

HOW TO GET

*1,000+ Followers*

ON TWITTER



# CONTENTS.

3. INTRODUCTION.
6. FIRST THINGS FIRST: CREATE AND OPTIMIZE YOUR PROFILE.
11. TWEET 24/7 (WITHOUT BEING ON TWITTER 24/7).
23. CURATE CONTENT LIKE A PRO.
37. WHEN YOU DO FIND CONTENT TO TWEET, MAKE IT VISUAL.
42. FOLLOW AND LIST A LOT OF PEOPLE (WITHOUT BEING SPAMMY).
48. ATTEND A HASHTAG-FRIENDLY EVENT.
52. MAKE YOUR PROFILE EASY TO FOLLOW.

Click the text above to jump to a section.

Keep an eye out for [hyperlinks](#) to other resources to learn more, too.

# INTRODUCTION.

We have some good news and some bad news.

**The *bad news*:** Unless you're famous, it's really difficult to amass a huge following on Twitter without some hard work. For the average person or business, growing your following takes time and attention on a daily basis.

**The *good news*:** There are a few big levers you can pull to quickly generate an influx of quality followers for your personal or professional Twitter account. You just need to know how to invest your time and effort.

# INTRODUCTION.

That's exactly what we plan to cover in this guide.

First, we'll briefly cover the basics of creating a follow-worthy Twitter profile. Your profile is often times the first impression others get of you, so it's important to make every aspect count.

After that, we'll dive into the *seven particular tactics* you can employ to boost your following so you get more people interacting with you or your company.

*Let's get started.*



*Tactic*

1

**FIRST THINGS FIRST:  
CREATE AND OPTIMIZE  
YOUR PROFILE.**

Determine your ***purpose*** for being on Twitter, and identify a ***target audience***.

What do you want your Twitter followers to do or think of you? Depending on what you want to accomplish, you can identify what you should tweet.



**Tweets** >  
Following >  
Followers >  
Favorites >  
Lists >

**Tweet to Brittany Leaning**

@bleaning

**Brittany Leaning**  
@bleaning FOLLOWS YOU

Social Media Manager at @HubSpot. Huge fan of inbound marketing, social media, traveling, coffee, camping & @TOMS.  
Cambridge, MA · bit.ly/bleaningblog

Customize your Twitter profile to (a) make it look spiffy, (b) inform potential followers who you are, and (c) provide a reason why you're worth a follow. Brittany Leaning from HubSpot does this well.

Jessica B. McKenzie @jessbmc... Follow

Alex Feinstein @Watchin\_Frasier Follow

**Brittany Leaning** @bleaning 20 Dec  
@heyheyman Thanks! :) I'm just getting ready for an epic week of family time. How are you doing?  
↳ Reply ↳ Retweet ★ Favorite ⚙ Buffer ↻ Share ⋮ More 🗑

HootSuite

**Brittany Leaning** @bleaning 20 Dec  
@heyheyman Womp womp



Really cool cover image.

Descriptive bio.

Custom background.

Professional avatar.

URL to her blog.

Marketing-related tweets.

Favorites

@bleaning

Photos and videos

all

@jessbmc...

Alex Feinstein @Watchin\_Frasier

Follow

**Brittany Leaning**  
@bleaning FOLLOWS YOU

Social Media Manager at @HubSpot. Huge fan of inbound marketing, social media, traveling, coffee, camping & @TOMS.  
Cambridge, MA · [bit.ly/bleaningblog](http://bit.ly/bleaningblog)

6,850 TWEETS    1,609 FOLLOWING    4,736 FOLLOWERS

Followed by Ginny Soskey, Austin Shepard, Rosalia and 100+ others.

**Tweets**

**Vine** @vineapp    20 Dec  
Choose your personal web profile URL by logging in at [vine.co](http://vine.co) now!  
Retweeted by Brittany Leaning

**Brittany Leaning** @bleaning  
@heyheyman Thanks! :) I'm just getting ready for an epic week of family time. How are you doing?

**Brittany Leaning** @bleaning    20 Dec  
@heyheyman Womp womp

*If your profile looks  
good, let's move on.*



*If it doesn't look so  
good, do some touch up.*



*Tactic*

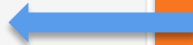
**2** TWEET 24/7 (WITHOUT  
BEING ON TWITTER 24/7).

