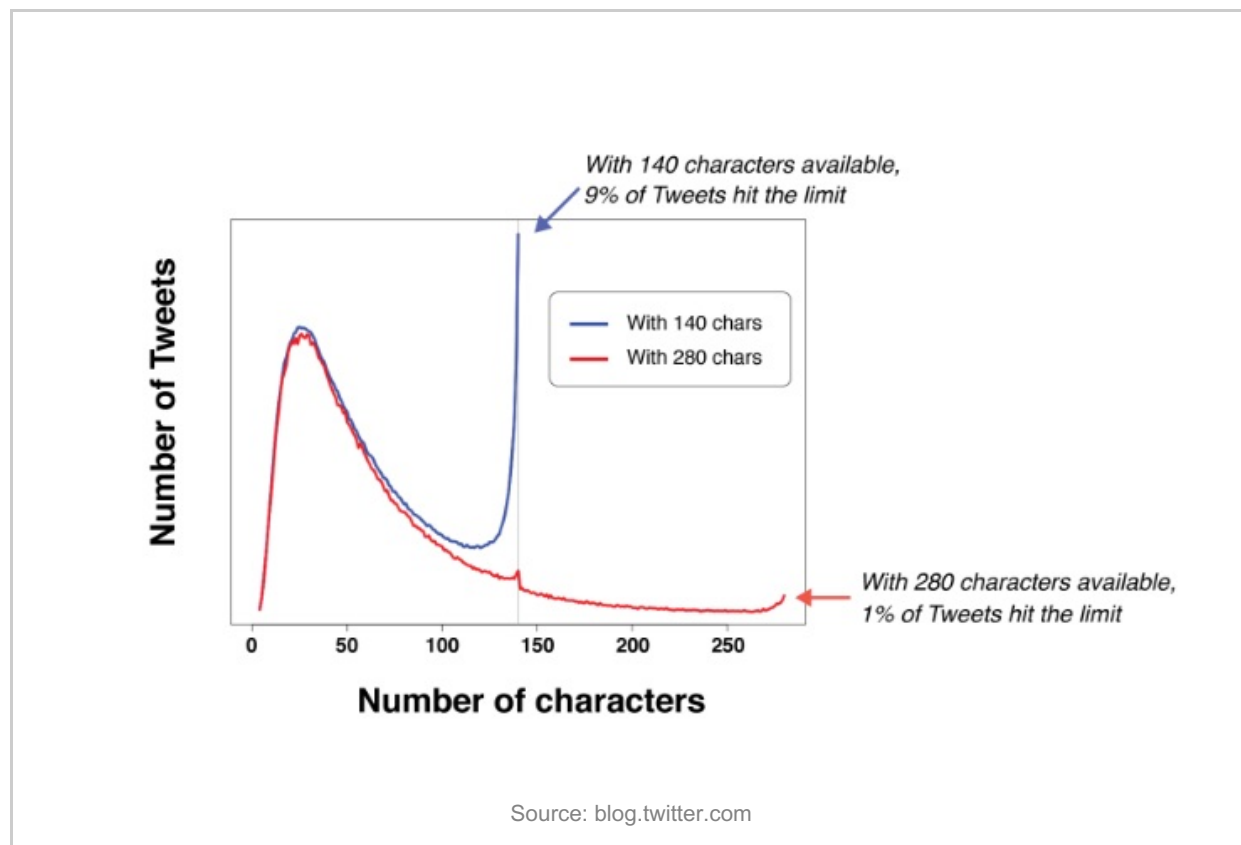
My best advice would be to automate the vast majority of your tweets and then sprinkle a variety of your personal tweets in between them.

Now, you don't necessarily need to do this at the weekend because no one is expecting you to be on Twitter 24/7 but I would encourage you to do this Monday to Friday.

If you tweet every day and you're consistent, you should be able to really grow your Twitter following and engagement so that when you are looking to promote one of your lead magnets, you should get a decent response.

## Take advantage of 280 characters

On the 7th of November 2017, Twitter increased the number of characters in a Tweet from 140 to 280 characters. They found that more people were hitting the 140 character limit than when they increased the maximum characters to 280.



In simple terms, it means you could add more content to your tweets than you could before.

I'm not suggesting that every single tweet needs to use their maximum allowance of 280 characters but I truly believe if you have something to say, take advantage of the increased limit.

If you have a lot to say, you now also have the ability to produce a stream of tweets that link to each other. This means, if you have a lot of content to tweet about, you can do this by linking together multiple tweets in a row. Once your follower clicks into one of those tweets, they have the ability to see the whole stream of tweets (because they are linked).

At the time of writing, there are very few people using this tactic – I don't think it's because they don't want to, I genuinely think they don't know about it or didn't know it was possible.

This is another way that you can separate yourself from the herd.

**Note:** I wouldn't encourage you to do this too often – it's only a good idea to do this if you have a lot to say on Twitter and the topic is the same.

## Stop measuring success by follower count (measure it by engagements and interactions)

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I'm going to be a little hypocritical here and I'm going to ask you to stop measuring your success by your follower count.

