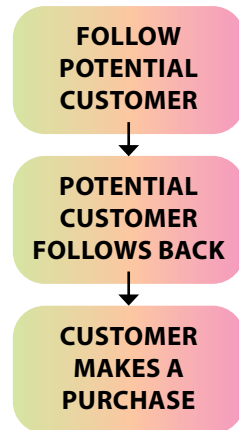


FREE GUIDE - how to get more followers for your business

Following the followers

Follow as many potential customers as you can from your business account - many will hopefully follow your business back.

Go to a competitors page and follow as many of their customers and followers as you can.



Icons on everything

Make sure your customers know you have social media accounts by placing the social media icons on as many things as possible asking them to "follow you".

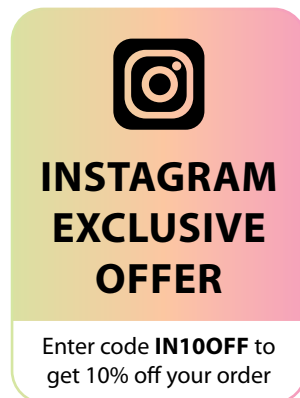


Incentives - FOMO

Advertise to your customers that you post regular offers, competitions and business news on your social media pages.

"make sure you follow us so you don't miss out".

Offer "social media exclusive deals & competitions".



Pushing the brand

Social media "pushing" should be a big part of the welcome pack for new customers. Send branded merchandise with the first order, such as a mug with the company logo, website and social media icons printed on it. These items can also be used at trade events.



Follow your staff

Employees will often re-share what the company posts on their personal social media especially if they are customer facing and want to promote to customers to get a sale.

Encourage your staff to re-share company posts or create staff special offers.



Leave us a review

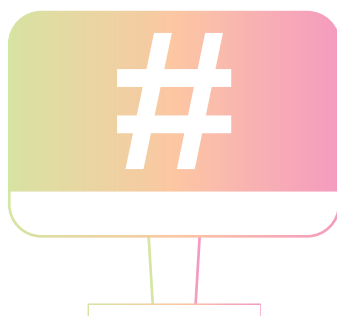
Add a note in your packaging asking for customers to leave a review on either social media, Google or somewhere like Trust Pilot. Excellent feedback is great to share on social media and gives confidence to new customers considering to purchase with you.



#hashtags

Hashtags are very useful to extend your "reach" on social media, especially in Instagram. Make sure your add relevant hashtags in your post such as:

#companyname #location
#county #trade #product
#service #sale #offer - as many as you can think of.



Post often, but not too often!

Aim to post something once per week, or at the very least once per month.

See page 2 for some advert post ideas I have provided for you.



ADVERT IDEAS

PRODUCT FOCUS	BUSINESS FOCUS	OFFER FOCUS
new & improved	meet the staff, owners or suppliers	free gift with purchase
special feature or selling point	business & industry news	enter competition to win
best selling item	behind the scenes photos & videos of "how it's made"	free product for first XX store visitors
back in stock	event, trade day, staff outing	register to receive our newsletter
insitu photos of your product installed or being used by end customer	customer review & referrals	special or limited offers
installation help guides & videos	opening hours (Xmas / holidays / stock take)	discount code for facebook users
gift buying guide & recommendations for end users	business birthday XX years	bulk buy deals
holiday themed special product	we now have XXX employees working for us	limited stock - buy now whilst stocks last
old vs new product and available upgrades	staff or customer interview	membership VIP and loyalty perks
comparisons - why your product is better	job advertise / careers available	pair products for special offer
sustainability messages - UK made, recyclable parts	footprint / recycling stats and business efforts	OTHER FOCUS
tips and tricks	raising money for charity & charity giveaways	
new technology - works with Alexa	did you know? facts on your business & products	local area trivia
easy set-up, quick install, plug & play	new branded merchandise just arrived	April Fools Day funny post
new website / app / shop service now available	certifications, trade memberships, awards & nominations	XXXX social media followers announcement