Your greatest leverage for growing your followers is to ***tweet around the clock***. People are active on Twitter at different times, and since the conversations are so ephemeral, the people you want to see your Tweets may not ever see them.



### Tweets

153 new Tweets



**Jaclyn Ciamillo** @jaclynciamillo 2h  
NSA intercepted and bugged electronics in transit. [bit.ly/1eOgJAR](http://bit.ly/1eOgJAR) ...  
Happy Holidays! #privacy  
Retweeted by Documentally  
Reply Retweet Favorite Buffer Pocket Share More  
HootSuite

**Marsha Collier** @MarshaCollier 47m  
Register, Rinse and Repeat: Protecting Your Creative Works Online  
via @KerryGorgone [bit.ly/1hNnDDU](http://bit.ly/1hNnDDU)  
Reply Retweet Favorite Buffer Pocket Share More  
HootSuite

**MailChimp** @MailChimp 6 Dec  
"Sending an email is one of the worst things you can do to a person,"  
so @CAH makes it count. [blog.mailchimp.com/cards-against-...](http://blog.mailchimp.com/cards-against-...)  
Promoted by MailChimp  
Followed by Rachel Goodman Moore, ethology and David Simpson.  
Reply Retweet Favorite Buffer Pocket Share More  
HootSuite

**Joe Pulizzi** @JoePulizzi 47m  
Interesting take - The Content Marketing Forecast: 10 Predictions for  
2014 [mashable.com/2013/12/26/con...](http://mashable.com/2013/12/26/con...) via @mashable  
Reply Retweet Favorite Buffer Pocket Share More  
HootSuite

**Sharam** @D.ISHARAM 47m

To see what we mean, log into Twitter now, and then again in an hour. There will be brand new Tweets to *bury* the ones published earlier (provided you're following enough users).

Growing your following is about *being visible* any time your followers and future followers are logged in and viewing their feed. So how can you be present non-stop without having to be logged into Twitter and tweeting non-stop?



The answer is *three-fold*:

1. Tweet content you create;
2. Tweet content created by others; and
3. Tweet that content more than once.

Let's talk about how to actually do this, shall we?

## CONTENT TO SHARE.



Ebooks, Whitepapers  
& Guides



Templates



Checklists



Webinars & Videos



Photos & Images



Blog Posts



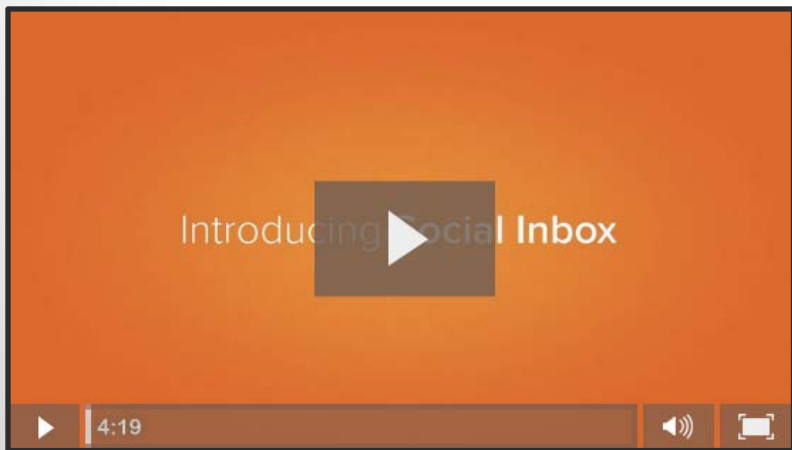
Guy Kawasaki, one of the most influential people in marketing with 1.4 million Twitter followers, tweets **50 times per day** on average, and he tweets each tweet at least **four times** (once every eight hours) to reach a wider audience.



To share content around the clock like Guy, ***you need a tool*** that can do four things:

1. Automate publishing from a blog feed;
2. Easily share content you find anywhere;
3. Schedule Tweets; and
4. Upload custom images.