Throughout most of my articles, I encourage every small business to increase their following so that the number of eyeballs seeing your content increases and, in some respects, I still want you to do this.

The only thing you need to do is not measure the success of your account by the size of your follower count.

The idea is to increase engagement and interactions on your tweets rather than trying to build a large following on Twitter.

If anything, I think the two go hand-in-hand. The more engagement and interaction your tweets receive, the better chance you have of increasing your following.

It's much better to wake up in the morning and see that you have a lot of comments and questions rather than seeing your follower size increase – it is better for your brand, your business and will serve you better in the long run than simply increasing your following.

Too many people think they're not succeeding on Twitter because their following is so small, but you don't need a large following to be successful. In fact, there are many people with thousands of followers who receive very little engagement. It's not the be-all and end-all and you shouldn't be measuring your success by it.

## Respond when people @mention you

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The term @mention on Twitter means someone has used your Twitter handle to reply or comment on one of your tweets.

It's really important to take a note of these people who do this, bearing in mind the vast majority of your followers don't.

What this person is saying is, they appreciate you and they want to get your attention (hence the reason they used your Twitter handle).

Each time somebody uses your Twitter handle on Twitter, you automatically get a notification. Most people and most companies ignore these on a daily basis and this is where most accounts go wrong.

My advice is to respond to these people and, if they continue to use your Twitter handle as either a response or a comment to one of your tweets, I suggest you place them in a separate Twitter list labelled "people you talk to on a regular basis".

Depending on your niche or market, these might be potential clients or even joint venture partners later down the line.

## Assume everything you tweet is PERMANENT

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Unfortunately, Twitter doesn't give you the ability to edit your tweets which means if you post something that you either don't like, made a spelling mistake on or was a bit too harsh within the tweet, your last port of call is to permanently delete it.

If you keep deleting tweets, they will still show up in somebody's feed, but when they go to click on this tweet, Twitter will inform them it has been deleted – I'm quite certain that your followers will get fed up with this pretty quickly. That's why it's so important to read through your tweet a few times and make sure you realise that once it's out there, it's pretty much permanent.

If you get used to doing this on a regular basis, you'll find that you'll make fewer mistakes and won't be deleting as many tweets as you used to.

## Don't spam people

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A person's tolerance level on Twitter is not the same as it used to be and people will not allow you to spam them anymore.

By spam, I mean sending unsolicited messages as soon as they have started following you or leaving a comment in one of their tweets, promoting your product or service.

What you'll find is you'll start getting a lot of unfollowers if you make a habit of this. Now, I can't be certain of this, but I'm pretty sure the Twitter algorithm will pick up on this and will devalue tweets from your Twitter account, ie. Twitter will show your tweets but give it less priority in somebody's feed if they see that your account regularly spams people.

To be honest, it's good practice not to do this anyway, regardless of the algorithm – what used to be a pretty solid marketing strategy is now unacceptable among social media users.

## Update your profile picture regularly

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I didn't realise the profound effect changing your profile picture had until I started doing it on a regular basis.

Why do this and why is it so important?

Similar to editing your bio descriptions every now and again, I think it's important that you update your profile picture regularly too.

We all have changing hairstyles and different grooming methods that can sometimes completely change our appearance. Don't believe me? Go ahead and take a look your passport photo and see how much you have changed.

As you change, you need to update all your social media profile images so that people know who you are and who they are engaging with.

I can't tell you the number of times I've started talking to somebody on Twitter, only to find that they look nothing like their profile image.

It also keeps your Twitter account fresh for your followers so that they know it's not just a robot at the other end.

Depending on the sort of engagement you have with your followers, you're likely to get quite a few comments about the change on both of you all Twitter bio and also your Twitter profile image.

## Change your visual branding every 6 months

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Changing your visual branding is very similar to my previous point in changing your profile image and bio description. By visual branding, I mean your Twitter header.

I recommend changing this every 3 to 6 months as a complete refresh.

Again, your Twitter followers will start recognising that you're taking Twitter seriously, will likely engage more because they see you as an authority that likes to keep their Twitter account fresh and up-to-date.

## Update your Twitter bio every 6 months

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As I've mentioned, updating your Twitter profile is a *must* so that people know that they are talking to a real human being behind the brand.

Therefore I suggest updating your Twitter bio description every six months to reflect *exactly* where you are, what you do and more importantly, what you can offer your followers.

## Expand the Twitter conversation to your blog

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One of the easiest ways of increasing traffic back to your website is by taking the conversation to your blog.

What exactly do I mean by this?

I regularly get people asking me questions on Twitter about various things to do with business and I respond to them as quickly as I can.

If someone doesn't fully understand exactly what I meant in my comment or they have further questions, I will either send them a link within the tweet or send them a private message with a link back to a particular point in one of my articles that answers their question.

I don't think this particular technique is anything new but what I do know is very few people are using it as a traffic generator for their business website.

Don't forget, one of the main reasons you're using Twitter for business is to publicise your business and get your brand name out there, however, sending traffic back to your website and capturing that prospect as a lead should be at the very top of your agenda.

