

GROWING YOUR TWITTER AUDIENCE FOR CREATORS



Day 1: Engage More Than You Tweet

When you're just starting out, don't tweet more than you reply.

This will hurt you in the Twitter algorithm. If you don't have a large number of followers yet, your engagement will be low. And you'll be just shouting into the wind. **AKA no one will be able to hear you!**

If you don't have a lot of reach yet, you need to find a way to be seen first. Focusing on a few quality tweets per day (2-3) is great, but no one will see them if you don't find a way to get engagement.

How do you do that?

One easy way is to piggyback off an account with a large following and use their following to grow your own.

How to grow your Twitter following by providing value on other's tweets:

Step 1: Find 6-8 users with large follower counts (7,000 to 40,000 followers is best. Any bigger and you risk being lost in all their replies!) in your niche. (Hint, you can use CrowdFox leads to find user suggestions)

Step 2: Start replying to their tweets and adding value as soon as possible.

If you wait too long, your tweet might get lost in the other responses. Your goal should be to create a response so good that other people who click the tweet immediately like yours. Thus, pushing it higher in the replies for other users to see it.



Step 3: Your goal should be to respond to 3-4 Tweets every day to grow your visibility.

Step 4: Watch your Twitter following start to grow. If you can get 15 new followers every day, you can grow your Twitter following by 450 followers every month!

This is the number way you can start being seen on Twitter and grow your following fast.

We created CrowdFox watch for this. You can add users to CrowdFox Watch and have a system for responding quickly so you can piggyback on their follower count to grow your own. CrowdFox will even start suggesting users for you to add to Watch in the Leads feature.



Day 2: Contribute To Relevant Tweets In Your Niche

You can't tweet when you have no followers and think people will see it. You're screaming into the abyss when you do that like we discussed earlier in this guide.

You need to find ways for your profile to be found online. And that means finding tweets that are in your niche where you can contribute and add value. You should try to focus on commenting more than tweeting when you're just starting out on Twitter.

One way to do this is to stay in touch with what your audience is talking about and *start adding value to their tweets*.

But finding quality tweets on Twitter can be pretty hard, right?

Here's the trick..

You need to find a few keywords that your ideal customer is tweeting about on Twitter and use Twitter search to stay on top of their tweets.

But what are these 'keywords'?

It depends on your audience.

Perhaps if you want to sell a product to creators on Gumroad, one of your keywords might be "Gumroad sale" to start targeting creators that are posting about their Gumroad sales.



Maybe you want to provide free resume reviews to new developers to grow your audience? You might have some luck with searching for tweets that include “100DaysOfCode” but you might have even better luck with an actual phrase like “learn to code.”

We tend to rely on our Twitter feed to find the new tweets for us. But if you want to turn your Twitter account into a funnel for your business, you need to use Twitter differently.

Finding and filtering for these tweets is a pain on Twitter search. That’s why we created our Discover feature.

You can use our Discover feature to stay in touch with what your audience is talking about. You can add your keywords to Discover and we’ll start tracking the top tweets in your audience.



Day 3: Find Your 1,000 True Fans on Twitter

True fans will help your business grow dramatically. They will buy everything you create and they'll spread the word about your product far and wide to all of their friends.

You need these true fans to grow on Twitter.

But how can you create them on Twitter?

Step 1: Respond to every mention

You start by showing them you care. It's not enough to get some Twitter followers and think they'll keep engaging with your content.

You need to train your audience to keep engaging. But it seems difficult to train people to keep engaging with your content right?

"It's so difficult to get engagement on Twitter!" "I don't know what to write."
"I'm unsure what to do."

Do these sound like you? It's a common issue among creators!

But the answer is easy.

If you want to get more engagement, you need to be engaging with your audience. You can do that by replying to mentions from your followers.



Think about when you reply to someone's tweet. If they don't respond, you're less likely to reply to their tweet again, right?

If you're actively helping others on Twitter, you'll start to get better authentic results which leads us to the next point..

Step 2: Do things that don't scale

Until you have a large audience and a good handle on what kind of content they want, you need to do things that don't scale for your audience to figure out what they do want.

Of course, by definition, this isn't scalable! Eventually, you won't be able to message every person that follows you.

But to build your true fans, you need to actually help them with something! Maybe this is resume reviews for job hunters in a niche. Or perhaps it's advice on how to be successful in their market (aka your market that you're trying to teach them about!)

We do have a handy feature in CrowdFox where you can track what Twitter users are waiting on you for help with. You can add users directly from mentions or in the CRM and add a description of what you need to do with a status.

Step 3: Create content for your super followers

If you're tweeting for everyone, you're tweeting at no one. The best strategy is to focus on creating content for a small niche of users at first.



There are two ways you can do this. You can track what your audience is interested in by keeping an eye on what your ideal audience (hint, Crowdfox Discover) is tweeting about and what your competitors are saying and their customers are saying (hint, use the Competitors feature on CrowdFox).

Once you know what your ideal audience is tweeting about, and what they're asking, **you can create more and more content for them.**

It can be difficult to come up with content ideas. Watching what your audience is tweeting about can inspire new content ideas on a regular basis.



Day 4: Focus On Providing Value

Each time you tweet, think about if that tweet is providing value to others.

If you're constantly tweeting out your own sales pitch and information about yourself, you will struggle finding new Twitter followers.

Generally, people are more interested in what you can do for them. Not how they can help you promote your content.

If you're constantly promoting your own offers, and your own blog posts, you aren't providing enough value to others.

Don't

- Don't self promote your own content. Nothing will get you muted by people faster than constantly sharing your products and blog posts.
- Don't spam anyone. Be respectful and only reply to someone's tweet if you can provide value.
- Be authentic. Don't leave a reply to someone's tweet or tweet on your own profile if you aren't adding value. Don't tweet if you can't think of something that adds genuine value.
- Don't leave short replies like 'That's great' or 'Awesome job!' and think that will lead to results. Remember, you want to train your audience to think everything you do is valuable.



Do

- Focus on quality over quantity. Don't tweet just to tweet. Don't schedule a bunch of tweets in an attempt to hit some quota. To build a large following, you need value. Focus on quality and engagement.
- Repeat what works. Stop what doesn't. Look at which of your tweets do well and which ones don't do well.
- Find what your audience is tweeting about and what questions they have, and start answering them.



Day 5: Create a System for Success on Twitter

Twitter takes work. It's not as easy as scheduling a few tweets a day and then retweeting them for the next few weeks.

The Twitter accounts that put in the hard work of growing an audience are the ones that will see real growth.

Many big social media apps will suggest that you create a content calendar.

A content calendar is where you plan all the content you'll be posting on a schedule so your team can see it.

But what you should actually do is create a daily engagement habit. What does that mean?

Every day, set a goal for yourself to be engaging with new potential customers, responding to your existing audience in Mentions, watching what your competitors are doing, and adding value to large Twitter accounts tweets.

Does this mean you shouldn't be tweeting yourself? No! You should still be creating 3-4 high value tweets every day.

But when you don't have reach, your tweets won't be seen.

And that's why it's important to focus on engagement over content.