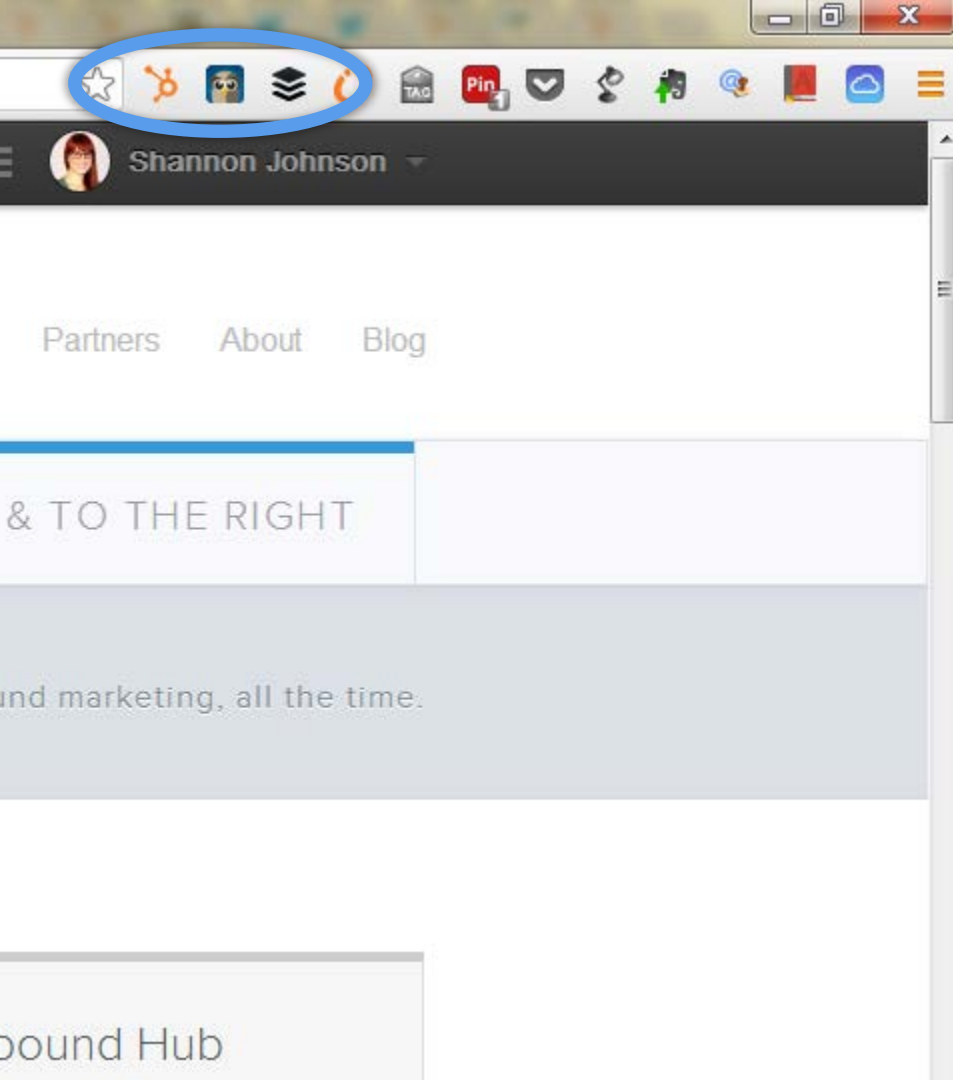


Click above to watch a video about HubSpot Social Inbox on HubSpot.com.

You can do *all four* of these things with [HubSpot Social Inbox](#), but if you don't use HubSpot, there are a few other tools you can use to tweet 24/7, including Hootsuite and Buffer. (You can also schedule tweets through [Twitter Ads](#)).

HubSpot, Hootsuite, and some other social tools allow you to automatically ***tweet the feed of your blog*** so you don't have to tweet posts one-by-one. If you don't have a blog, tweet feeds from 1-2 blogs your audience would enjoy.





Additionally, HubSpot, Hootsuite, and Buffer have ***Chrome extensions*** that allow you to schedule and share links to content you find anywhere on the web without having to leave the page to log in and share from your preferred platform.

# HOW IT WORKS: SHARING WITH THE HUBSPOT CHROME EXTENSION.

Upload and attach images to make your Tweets stand out (more on that later).

Schedule multiple tweets with customized messages at once.

Assign Tweets to a particular campaign to measure their contribution to campaign performance.