If you're helping somebody and educating them, then collecting their name and email address at the same time means you're basically killing two birds with one stone.

In essence, you're helping them initially by dealing with a query and then looking to help them in the future too!

## Have a clear objective (branding, lead generation or both)

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If you've been using Twitter for any length of time, you should know exactly what your objectives are. Are you using Twitter for business for the sole purpose of branding, lead generation or both?

I know you would think that both would be the most popular option but not everybody uses Twitter for the same reasons.

This is why it is so important to have a clear objective in mind when using Twitter for business as it will determine what type of content you're producing and what type of content you are sharing with other accounts.

If the main reason for using Twitter is branding, you can afford to tweet less but make sure you're producing lots of branded videos, branded infographics and using storytelling to publicise your brand.

If your sole purpose is to use Twitter for lead generation, your strategy should be to **produce lots of content** via content marketing which means producing lots of articles, videos, infographics so that you can keep encouraging people to return back to your website to consume that information.

If people are returning back to your website on a regular basis, the likelihood of them

signing up for one of your lead magnets increases *exponentially*.

A little bit more advanced, you also have the ability to place a cookie on their browser which means you can either re-market or re-target them with advertising on platforms such as Facebook and other websites they browse that offers the means for you to advertise.

If you're not in the position to produce lots of content for your business, what you really do need to be doing is curating really great content and placing your own content in between the curated content, but more strategically.

What do I mean by this?

By now, you should have some sort of idea of when your Twitter followers are online and most engaged. If you know this, then you'll also know exactly when to schedule your personal content so they see it at a time of your choosing.

Just to be clear, this is a short-term strategy and your main focus needs to be on producing and tweeting more of your content than anything else – that way you'll be able to increase the traffic back to your website.

If the idea is to both publicise your brand whilst collecting leads, it's simply a combination of doing all the things that I talked about above in unison.

## Add personality to your tweets

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Adding personality to your tweets means being yourself on a daily basis. Due to time constraints, it's always a good idea to schedule your tweets in advance. Unfortunately, a lot of people get carried away and probably do this far too much.

Adding personality to some of your tweets like commenting on the news of the day, what you got up to at the weekend will set you apart from the pack as very few people can be bothered to do this.

You should see increased interaction and engagement on your account since, as I always say, people like to talk to people, not businesses.

## Use a classic icebreaker (share a common connection with a stranger)

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I recommend starting a new conversation with a stranger every day on Twitter.

This is not as hard as it sounds.

As long as your strategy is to increase your following each week, you will always have new comments on your tweets every day. Granted, most of these comments will be from your regular followers but you also get a lot of new comments from new followers who have never spoken to you before.

As long as the comment is something related to your niche or your point of view, then it should be pretty easy to share a common connection with a stranger.

If you manage to strike up a regular conversation with this person, be sure to add them to your list of people you talk to regularly.

If you're not social, get an intern or another member of staff to manage your account(s).

Depending on how savvy you are on social media, you might want to get someone else on your team to manage your social media account and, more specifically, your Twitter account.

In fact, I recommend you do this as a way of getting the whole team involved in engaging with prospective leads and clients.

So, who should you choose to do this for you?

Anyone who is used to using social media on a regular basis would probably make the best candidate and, dare I say it, would normally be someone of the younger generation.

Depending on the size of your business, I would suggest getting even more people involved by giving them their own Twitter business account, for example, different departments within your organisation.

This means you're hitting social media on several fronts and your customers and clients will see if your business is willing to engage on social media, unlike your competitors who generally keep it at arm's length.

