

# Small Business Social Media Growth Tips

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## **Follow people in your community**

Following a few people who already follow your competitors, people who comment on the posts of relevant companies / similar, but bigger companies with a more established audience than yours, is a great way to get out into the algorithm and begin poking peoples pockets and peak some intrigue.

## **Do contests**

Everyone loves a good contest. Not only does it serve as a transparent ad for your product / service and spread the word in a transparent way, but it also gets people tagging their friends (who they wouldn't tag if they didn't truly think they would be interested to begin with!). This will perk the algorithm in your favour, stir up additional organic engagement, etc.

## **Provide value, before selling your service**

Using your platforms to spread valuable info / tips / community oriented positivity is a great opportunity to showcase your personality and give the community an opportunity to “get to know” you, before you begin blasting ads and “ask” campaigns. You can do this with graphics, articles, etc. Positioning yourself as an authority on the subject is a great way to harness trust in building pre-relationships with potential clients / customers.

## **Advertise**

Ads also serve the dual purpose of spreading awareness of your brand, but also communicating a specific message. Advertising to the right people at the right time, can be a great way to increase awareness of your brand and positioning yourself in a way to retain as much of that ad audience with likes, follows or email addresses should always be a top priority.

## **DO NOT buy followers**

Although it may be tempting, buying followers can be one of the worst things that you can do for your social media platforms. The followers that you buy will likely be from inactive accounts, elsewhere in the world, who will never engage with your content. This will throw off the algorithm and dilute any possibility of your having a strong audience moving forward.