The screenshot shows the HubSpot Chrome extension interface for scheduling tweets. At the top, there are social media icons for Twitter, Facebook, and LinkedIn, along with a welcome message: "Welcome to the new Compose, [switch back to original](#)". Below this, there are two tweet preview cards. The first card shows a tweet with a profile picture, the text "Twitter Images Now Show Automatically in Your Stream", and a URL. It has a timestamp of "Today at 2:07 PM" and 64 replies. The second card shows a tweet with the same profile picture, the text "You should start including images directly in your tweets to get more attention from your followers! http://blog.hubspot.com/marketing/twitter-automatic-images-in-stream-nj", and a timestamp of "Wednesday at 4:50 PM" with 16 replies. Below the tweets, there is a "Schedule another tweet" button with a Twitter icon, followed by "or" and Facebook and LinkedIn icons. At the bottom, there is a "Select Campaign" dropdown menu, a "New" button, and a blue "Schedule (2)" button. Three blue arrows point from the text on the left to the "Schedule another tweet" button, the "Schedule (2)" button, and the "Select Campaign" dropdown menu.

# IT'S ALL ABOUT EFFICIENCY.

Regardless of whether you choose to use HubSpot or some other social sharing tool, the point is to save time and become more efficient by:

- Automating tweets for content you create (on your blog);
- Curating and sharing **quality** content as you discover it; and
- Increasing the reach of that content by scheduling multiple tweets.

Now, if only you knew where to go to find all kinds of great content to tweet ...

*Tactic*

**3** CURATE CONTENT LIKE A  
PRO.

# TO GET MORE FOLLOWERS, TWEET A LOT.

Although *content creation* is a core component of inbound marketing, you don't have to blog twice a day, write two ebooks a month, and host a webinar every quarter just to have something to tweet about.

When it comes to Twitter, it matters less where the content you tweet came from and more that it's plentiful, entertaining, educational, or otherwise **valuable** to your existing and future followers. This is where *content curation* comes in, and we're going to talk about how to master it.





Remember when we were talking about Guy Kawasaki? Well, plain and simple, Guy has mastered the art of *content curation*, automation, and tweet scheduling.

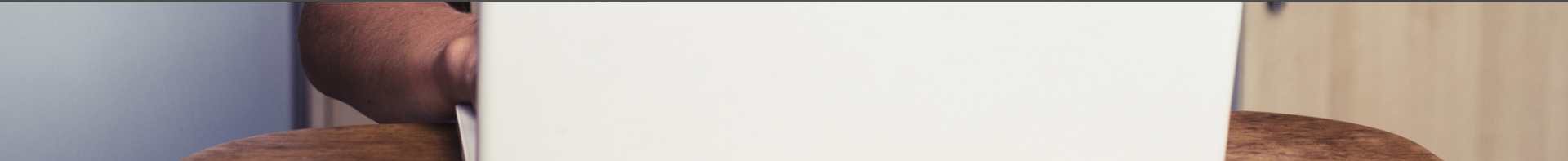
# TO TWEET A LOT, BE EFFICIENT.

To be an efficient curator like Guy Kawasaki, you don't just need a social media tool that allows you to schedule content as you discover it (as we discussed in the previous section).

You also need a few ***content wells*** – digital reservoirs you can regularly tap for fantastic, quality content to delight your existing and future followers.



HERE ARE 8 PLACES WHERE YOU CAN  
REGULARLY DISCOVER *Tweet-Worthy*  
CONTENT.



# Co.Design

edit

remove



search articles

10 unread articles

## TOP STORIES



### What Architecture Schools Get Wrong

The new film Reality Check follows a year in the life of Virginia Tech's design/buildLAB, bringing a long-simmering debate over architecture education to the screen. In 2012, a 200+ 6d



### Can These Toys Teach Kids Empathy?

How a learning exercise for the visually impaired evolved into a new toolkit that could help children unlock compassion. Empathy—when you inhabit a feeling with someone—is 200+ 6d



### A Photographic Tour Of The Notorious Hotel Chelsea

Before extensive renovations, one last look inside the notorious hotel where Sid killed Nancy and where Jack Kerouac wrote On The Road. Perhaps no other New York 200+ 6d

## YOU MIGHT ALSO LIKE

Design Milk  
103K readers  
#design  
design-milk.com

swissmiss  
43K readers  
#design #inspiration  
www.swiss-miss.com

Yanko Design  
21K readers  
#design #tech  
www.yankodesign.com

1

Use Feedly as a one-stop-shop to peruse everything going on in your industry, and hand-pick which articles to tweet.



## “ Popular Quotes

Find quotes

Search

[My Quotes](#) | [Add A Quote](#)

popular

recent

new

friends

my authors

Quotes popular among Goodreads members.



2

“I cry because it's over, smile because it happened.”