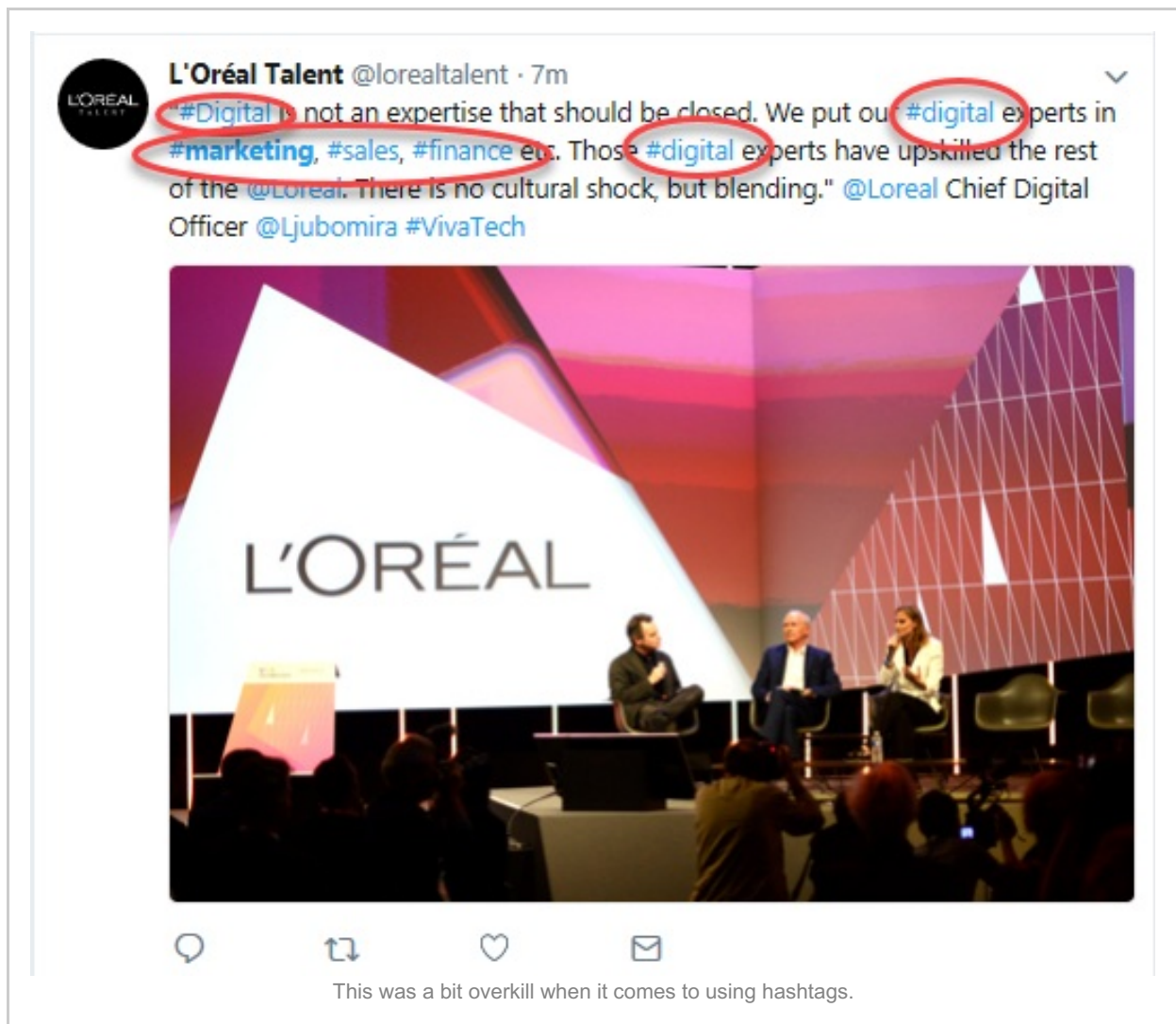
## #Don't #hashtag too many #words in a #sentence

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What do I mean by 'using too many hashtags in a sentence'?

I think it's a good idea to have a simple headline in your tweet, followed by a short description, then the link, then your Twitter handle and then leave hashtags till last (separately).





There's nothing wrong with having the odd hashtag in your title; for example, if it has one of your keywords in – just don't include too many of them.

Having too many hashtags in a sentence makes the tweet look really spammy and for some, it's either hard to read or just a turn-off.

Now, I understand why there are a lot of accounts cramming their tweets with hashtags at the moment because including lots of hashtags in a tweet means you have a greater chance of that tweet being found by people doing a search for the hashtag on Twitter.

This strategy is working at the moment but I'm kinda guessing that Twitter will come down on the strategy in a big way at some point.

Of course, you're welcome to do this until it happens but I wouldn't recommend that.

The practice of including two or three hashtags in your tweet and then leaving them at the very end of the sentence is the best practice.

## Strategy

Proven headline formulas:

The best type of articles that work online are articles that used the “list strategy.”

For example “The 10 Best Reasons to use Twitter for Business” or ” The 5 Best Ways to Get Flatter Abs”. Since these work so well online, they work really well on Twitter as well.

Check out my article – [\*\*18 Fantastic SEO Tools & Links To Help You Write Amazing Headlines\*\*](#)

I’m not suggesting that every single one of your articles needs to use this strategy – just keep this in mind when you’re looking to write content, not just for Twitter, but for social media in general.

“How to” and “How do you” titles also work really well on Twitter as a lot of people are looking for general information to answer their questions, for example, “How to train your cat to use a catflap”.

## Target a shark

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Targeting a shark basically means writing a piece of content that includes one of the major influencers in your industry and tagging them in a tweet on a topic you think they might find interesting.

This doesn’t always work since a lot of people know about the strategy and the ‘Shark’ is continually getting notifications that people have included them in a piece of content they have written and more regularly in a tweet where they have been tagged.

If you do this effectively, you have a very strong chance of getting a lot of engagement on a particular tweet and sending lots of traffic back to your website as the shark’s followers will now show an interest in you.

Like I said, this worked really well in the past but is a strategy that is being used by a lot more people now and so is becoming less effective.

## Include keywords & hashtags

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This may sound like the same thing but they are quite different.

If you want to be known on Twitter for a certain keyword, the idea is to continually use that keyword within your tweets and also use that hashtag a lot.

If most of your tweets are using that keyword on a daily basis, Twitter will recognise you as one of the main accounts tweeting about that particular keyword.

**Note:** Depending on how competitive your niche is, you probably have to do this every single day without fail since your competition will be doing exactly the same.

I split up keywords and hashtags because on certain tweets you’ll use that keyword without any hashtags and then on other tweets you use the keyword as a hashtag.

