

7 Quick Tips to Retain & Grow Your Twitter Following in Any Industry:

Understanding The ‘Brand Variable’

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This ‘Brand Variable’ is applicable to any entity or individual who recognizes that there is a market for their product, even if the product is them self. Most entrepreneurs and larger corporations may understand their products but may not completely understand their market consumers. Separately, for an individual, such as an entertainer, he or she must identify themselves along with their skillsets as the product. It is equally challenging for an entertainer to grow her twitter followers when she knows her product but does not understand her market.

Here are 7 Quick Tips to help boost and retain your following.

1. Knowing Your Brand Identity

A fundamental guide to using twitter is knowing and understanding ‘Your Brand.’ Just, who are you? If you don’t know your brand, then you don’t know your audience. And if you don’t know your audience, then what and to whom are you marketing?

2. Learning Your Target Market Behavior

Once you have narrowed in on your Brand Identity, you must ask yourself a strategic question in order to better understand your market. Who would buy your goods or services? This is your Target Market.

Be specific with [zoning-in] on your target market; therefore when you post your content it appears as if it was specifically designed for them. However, before posting, visit their pages and conduct a thorough investigation, in order to be well informed, on what they like. Doing such will gain insight on your specific niche. This will influence your marketing content as it will now highlight the values of your target market. Your audience research will lead to you building loyal consumers who would want to use your product and share it!

Twitter has a great feature to help you get specific with your target niche, it is creating a Twitter List, from your Home Page. You can set the feature to private, so that no one sees your strategic list for your Target Market. You are able to categorize your list. Examples of categories could be:

- **Valuable Followers:** These are influencers who follow you. It is important to consistently engage with them. Doing such builds a relationship, which could ultimately lead to being featured! (I will share how in details below.)
- **Customers:** These are people or entities you've worked with in the past. They have used your goods or services and can refer it to others. They are also your cheerleaders, who always comment, share and retweet your content.
- **Potential Customers:** These are people or entities with whom you would like to sell your goods or services to.
- **National & International Influencers:** These are people who have their own eco-system of followers, who could also become your consumers. Sometimes they may be your competitors and potential partners.

Another method of finding new people or entities in your Target Market and to grow your followers on Twitter, is by using the Advance Search feature.

By searching a phrase that is geared towards your goods or services, you will see others in the market who are looking for or have used similar goods or services.

3. Nurturing Existing Relationships with Social Media Influencers

- Identify the Social Media Influencers in your vertical.
- Say something meaningful about their content, in a way that is not SCREAMING for their attention. Be consistent.
- Make your pitch mutually beneficial. Find where you both meet. What is the connection you share that makes your brand product promotable?

- Within your industry, who could you approach? Start approaching!
- Search for influencers who have twitter followers in the tens to hundreds of thousands.
- Influencer marketing is a direct exchange for value, so connecting with influencers who may not charge you an arm and a leg, because they haven't reached the 2million plateau as yet, is a wise action plan.

4. How To Gain Social Media Influencers

- Are there niche celebrities in your vertical that you haven't connected with? Start connecting! Tweet about and retweet their content. Be consistent. Remember to be genuine with your post. This builds brand loyalty.
- YouTube tutorials is an excellent source in finding the next big influencer within your industry. Ask a relevant question about your industry on YouTube. Take a look at the key players with the most views. Follow and interact with them on all social media platform. Be sure to mention what you have learned from watching their YouTube tutorials.
- Look at others in your industry with farther traction, including startups, entrepreneurs etc. Comment on any post which resonates with your brand. Be consistent.
- Networking events and meetup groups are prime places to meet influencers. You can find local meetup groups in your city on Meetup.com. Download the Meetup App on your smartphone.
- Your industry may provide an app with its own ecosystem. Following the app and communicating on subject matters relative to your industry could get you noticed and ultimately more brand promotions from other influencers on said app.