Like

**weightv**

I can't believe  
I get to feel like  
this every day.

*-Jennifer Hudson*

Find compelling quotes on [goodreads.com/quotes](https://www.goodreads.com/quotes).



SMOOTHNESS. SHARPNESS.  
HARD TO DESCRIBENESS.

AdChoic

WORK HEALTH CULTURE INTERESTS TECH PEOPLE GOOD NEWS GEOS SPORTS

A B C D E F G H I J K L M N O P Q R S T U V W X Y

Hot Topics

New Topics

My Recent Topics

MyAlltop

Holy Kaw

Search

## Most Popular

### MOST TOPULAR STORIES

Field Notes: The Farm-to-Centerpiece Movement

Schumacher ... tri fall

Justice So ... el for New Year's countdown

Michael S ... condition after skiing accident

### NEW YORK TIMES MOST E-MAILED

Field Notes: The Farm-to-Centerpiece Movement

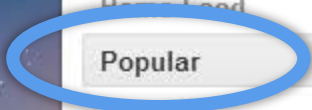
As the Obamas Celebrate Christmas, Rituals of Faith Become

Fears of Social Breakdown as Gambling Explodes in Italy

An Epidemic of Carjackings Afflicts Newark

3

Check out the top stories across multiple news sites on  
[most-popular.alltop.com](http://most-popular.alltop.com).



- Home
- Food
- Popular**
- Everything
- Shopping
- Videos
- Place Boards (New!)
- Animals
- Architecture
- Art
- Car
- Ceiling
- Education
- Film, Music & Books
- Food & Drink
- Gardening
- Geek
- Hair & Beauty
- Health & Fitness
- History
- Holidays & Events
- Home Decor
- Humor
- Men's Fashion
- Outdoors
- Photography
- Products
- Quotes
- Science & Nature
- Sports
- Tattoos
- Technology
- Travel
- Weddings

ou love, near and far

autiful, interactive map to any of your bo  
all your favorite and must-see places.

Close

Create



Check out what's popular on Pinterest.

Home

Profile

People

Photos

What's hot

Communities

Events

Hashtags

5

All

Friends

Family

Acquaintances

More



Fred von Graf and 1 more +1'd this post



Mashable

Shared publicly - Dec 27, 2013

This photo looks so realistic, you may not even realize that it's actually a pencil sketch. See the full collection: <http://on.mash.to/Ka4xg4>



+132

10



15 comments



Patrick Léger

8:40 PM

Ah yes... And this is a photo of uncle Bob who works at the local nuclear power plant...

Explore what's hot and recommended on Google+.





Search for people, jobs, companies, and more...



Advanced



Home

Profile

Network

Jobs

Interests

Business Services

U

[Marketing Cert in 12 Wks - Add an Ivy League Marketing Cert to your Resume in 12 Weeks. Apply Now!](#)



**Pulse** The news and insights you need to know.

Your News

Influencer Posts

All Influencers

All Channels

All Publishers

## Be inspired, stay informed.

Follow channels to stay on top of topics that interest you — featuring articles from Influencers and top news sources.



Let LinkedIn Pulse direct you to important industry stories.

# StumbleUpon is a giant collection of the best pages on the Internet.

You tell us your interests. We recommend great websites, photos and videos. Simple.

7

Stumble upon all kinds of great resources using ... [StumbleUpon](#).

And try not to get addicted.

- Silvas
- #Patriots
- #Goodbye2013Victoria
- Volgograd
- NFC South
- Pats

© 2013 Twitter About Help Terms Privacy  
 Cookies Ads info Brand Blog Status Apps  
 Jobs Advertise Media Developers

- using formuists.com)  
345 members
- agency**  
marketing, communications, PR and digital marketing agencies and the people who work for them  
510 members
- Community Management** 🔒  
42 members
- friends** 🔒  
53 members
- music**  
150 members
- socialmedia**



And of course, use Twitter itself. Creating lists is especially helpful for discovering great content from other Twitter users.



After you've found something worth sharing, all you have to do is use the HubSpot Chrome extension to tweet it at scheduled times.

*Tactic*

**4** WHEN YOU DO FIND  
CONTENT TO TWEET,  
MAKE IT VISUAL.

In October 2013, images began displaying automatically in the tweets. This means you can use creative visuals to make your tweets ***stand out*** among all the others in user's feed.