Of course, this also means you need to write a lot of content around that keyword or curate a lot of content that includes that keyword in the title.

## Establish your business as a source of industry information

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The fastest way to increase engagement and interaction on your Twitter account is to establish yourself as the main source of industry information for your niche.

Unfortunately, this will take a lot of work on your part but is well worth it in the long run if you make this part of your ongoing strategy.

So, why do I recommend doing this?

Being seen as the main source for industry information automatically makes you an authority in your niche and in most cases, you'll be the first port of call when somebody is interested in more information on your niche.

It's also a great way to build trust and authority at the same time.

You can do this by posting up-to-date news about what's going on in your industry. Just make sure you write from a place of authority rather than writing from a follower perspective.

With this position comes a lot of responsibility, though – it means turning up every day, answering questions and if you don't know the answers to those questions, then it's your job to find out those answers.

The benefit of doing this means whatever products and services you recommend to your following will be less of a hard sell since you have built up this authority status.

**Note:** Recommendations should be done on your website or email, not on Twitter.

This strategy only really works if you build a community around both you and your brand. It means getting really good at email marketing and possibly starting a Facebook group to foster those relationships.

Please let me stress how important email marketing is in any online strategy for your business. It's the one tool people open in the morning more than any other tool or app they have.

You need to make sure that you're emailing on a regular basis with information that can help the follower, even if it's someone else's content, like an article – make sure you share this and credit the author.

Turning up in somebody's inbox regularly is the key to making a strategy work because not only do you have that like/know/trust factor – you'll also be seen as their trusted advisor in your niche.

It's pretty powerful stuff!

## Look to dominate your niche by being the leader

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This point is similar to the last point but a little different...

Establishing yourself as the information main source in your industry is one thing but getting your mind around it is another.

That's why it's important to make sure your mindset is right.

The way you speak and the words you use are so important from here on out.

Gone are the days when you post those funny cat pictures or have a debate about a politician in your country.

Adopting the position of a leader means you have to be very careful what you say so you don't alienate some/all most of your followers.

Whenever you leave a comment on someone else's tweet, you need to position yourself as a leader by giving a comprehensive comment that also adds to the content of that tweet.

It means commenting on someone else's content like a blog post and leaving a comprehensive reply to that topic.

The commenting and replying needs to be done on a regular basis, meaning both your name and your brand is always seen within your niche.

This is the fastest way to establish yourself as a leader and by constantly doing this, you train your mind to see yourself as a leader instead of just a follower.

In order to get your mindset right, it also means you need to read and watch videos to keep up-to-date with the latest trends. In essence, you need to be one of the most knowledgeable people within your niche so that you have the ability to answer questions at

will.

## Understand your audience better with Twitter analytics

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One of the easiest growth hacks you can start with straight away is finding out what makes your followers tick.

What sort of things are they interested in, are they male or female and what is the average age of your followers?

You can find out all of these statistics by using the Twitter Analytics tool that Twitter provides for free.

This tool gives you the breakdown of everything I described in this section. Armed with this knowledge, you can start curating and crafting content for your followers.

Very few companies are using this information which means they are generally posting content they like instead of focusing on what their followers are interested in.

It's also a good idea to regularly conduct a poll and ask your followers what sort of content they would like you to share. This is something I make a habit of doing every 6 months. Try it out – you'll be surprised and amazed at some of the results you get.

I suppose the main takeaway is to always put your followers front and centre. It's OK to tweet the occasional lighthearted tweet, but the main focus needs to be on regularly tweeting content that will be of interest to your followers and, more importantly, content they would be happy to share with *their* followers.

More likes and retweets will increase the potential of tweets going viral and both you and your brand is seen by a much larger audience.

## Switch out your promotional tweets each month to keep your stream fresh

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By promotional tweets, I mean your lead generation tweets that send people to one of your landing pages.

Depending on how active your Twitter account is, you should be posting lead generation tweets in between your content tweets.

To keep your account fresh and new, it's a good idea to change your promotional tweets from month to month (change the images, text and hashtags).

I personally change out these promotional tweets every three months which means the tweets and images I show this month won't be seen for another 3 months – that way, I won't agitate my followers and my account won't look too automated.

This also goes for your pinned tweet at the top of your profile. I suggest you change this tweet on a regular basis too. The more lead magnets you produce, the more you can swap out these tweets on a monthly basis. Doing this should increase the amount of traffic and

the overall sign-ups you get on your landing pages.

I mention starting “strategic lists” on your Twitter account all the time – not only is this good to separate your followers into different categories, it’s also a great way of fostering a community.

I have quite a few lists but one of the most important ones is the guys that interact me the most.

I make sure that I have a separate list of these people and make it a priority to like, retweet and comment on their tweets as often as I can.

Sometimes you can lose focus by trying to build your following and getting new followers, whilst forgetting the people who engage with you every day. This is a mistake that most accounts make which is generally to the detriment of their account.

If you fail to engage with these people and acknowledge the great content they’re posting, they will soon unfollow you and start engaging with someone else who does take the time to engage with them.

