

10 Strategies to Grow Your Social Media Accounts

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Introduction: Before selecting a strategy, judge whether you can create great content that people are interested in, produce daily quality content, a budget to grow your account, and talent in your craft/niche.

Strategy #1: Use keywords. For example, have video content on Instagram about food. Keyword? Meatballs, noodles, how to cook Spaghetti. If using YouTube, use keywords in CAPS. Titles in CAPS.

Strategy #2: Serve your audience: What is their problem in life? Make your social media accounts with this intent to give them an answer to their problems. The moment you give them what they want, they then become a true follower, for life. Most people are attached to those who pay attention to them, talk to them, help them to solve a problem.

Strategy #3: No cussing, no politics, no religion if you want to reach everyone. Be religious if you want to attract religious people. “He/she is one of us” strategy. Play on your audience’s emotion.

Strategy #4: Create need content with an emotional spin such as creating a cooking show in Guatemala for poor kids in a remote village or having a channel on YouTube dedicated to creating ‘how to’ surviving skills videos for foreigners in the jungles of the Amazon.

Strategy #5: Speak with potential members of my target audience on a regular basis offline. Go to where they are or meet. Join their clubs and organizations, e.g., Rotary Club if your audience is old, college cafeteria if your audience is students, NCA if your audience is communication professionals, and so on.

Strategy #6: Take photos (or videos) with subjects in your target audience on a regular basis. Tag them in your posts. Make them look good!

Strategy #7: Use the volume model (post At least once a day) on Instagram and share an Instagram story multiple times a week.

Strategy #8: Apply GaryVee’s 1.80 strategy, i.e., leaving your personal .02 cents on the top 9 trending Instagram posts for 10 different hashtags that are relevant to your brand or business every single day.

Strategy #9: Authenticity. Be authentic to your brand that you want to create. If you are a make-up artist, show photos and videos of your work on yourself or someone else. Authentic photos and videos don't need to be created using expensive media equipment. Dr. A dancing on campus.

Strategy #10: Be transparent. Show all the different facets of yourself. Show exactly who you are, all of yourself. Showing my Christian side by offering bible study videos and messages in social. Don't pretend to be who you are not.