75 Free Stock Photos ... No Royalties, No Fees, No Worries.



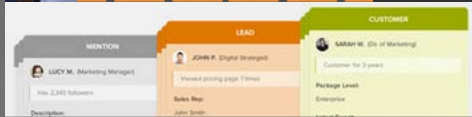
“Well, if you *don't have time* to do it right, what makes you think you'll have time to *do it over*?”



Conversion Centered Design  
Essential Elements of High Converting Landing Pages



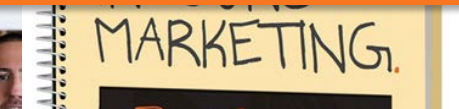
4  
... days until  
#INBOUND13



[Free demonstration]  
HUBSPOT'S NEW  
SOCIAL INBOX.



The more your tweets stand out, the more attention your profile gets. If HubSpot's social media manager doesn't have a pre-made image to work with, she'll spend the time creating one.



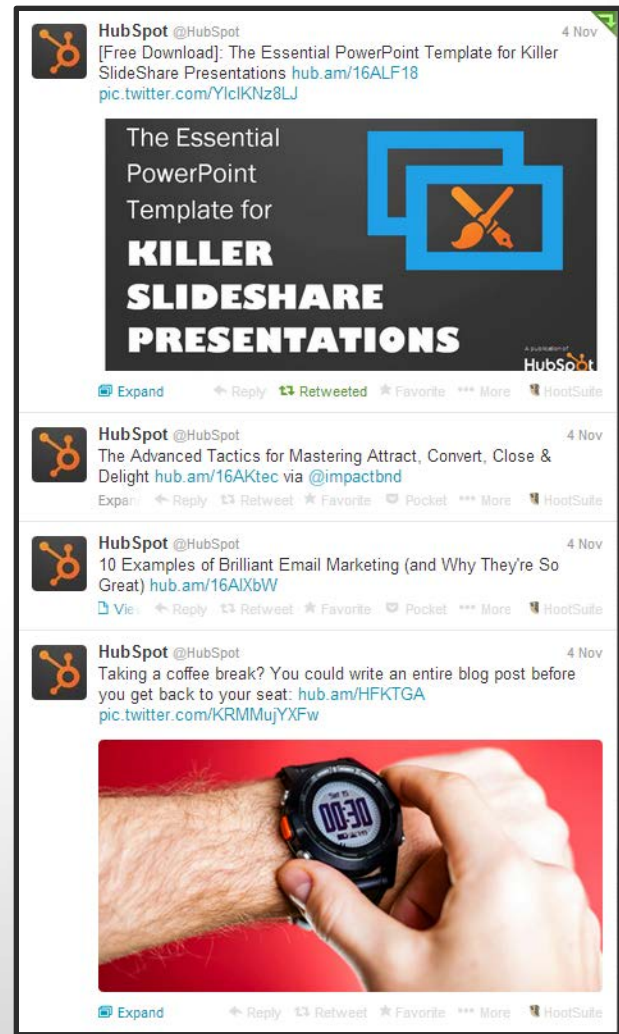
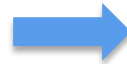
“Since we started using photos in tweets along with a short URL linking to a landing page, we’ve seen the **average conversion rate** on those pages *nearly double*. The **average retweets and clickthroughs** we get for Tweets on photos has also **increased**. For the best appearance in the feed, I recommend using landscape-oriented rectangular images that are approximately 2:1 in dimension.”

– **Brittany Leaning** (@bleaning)  
Social Media Manager, HubSpot





Try incorporating an image into *every 3 to 4 tweets* so they appear more prominently in a user's feed and on your profile page.



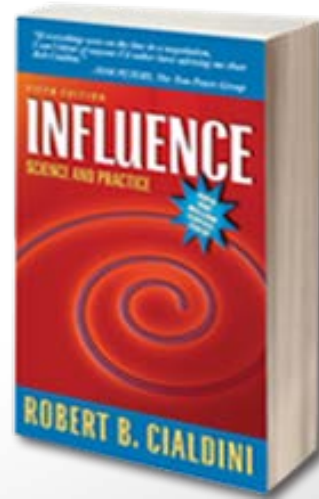
*Tactic*

**5** FOLLOW AND LIST A LOT  
OF PEOPLE (WITHOUT  
BEING SPAMMY).

Your second greatest lever for growing your followers other than tweeting around the clock is to *follow and list people*. Since people get notified via their email and activity feeds when you do, they're more likely to notice you and follow back.