This may seem like quite a hefty task but think about it; if you have thousands of people following you, very few of them will actually engage with you on a daily basis.

You’ll also find that the very same people are likely to be on one of your email lists, comment on your blog post and eventually become clients of yours by purchasing your products or services.

## Create graphics templates to reuse – Use Canva or Visme to change elements of a graphic

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You’ll find that the more content you produce on your website the more graphics you need. Trying to create a new graphic for each article takes up a lot of time so it’s recommended you create graphical templates in a piece of software like **Canva** or **Visme**.

The great thing about using a piece of software like this is that it saves every design you’ve produced previously. So, when you have written a new content piece, all you need to do is slide in a new image to replace the old one.

You’ll probably have to change the title too. But, the great thing is, working from a template saves you a tonne of time and means both you and your team are working more efficiently and will be able to produce more content in the long run.

## Don’t copy what other brands are doing (Be original, be unique)

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It’s always a good idea to see what your competitors are doing and you may even get some ideas. However, you always want to be original and unique in what you do on your Twitter account.

Try to work out a way of doing things your own way like the way you answer a question or

the types of images you use for your tweets.

Granted, it isn't always easy and will probably take you a bit of time to find your voice and overall style, but it's something you should pay close attention to because if your account looks and feels the same as any other account out there, there won't be anything setting you apart from the rest.

I don't suggest retweeting every single one of your comments, but occasionally it's a good idea to retweet someone else's tweet and then leave a comprehensive comment.

In most cases, this will start a conversation thread on Twitter where you go back and forth in discussion. With any luck, even more people will join the conversation and it makes it a great opportunity to find out which one of these people you don't already follow.

This is the best time to follow people because you are already having a conversation with them and you clearly share the same passion for this topic.

Retweeting with a comment also shows all of your followers that you are willing to engage and have a conversation which should, in turn, encourage them to do the same and start a conversation with you.

This works really well when someone has tweeted something nice about you or your brand and you reply thanking them and telling them how much you appreciate the nice comment – virtually every single one of your followers, if they're online at the time, will see this tweet.

This is great brand-building and fantastic PR.

## Vary blog post titles if you have better headlines (you don't need to use original)

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So, what do I mean by varying blog post titles?

If you share a lot of content like I do, you get to know what sort of titles work the best. Sometimes the content you're sharing is really good but the title is really bad – if this is the case, I'd encourage you to change it.

You can even change the image as well if you like since some blog posts don't really have great images either.

Make sure the title is appealing to your followers but that it's not *too* different from the original. I oftentimes add elements to a title like "check this out", "thought I would share this with you" or "take a look."

Some titles are great for the search engines but not that great for social media – that's why it's a good idea to occasionally change them.

As I said before, you also have the ability to change the image but, you'll find that this is a lot harder to do and will take up more of your time because you need to find a decent image, save it to your computer and then upload it to Twitter or your favourite scheduling tool.

If I'm honest, I only do this if the article is outstanding but they've used a really poor image. Sometimes, authors are so exhausted after writing a real quality piece of content that they don't take the time to find a quality image for it.

You also have the ability to switch out titles and images for the same blog post too (this is now Twitter law – you can no longer show the same tweet twice).

The benefit of doing this is you can share the same article several times during the course of the week without upsetting Twitter's terms or conditions.

By swapping out images, text and hashtags, you are essentially sharing a brand-new tweet even though the link going to your article is exactly the same.

This is great if you are struggling to produce a lot of your own content, but I recommend this as a short-term strategy whilst you build your content base.

The reason I say this is, after a while, your followers will begin to pick up on what you're doing and will probably stop clicking on your links.

## Know when to take conversations private

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As humans, we're pretty selfish and generally only interested in things that *we're* interested in, does that make sense?

Even though I always recommend you engage and interact with your followers, there is actually a right and a wrong way to do this.

If you are going to engage with a tweet, I recommend keeping it on topic. If you find that the conversation is straying away from the tweet topic, take the conversation private by sending that person a personal message instead.



This only works if you are following each other on Twitter – if you're not, unfortunately, you can't send a private message.

So, why do I recommend doing this?

If somebody has liked or retweeted one of your tweets, they will receive a notification each time somebody engages on that particular tweet.

Can you imagine the frustration when you keep receiving multiple notifications between two individuals who are having what, in essence, is a private conversation?

I can almost guarantee that they probably mute you as a person or unfollow you.

For this reason (as long as you're following each other), I recommend that you send the person you're talking to a personal message and then let them know that you have sent them a message via a tweet. That way, you can carry on your conversation in private and you won't be upsetting any of your followers.

## Track your mentions the right way by using the “Latest” tab

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I mentioned this in my Twitter course so I thought I might as well mention it here too: The best way to track your engagement is via the “Notifications” tab.

If you enter your Twitter username into the search bar and with those results click on the latest tab, you will see all the engagement you have had personally within the last few hours. These will be listed in chronological order (latest tweets shown first).

The list will show the most recent engagement first which means you can reply back to somebody within seconds of them leaving a comment. You would also be able to reply back to somebody that left a comment 3 to 4 hours ago.

