

Why 1,000 is the Magic Number

Once you launch your social media campaign, your first task is to get at least 1,000 followers. That's because 1,000 followers makes it easier for you to kick off viral campaigns, get a good discussion going on your page, create a "social proof" effect that will lead to an even bigger following, and more.

So how do you get those critical first 1,000 followers? Here's how...

Step 1: Cross-Promote Across Platforms

The first thing you need to do is get your existing contacts to follow you on social media as well. Since these people already know, like and trust you, these are the folks who are more likely to interact, like your content, and share it.

Here's how to get these followers:

- Tell your newsletter followers about your social media pages. You can create a permanent place in your newsletter footer (right after the P.S.) where you link to your social media platforms. Once or twice a month you can also put a call to action directly into your newsletter. You may even send out a



solo email encouraging people to follow you when you have a special event going on, such as a contest on social media.

- Blog about your social media pages. In other words, publish a post from time to time that tells people the benefits of following you on social media, and then include a link and call to action to follow you.
- Embed social-sharing plugins into your blog pages. Insert these social media badges automatically on every page of your blog so that your blog readers can “like” and “share” your content on social media. In turn, this creates a viral effect that can generate new followers.

TIP: Go to www.wordpress.org/plugins/ and search for “social media sharing” to uncover a wide variety of plugins. Here’s just one a good example of a highly rated plugin: <https://wordpress.org/plugins/social-media-feather/>.

- Cross-promote across your other social media platforms. For example, tell your Twitter users to follow you on Facebook, and vice versa. Another example, put up a video on YouTube that tells your viewers about the benefits of following you on Facebook.



- Include links in your lead magnets. This includes links and calls to action in your reports, ebooks, software, membership sites and other freemiums and lead magnets.
- Mention your social media platforms during live events, such as webinars. Be sure to include a link to your social media accounts on the page where you embed your webinar replay.
- Encourage new customers to follow you on social media. You put these calls to action on your thank you/download pages, as well as in your follow-up emails.

TIP: Here's an easy way to bring people to your social media platforms, such as Facebook: start a niche-specific group. For example, start a weight-loss motivation and support group. Then advertise this group to your prospects and customers.

Keep these tips in mind:

- Offer special perks to followers. Don't just tell people to follow you on social media. Instead, give them specific reasons why they should follow you. Example benefits and reasons include:



- Getting special announcements, news and information.
- Being able to participate in platform-specific contests.
- Enjoying special perks such as exclusive discounts.
- Include calls to action. After you share the benefits of following your brand on social media, then tell your viewers exactly what to do next. E.G., "Click here to follow us on Facebook now and start receiving announcements, perks and special bonuses!"

Step 2: Craft Viral Content

There are two ways to take advantage of social media's naturally viral platforms:

1. Design viral content. This is content that is unique, extraordinarily useful, and/or evokes emotion (ranging from joy to disgust).

Examples include:

- Articles of varying lengths. Tips articles, how-to articles, and other useful content.
- Inspirational quotes.



- Memes.
- Funny or motivational graphics.
- Videos.
- Infographics.

NOTE: Post viral content on ALL of your platforms. Posting it directly on social media helps kick start the viral effect. Posting it on other platforms, such as your blog, engages visitors who aren't yet following you on social media.

2. Launch a viral contest. The idea here is to give your contestants extra entries if they follow you on social media AND spread the word amongst their own followers. You can do this automatically using the viral contest software at www.rafflecopter.com.

Step 3: Create an Ad Campaign

Just as you would advertise most everything else connected to your business, you can also advertise your social media platforms. Here are two ways to do it:

1. Use paid advertising. This includes:



- Facebook advertising. This works best if you're advertising to get new followers on your Facebook page. The platform is really powerful, because you can narrow your audience down to those who fit a specific demographic and have specific interests.
- Niche advertising. Buy a banner ad or solo email ad with a website in your niche. You can seek these sorts of ad opportunities out directly in Google (e.g., "golf advertising"), or you can use a middleman site like BlogAds.com.
- Reddit advertising. This is fairly inexpensive, so it's something for you to try. Just be sure to narrow your audience down to those who are interested in the topic or niche.

There are other ways to advertise, such as Google AdWords. However, these other options tend to be more expensive. If you're going to invest in these platforms, it's better to send them to your lead page and get them on your list. Then you can encourage your new subscribers to follow you on social media.

2. *Do joint ventures.* In other words, get your marketing partners to send their traffic to your social media pages. For example:



- Promote each other in your newsletters.
- Blog about each other's social media pages.
- Promote each other's social media pages from your own social media platforms.
- Create and share viral content together to grow your respective platforms simultaneously.
- Include links to your partners' social media pages on your thank you/download pages (and they do the same for you).

Those are just a few ideas to get you thinking – the ways you can use joint ventures to grow your social media platforms is only limited to your imagination.

Conclusion

Of course, once you get your 1,000 followers, don't stop! Keep taking consistent steps daily to grow your platforms. Once you get past 1,000 followers, the next 1,000 will be even easier since you'll have a built-in audience to share your viral content!