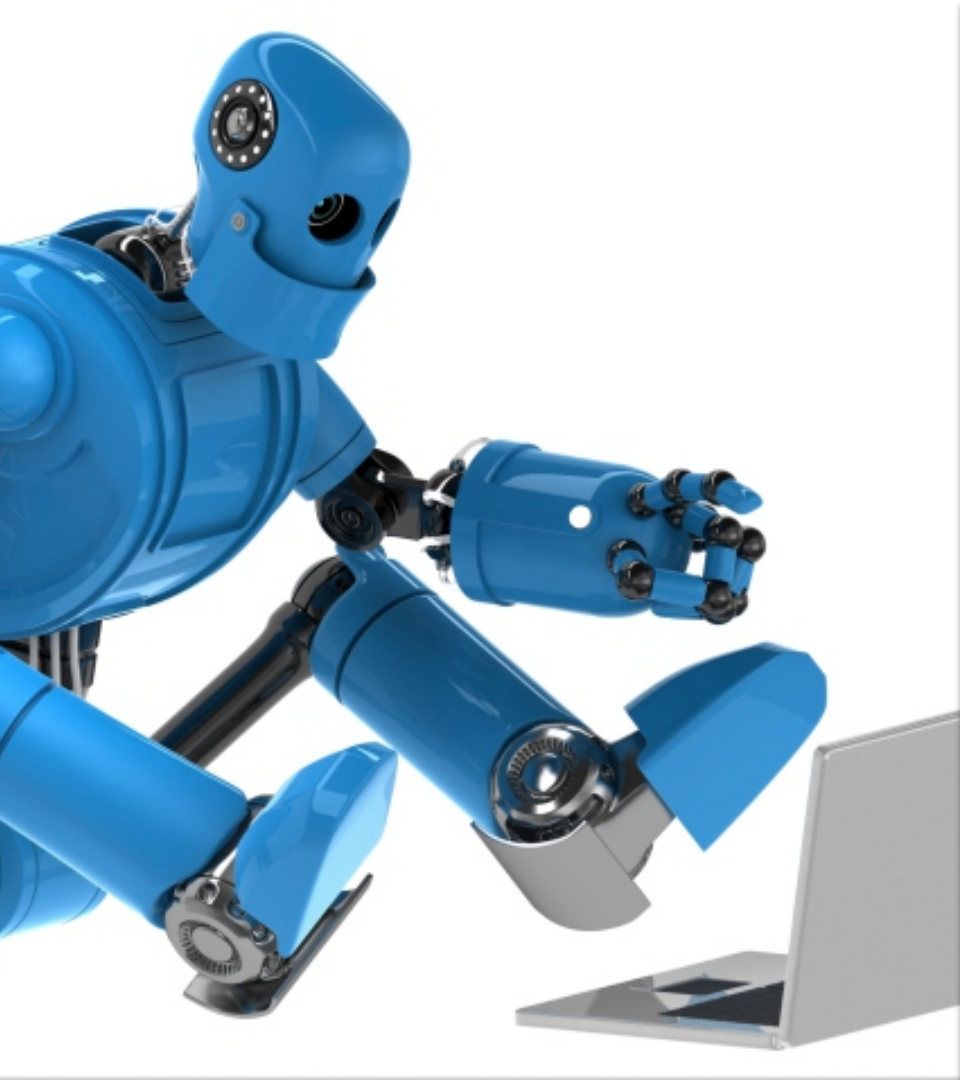
Following someone first leverages the ***reciprocity rule*** discussed in *Influence: The Psychology of Persuasion* by Robert B. Cialdini: “The rule says that we should try to repay, in kind, what another person has provided us ...”



Click the image to get our 5-minute guide for *Influence* along with guides for four other must-read marketing books.



In other words, if you follow or list someone first, they'll *feel more obligated* to reciprocate than if you didn't follow them at all.



You should still only follow people you actually care about. And definitely don't follow more than ***a couple hundred users per day***, otherwise Twitter *might* mistake you for a spam bot and suspend your account.

# HOW TO FIND AND FOLLOW OTHERS.

You can find people to follow by:

- Importing or inviting your email contacts;
- Using Twitter's "Who to Follow" tool found in the "Discover" section of Twitter.com;
- Looking at who your followers are following; and
- Browsing a Twitter directory, such as Twellow.com or WeFollow.com.