5. Steps To Get On The Radar Of Social Media Influencers

- **Consume Their Content:** Having investigative knowledge about the brand language of media influencers and their following could provide an advantage with pitching. You are now aware of their viewpoints, which is a strategy that should be incorporated within the language of your pitch.

- **Comment Intelligently:** The goal here is to create meaningful dialogue and build a rapport with influencers. Therefore, when you comment, it should be genuine and insightful in the sense that it elicits a response, if not from the influencer then his/her following. Should the influencer respond, keep the conversation going.
- **Follow Them on Twitter:** This is a given. It's also necessary to follow them on any other social media platform. This demonstrates loyalty and consistency, which is a byproduct of building and nurturing an established relationship.
- **Share Their Content:** Share a content that speaks to you, in which you can highlight its value. Most importantly, include their username within your tweet so that they are alerted by your shout out. This is always appreciated, regardless if your Twitter followers are low.

6. Where To Find Influencers

- Reach out to other startups/entrepreneurs that are ahead of you. Because they have the near experience in building their Twitter following, reaching out would place you in a position of comradery. In addition to them possibly sharing your content, you would be able to better assess the methods being utilized in growing their following.
- Google search Directory Startups and view and comment on blogs that are gaining traction. This is a great method in building relationship with bloggers who are gaining Twitter followers.
- Visit [r/startups](#) page on reddit and interact with startup founders.
- [Meetup.com](#) is a great networking hub. It virtually has meetups of various social groups in any industry within any city. Join these groups and attend some of their local meetups to meet influencers in person, in order to build a viable relationship.
- There are niche celebrities in every market and they may be within your vertical. Start connecting.
- YouTubers who create tutorials are usually the next big influencers. Run a relevant search on a subject matter, catering to your industry. See who are the key players with the most viewed tutorials on said subject. Start connecting.
- Research social apps within your industry that has its own ecosystem. Its great to follow these apps, participate in chats and become part of their community.
- Do a note worthy search on Google. Ask a question that is consumer related to your brand. See who are the key players answering them. Take note and connect, as these may become your top influencers.



7. The Pitch

- When making your pitch, consider what would be valuable to influencers. This is called Reverse Engineering Value. Think about what you could offer them at your current stage, giving them utility. What could you barter? Is there a skillset you have that could transfer to helping influencers? Such as: Designing, consulting, or even connecting them with other influencers they may benefit from?
- Strategically think of a promotional angle that could be leveraged, one that is not already being utilized by them.
- Politely ask for their best email address to contact them. Give them a heads-up via Tweeting or a Direct Message, that you will be emailing them regarding your offer/partnership. Be brief in your Tweet or Direct Message Ex. “ Hi! I enjoyed our recent interaction and would love to share some ideas about potential partnership. What is the best email to contact you?”
- Your email should be concise and purposeful. State your intention and ways they would benefit. Be genuine and respectful of their brand and why you believe a partnership would be worthwhile.
- Think about who you can target at this point, without having to pay a dime.
- Consider those with large following in the tens to hundreds of thousands vs millions.

SELF CHALLENGE TEST

FINDING & CONNECTING WITH INFLUENCERS (Source Anonymous)



- Today: Source a list of 5 potential influencers using relevant communities, organic search and social media. Look for low-hanging fruit via influencers who are just hitting their stride, but who aren't superstars yet.
- Tomorrow: Read or watch content from each potential influencer. Find out what makes them tick. Leave a thoughtful comment or 3 on their recent content.
- By Next Week: Follow each influencer on Twitter. Share some of their content to your own audience(s). Let the creators know you appreciate their great work.
- By 10 Days From Now: By now, you've engaged in conversation with your target influencers. You've also messaged each individually to ask if you can send over a quick partnership idea.
- By 2 Weeks From Now: You've pitched all 5 with your offer!

Targeting the right person, could help you with brokering a sweet deal where you wouldn't have to pay a dime.