This is a really important growth hack because your followers aren't used to someone replying back to them so quickly and it also means that even though you're automating a lot of your tweets there is a real person behind the account.

Engaging your followers and the people who have commented on your tweets in this way is not only great for community building, it's also what the Twitter algorithm loves. The algorithm wants you to keep people on its platform for as long as possible and this can only be achieved through lots of engagement on tweets.

## Tweet when your audience is online

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I may have mentioned this previously but it's a good idea to tweet when your audience is online – I don't just mean scheduling your tweets to go out at this time, I mean ACTUALLY TWEET.

This can be done in quite a few ways; I like to see what's happening in the news and then make a comment about it via a tweet (normally in the morning).

This is another way of letting your followers know that you're not just automating your

account. You'll likely get increased engagement out of this as well, as people always want to comment on something that is current and happening at the moment.

## Tweet different content (image, text, video, gifs)

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Where possible, always try to produce different types of tweets on your account. By different, I mean using text with images, text-only tweets, text with video and text with GIFs (a moving image).

Not only will this break up the monotony of only tweeting in one format, but I found that you always get a lot of new followers by varying up your tweet content.

This works really well when you add a lot of native videos (a video file that is uploaded to Twitter and not a YouTube link). As long as that video has some sort of humour or is motivational, this strategy works really well.

If you are thinking of posting a video on Twitter, just remember they must fall under 2 minutes 20 seconds. You now have the ability to shorten your video clip by moving either the start or the ending of that particular clip.

I wouldn't recommend tweeting too many GIFs, though – even though you might find these funny and mildly entertaining, your followers will probably be sick and tired of seeing yet another string of GIFs.

## Create a branded hashtag

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When I say create a branded hashtag what I mean is create your own hashtag that doesn't exist yet. This can either be for an event or show you're hosting. It's always good to set up your own hashtag but, more importantly, you need to have it on display at your event and encourage people to tweet about your event using the hashtag.

If you are a band or writing a book, make sure the song title or the book title has its own hashtag.

You can also invent your own hashtag for certain products and services that you provide too – the only thing I would recommend here is to include some industry hashtags alongside your branded hashtag.

For example, if you or a coffee shop introduced a new flavour of coffee, then you want to have your branded hashtag next to an industry hashtag like #coffee #filtercoffee #fairtrade (you get the idea).

## Spend more than 6 seconds on your copy

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Depending on how much time you have, I always recommend spending more than 6 seconds on your copy (the text in your tweet).

This means spending more than 6 seconds writing your title and the content within your tweet.

This is more important now than at any other time in the history of Twitter since they have brought out a new rule that you can't use previously posted content. However, what you can do is change the title and description of that tweet but share the same URL link (website link).

It means becoming a little bit more creative with your titles and descriptions, enabling you to tweet the same piece of content (especially something like a blog post) several times a day, week or month.

**Note:** If you have several Twitter accounts, you need to do this by default since the scheduling tools won't allow you to post the same content on multiple Twitter accounts anymore.

So, if you ever wondered how people manage to get so much engagement on a blog post, now you know. The same blog post is repurposed several times over for more exposure.

## Lead Generation

### Sneak a second link in your bio

The image shows a screenshot of a Twitter profile for Desmond Dreckett. The profile header includes a banner image with text like 'XenmediaM' and 'DesDreckett'. Below the banner is a circular profile picture of Desmond Dreckett. To the right of the profile picture are statistics: Tweets (36.4K), Following (50.5K), Followers (50.8K), Likes (35.6K), Lists (55), and Moments (1). The bio section on the left side of the profile contains the following text: 'Desmond Dreckett - Small Biz Marketing Strategist', '@DesmondDreckett', 'I help GROW small businesses. ★Co-founder @XenMediaM. ★ #TwitterMarketing Expert ★Co-founder letsgetsocialchallenge.com', 'Peterborough, England', 'desdreckett.com/blog', 'Joined January 2017', 'Born on 1 January 1974', and '6,592 Photos and videos'. A red circle highlights the link 'letsgetsocialchallenge.com' in the bio. A red arrow points from the text 'Second link in bio description' to this link. Another red arrow points from the text 'Designated Twitter link' to the link 'desdreckett.com/blog'. The main content area shows a pinned tweet from Desmond Dreckett: 'My latest book: 25 Ways to Increase Your #Twitter Following. Is now ready to instantly download. #twitter #Marketing #MarketingTips'. A red arrow points from the text 'Second link in bio description' to the tweet. On the right side of the profile, there is a 'Your' section with a bar chart and a 'Who' section with a small profile picture.

If you're really aggressive with your lead generation on Twitter, there are actually three places where you can place a URL link (this link can be anything of your choice and for this example, we will choose a lead generation link).

If you're looking at your Twitter account on a desktop, your description should be on the left-hand side of the screen. Twitter allows all accounts to have a separate place where you can insert a link. but, you also have the ability to place an additional link within the

description of your Twitter account.

The great thing about this is, it's not just a text link – it is also a hyperlink. This means the link is clickable and your prospect doesn't need to copy and paste into their browser.