*Tactic*

**6 ATTEND A HASHTAG-FRIENDLY EVENT.**



Along with tweeting 24/7 and following others, your next best bet for growing your following is to ***attend a conference*** or join a Twitter chat – any event where attendees are likely to be conversing around a specific hashtag.





Hashtag-friendly events result in a wave of new followers because attendees are *more tuned in* to the conversation. By participating, your tweets reach an attentive audience with greater frequency.

When you have plans to attend a conference, make sure you ***monitor*** the event hashtag, ***follow*** other attendees, and ***respond*** when you have something meaningful to say. Each interaction is like a targeted advertisement to follow you.



*Tactic*

**7** MAKE YOUR PROFILE  
EASY TO FOLLOW.

As we instruct in [this comprehensive guide](#), a simple way to create opportunities for new follows is to ensure all your web properties – website, blog, and other social profiles – ***link to your Twitter account.***

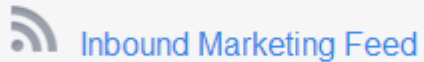


## Subscribe to Marketing Articles by Email

Email \*

Subscribe

## Subscribe by RSS



## Follow HubSpot



At the very least, place a Twitter follow button on your *website* homepage, your *'About Us' page*, and your *blog homepage* sidebar. For even more exposure, add a link to your account in your email signature and within the 'About' section of your other social profiles.

# THE END.

We've arrived at the end of our recommendations on how to amass at least 1,000 followers the *right* way: without spamming others or buying fake followers.

Now it's time to grab your printable tip sheet that came with your download so you can write in the margins and use it as your go-to guide for cranking up your follower count! Good luck!

HOW TO GET 1,000+ FOLLOWERS ON TWITTER

*Tip Sheet*

Need a friendly reminder of how to best grow your personal or professional Twitter followers? Print out this handy one-pager and add your own notes in the margins to make this your very own go-to guide for organically collecting more followers to increase your clout or grow your business.

**1. CREATE AND OPTIMIZE YOUR PROFILE.**

- Determine your purpose for being on Twitter, and identify a target audience to you identify what you should tweet.
- Customize your Twitter profile to (a) make it look spiffy, (b) inform potential followers who you are, and (c) provide a reason why you're worth a follow.

**2. TWEET 24/7.**

- Your greatest leverage for growing your followers is to tweet around the clock.
- Tweet content you create, tweet content created by others; and tweet that content more than once.
- Install the Chrome extension for your social publishing tool of choice to more efficiently tweet content as you discover it.

**3. CURATE CONTENT LIKE A PRO.**

- When it comes to Twitter, it matters less where the content you tweet came from and more that it's valuable to your existing and future followers.
- Use Feedly, Goodreads, Alltop, Twitter (lists), StumbleUpon, LinkedIn Pulse, and what's hot on Pinterest and Google+ to discover great content to tweet.

**4. GO BEYOND TEXT: MAKE TWEETS VISUAL.**

- Take the time to create great visuals. It pays off in engagement, conversion, and clickthrough rates.

**5. FOLLOW AND LIST A LOT OF REAL PEOPLE.**

- Your second greatest lever for growing your followers other than tweeting around the clock is to follow and list people (without violating Twitter's follower restrictions).

**6. ATTEND A HASHTAG-FRIENDLY EVENT.**

- Your next best bet for growing your following is to attend a conference or join a Twitter chat because your tweets reach an attentive audience with greater frequency.

**7. MAKE YOUR PROFILE EASY TO FOLLOW.**

- At the very least, place a Twitter follow button on your website homepage, your 'About Us' page, and your blog homepage sidebar.


*Notes:*

---

---

---

---



Thank you.



Created by [@shannopop](#)



# What is HubSpot?

**All-in-one** inbound marketing software.

[Get a Free Marketing Assessment](#)

[Get a Demo](#)

[Video Overview](#)



## MARKETING ANALYTICS

Analyze your web traffic and see which sources are generating the most leads.



## SEARCH OPTIMIZATION

Improve your rank in search engines by finding and tracking your most effective keywords.



## BLOGGING

Create blog content quickly while getting SEO tips and best practice pointers as you type.



## EMAIL

Send personalized, segmented emails based on any information in your contact database.



## LEAD MANAGEMENT

Track leads with a complete timeline-view of their interactions with your company



## SOCIAL MEDIA

Publish content to your social accounts, then nurture leads based on their social engagement.