10 tips to increase your Twitter followers

Retweets and followers and hash tags, oh my! With its short, 140-character posts, ability to easily follow trending topics, and availability of consumers and peers to connect with, Twitter is an amazing tool for lead generation, nurturing, and networking opportunities.

But, as with many social media tools available today, you get out what you put in. Twitter isn’t a magic solution to your social media needs, but with some effort, information, and strategy, it can become an influential part of your overall marketing strategy.

The key to Twitter success is increasing your followers. Without people following your Twitter feed, the content you’re publishing isn’t reaching anyone. And, without followers, your reach throughout the whole wide “Twitterverse” is severely limited.

Whether you’re just starting to use Twitter, you’ve been silently following people for a while now, or even if you consider yourself Twitter-literate, follow these 10 tips for increasing your influence online:

**Actively seek out new followers.** Utilize Twitter’s “Who to Follow” suggestions. Based on your current followers and feeds you follow, Twitter recommends other similar users that you should be following. Every time you log on to Twitter, take a moment and scroll through these recommendations and start following a few relevant users. Industry experts suggest that for every 10 users you follow, you’ll get two of them to follow you back.

**Follow influential and well-known industry leaders.** Seek out real estate professionals, both in your market and nationally, who have a lot of Twitter followers. Not only will they generate tweets that are great for retweeting, but they’ll also serve as an example of how to use Twitter effectively. Study how they find new followers, what kind of content they’re posting, and how often they are communicating with their followers. External sites like www.twellow.com and www.wefollow.com keep updated data on the most followed and influential Twitter users in a variety of industries, locations, and niches.

**Provide value in your posts.** Once you’re in a regular habit of seeking out new followers, make sure that you’re keeping them engaged with what you have to say. Posting regularly isn’t enough. Make sure that you’re providing value by tweeting interesting, engaging, relatable, funny, or relevant content. Also, vary the type of content you’re tweeting—text, pictures, videos, and retweets.

**Quality over quantity.** Just as in other marketing channels, don’t overdo it. Sending a few high quality, informative, engaging tweets each day is far more effective than blasting your followers with one tweet after another, with nothing of value to say. Remember, your followers can stop following you at any point they choose, so make sure you are providing high quality content.

**Interact with your followers.** Encourage a dialogue with your followers by asking questions in your tweets. When followers reach out to you, reply to them – Twitter is meant to be interactive. Additionally, retweet other users’ real estate tweets to show that you support the real estate community as a whole. To keep tabs on recent interactions, click the “Connect” tab on your Twitter home page.

**Utilize hash tags.** Consider hash tags the keywords of Twitter. When you tag important words or phrases in your tweets with a ‘#’, they become easily searchable for other users. For example, if you’re a Seattle-based real estate agent, every time you tweet about the market, use the hash tag “#seattlerealestate.”

**Use the real-time Twitter search.** Click on the “Discover” tab on Twitter and you’ll find a wealth of information about what is currently trending on Twitter. Use the search bar at the top to search for common real estate-related hash tags that you can start using in your tweets. Additionally, this tab is a great place to search for new feeds to follow.

**Make use of your bio.** Your Twitter bio is the italicized text below your Twitter handle on your profile page. This bio should tell followers and potential followers what to expect from your feed. Keep it short, simple, and straightforward: “Seattle real estate professional specializing in short sales and foreclosures.” Remember, your bio is displayed when you appear in other users’ “Who to Follow” feed, so make sure it clearly states who you are and what value you provide.

**Start a charitable campaign.** If you want to add a high volume of followers in a short period of time, consider incentivizing the process. A great way to do this is to start a charitable campaign. Tell your followers that for every new follower you receive in a given period of time (a day, a week, a month), you’ll donate $1 to your favorite local charity. If the charity you choose is also on Twitter, let them know about your campaign—it will extend your reach.

**Publicize in the real world.** In addition to promoting yourself within Twitter, don’t forget that you can publicize your Twitter handle everywhere you communicate with peers and clients—on Facebook and your blog, in your email signature, on marketing materials and brochures, and on your business card. If you give presentations, let attendees know your twitter handle in case they want to live-tweet your event.

After you’ve begun the task of growing and improving your Twitter interactions, track your progress online. Keeping track of your growing number of followers can be very time consuming. Free websites like www.twittercounter.com analyze your Twitter activity, provide updates when you’ve reached benchmarks, and compare your Twitter presence with other users.

Twitter is an ever-changing, evolving, dynamic place where you, as a real estate professional, can connect with industry leaders, peers, current and past clients, and potential leads. Follow these 10 steps and start growing your Twitter account today.

*Market Leader (NASDAQ: LEDR), founded in 1999, serves more than 100,000 real estate agents, brokerages, and franchisors, offering complete lead-to-close solutions that enable them to grow and manage their businesses, including websites, contact management, a marketing center, and lead generation services. Allow us to help you generate a steady stream of prospects, plus provide the system and training you need to convert those prospects into clients. www.marketleader.com*