So, by sneaking in a second link, you have the ability to grow your email list further since you are giving your prospect more than one way to join your mailing list.

## Don't schedule your tweets too far in advance

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Even though I'm an advocate for using scheduling tools, I don't recommend scheduling your tweets too far ahead.

I know this is easier said than done and scheduling is a great time saver but, just trust me on this – your followers will notice if you are automating your account too much.

My advice would be to schedule your tweets one week in advance at the most. At least this way you'll be able to talk about current events in the news or information that is currently being talked about in your industry.

Not only will your followers respect you for this, you'll likely get a lot more engagement and you also be added to a lot of people's list as they go to their Twitter account.

I'm not entirely sure how much this helps your tweets in the algorithm as being an account that has been added to several Twitter lists, but I'm sure it can't hurt.

## Use Buffer to find popular topics (look at analytics)

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There are several different scheduling tools you can use for Twitter. One of the most popular ones is by a company called Buffer.

Buffer has some really interesting analytics tools that allow you to see the tweets most liked, retweeted, comments, etc.

With this useful information, you should be able to build a picture of the type of content that's working really well on Twitter at the moment.

Armed with this information, it should give you a few ideas on the types of content you need to be producing for your website or blog.

What I have done in the past is see what is working really well and then basically 10x my content. This means making my content 10 times better than the most popular article out there.

You can do this in a variety of ways but the easiest is to basically write 10 times the amount of content as the article and supply more images, infographics and videos to support said content.

This is a sure-fire way of doing really well in the search engines as well as doing really well on social media since you already know the topic of your content works based on previous analytics.

## Reference your Twitter account on other social platforms and vice versa

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Even though the vast majority of social media platforms don't like external links, it's still a good idea to post the occasional piece of content with a link back to a competitor platform.

For example, you can always link to a tweet on LinkedIn or Instagram and vice versa.

This technique works really well if you have a large following on one platform and you want to build your following on another platform. For example, I have quite a decent following on Twitter so it makes sense to link to my Quora answers and profile and also to my LinkedIn account.

I'm not suggesting that you do this every single day, but if you do this once a week, you should be able to grow your followers on multiple social media platforms (depending on how many you have subscribed to).

This is a great little growth hack that works really well for very little effort.

## Tweet a few motivational and inspirational tweets to increase traffic

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If you've never come across my Twitter account before then you probably won't know this – I tweet a lot of motivational and inspirational tweets to my followers.

I love doing this because it brings in a lot of traffic to my tweets and I also get a lot of engagement out of it.

Granted, a lot of the traffic I receive is not specifically interested in my particular niche, but it helps my account navigate the algorithms and helps my other tweets get more exposure.

I mix these tweets up between text-only and text and image and I use a piece of software called Social Jukebox to do this.

At the time of writing, if you use their basic account, you could schedule up to ten thousand posts per month over 10 different accounts.

I won't lie, it's not the cheapest service in the world but what it does give you is a competitive advantage over your competition. It allows you to pump out over 10,000 tweets alongside the other tweets you have scheduled.

It will take a bit of work at the beginning since you need to insert each tweet individually into the software. However, once you have inserted these motivational and inspirational tweets into Social Jukebox, you can spread them over a period of three or four months.

## Repurpose existing content (these will be considered different tweets)

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Funny enough, I have been using this technique for well over a year now just so my own content will be seen a lot more by my followers but, now Twitter has changed the rules and it's something you now need to do anyway since you can't have duplicate content on your account, accounts you have access to or other accounts you own.

So, how do I do this?

The easiest way is to use different images, different headlines and different hashtags for each tweet even though the link to the article is still exactly the same.

### Use different images

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I have a folder for each article where I have at least five different images per article. This means I can use a minimum of five different images over the course of the month for the same article.

### Use different headlines

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I say 'use different headlines', but what I actually mean is use different words within the tweet so no two tweets have the same written content – when you combine this with using different images, you have a completely new tweet that links to the same article.

### Use different hashtags

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You also have the ability to change the hashtags for each tweet as well.

If you combine each of the three pieces of content for one tweet, you should be able to have quite a few different variations.

This is good for getting your content seen over the course of a month and also meets Twitter's terms and conditions of not posting duplicate content.

## Lastly

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## Should I use a Twitter growth service?

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In my opinion, I don't think you need to use a growth service to increase the size of your following on Twitter.

Simply follow just a few of the tips I mention in this article and you should be able to increase your following naturally.

Also, you have absolutely no control over the sort of accounts a service is going to follow for you. By doing this yourself, you can follow specific accounts that best match your market or niche.

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## Which growth tools would you recommend?

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When I first started using Twitter I used a combination of **Crowdfire** and **Manageflitter** as Twitter social media tools. I still recommend using them today if you want to manage your Twitter account (to do things like following and unfollowing).

Image credits: [Avoid Too Much Automation](#), [Stay on message](#), [Ask questions](#), [Respond When People @Mention You](#), [Look to dominate your niche by being the leader](#), [Know When to Take Conversations Private](#), [Tweet selected highlights](#),



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