

How to Increase Your Twitter Followers and Get More Leads

All things being equal, you have a better chance of getting leads from a group of 100,000 people as opposed to a group of 1,000 people. A consistent and steady increase in the number of people following you on Twitter means you have more of a chance of turning Twitter users into leads, and leads into customers.

There are few things you can do that require very little time and no money they can help you attract new, targeted Twitter followers night and day. These tips work whether you are online or not, turning your Twitter account into an efficient lead-generating powerhouse.

- Make It Easy for People to Find You

If your profile is virtually invisible, how can the people who are looking for what you have to offer find you? You can build your followers, and thereby your prospect pool, by making your Twitter profile more visible. Use all 160 characters in your bio, including industry related keywords and hashtags. Make your profile picture 400 x 400 pixels, using a professional, smiling head and shoulders shot. Include a clickable link to your lead-gen landing page. Add any relative information to your header image, including your landing page URL.

- Pin a Lead-Generating Tweet to the Top of Your Profile

At any time, you can move a tweet to the top of your profile, and have it stay there. Pin a tweet that includes a click magnet image or video, as well as a link to a landing page that builds your email list. This is the first thing Twitter users will see when they check out your profile. Split test different tweets until you find the one that converts the best.

- Promote Your Twitter Profile on Other Social Media Networks

Some marketers get so laser-focused on individual social media networks that they forget one simple tactic for growing their audience, integrating their social media accounts! You should be cross-promoting your Twitter, Facebook, Pinterest, LinkedIn and other social media profiles.

In many cases, you can see an immediate and significant spike in your number of Twitter followers when you introduce your friends and followers on other social media sites to your Twitter profile.

- Post More Than One Image in Your Tweets

You probably know the importance of adding images or video to your tweets to drive engagement. Why stop at one image? You can attach as many as 4 pictures or images to a single tweet. You can use this feature to illustrate a process or show a before and after scenario. The more pictures you have out there, the more attention you are going to get from your tweets.