



Twitter
Made
EASY!

20 Ways to Growth Hack Your Twitter!

moreFollow.com

Twitter Growth Hacks



If you want to **generate more leads** without spending more money getting them, Twitter is a great place to turn. If you really want to crank up your results may I suggest trying out some Twitter Growth Hacks.

When it comes to social media success you want **more followers, more clicks and more sharing**. So I have put together some of my favorite Twitter growth hacking experiments to get you started.

Twitter Growth Hacks

1. Start Actual Conversations

Change your attitude from just broadcasting your message and waiting for things to happen.

Yep, this one little change can greatly increase your results in no time.

You see Twitter is great for making your connection personal.

Get conversations going by asking open ended questions, What do you think about [X]?

[Question][Link optional][#hashtag]

Jump into conversations by answering questions. Take advantage of the retweet with comment feature. This allows more people to see your response than just sending a reply.

So get some conversations started!

Twitter Growth Hacks

2. Tweet Mini Infographics

Have a great infographic? Chop it up into smaller bite size graphics that are perfect for tweeting.

It's a fact that visual content gets better results.

EXAMPLE:

4 EASY Ways to IMPROVE Your TWITTER

- Clean up your Followers**
 - Unfollow Inactive users
 - People not following you back
- Follow More People**
 - Use keywords to find people.
 - Follow people following your competition.
- Spruce Up Your Profile**
 - Use a great image.
 - Use relevant #hashtags & links
- Feed the Beast**
 - Post Often
 - Tweet *GREAT* stuff
 - Be human!
 - Include images & videos

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Twitter Growth Hacks

3 Share Videos

Twitter videos are incredibly well received.

According to [Twitter 82% of Twitter](#) users watch video content on Twitter and 90% of Twitter video views are on mobile.

Bonus

Native video on Twitter drives more engagement than third party players. So give video a try!

VIDEO ON TWITTER

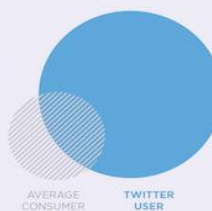
How do Twitter users consume, discover and engage with video? To uncover the answer, we commissioned Research Now to conduct surveys across 14 countries. The key U.S. insights below show why Twitter offers an ideal audience for your brand's video content.

TWITTER USERS LOVE VIDEO (ESPECIALLY ON MOBILE)


82% of Twitter users watch video content on Twitter¹


90% of Twitter video views are on mobile²


Twitter users are 1.9x more likely to have uploaded a video online than the average US internet user¹



TWITTER DRIVES VIDEO DISCOVERY

Twitter is used differently than YouTube for video consumption¹




25% more likely to discover video first among their friends¹

41% of users think that Twitter is a great place to discover videos¹



VIDEO ON TWITTER DRIVES ENGAGEMENT

Native video on Twitter drives more engagement than third party players²


2.5X
REPLIES


2.8X
RETWEETS


1.9X
FAVORITES

SOURCES:
1. Video on Twitter, Research Now, February 2015
2. Twitter Internal, 2015



Twitter Growth Hacks

4. Tweet More Often

Change how often you tweet. Tweeting more frequently, as long as you Tweet great things.

You see as Twitter becomes more cluttered your Tweets may not be reaching your followers as much as you think.

If you don't have a routine down for scheduling your tweets on a regular basis, get started now and try mixing up how often you Tweet to see if you get better engagement.

5. Mix Images & Quotes

Use images in your quotes. Use free tools like [Pablo](#) or [Canva](#) to transform your quotes into great graphics in seconds.



Twitter Growth Hacks

6. Use Click to Tweet

Use click to tweet in your blog. Give your audience every opportunity to share your posts.

Make it easy for them share like this.

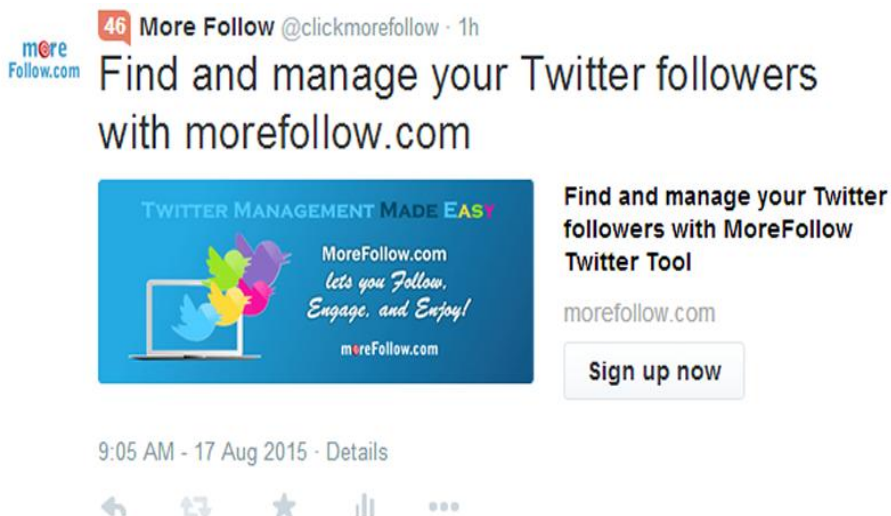
Are you delivering VALUE on Twitter? #TwitterTips

CLICK TO TWEET 

7. Twitter Cards

Use Twitter cards. Twitter Cards have been around for a while but it's easy to forget you can use them for free without a paid promotion.

Simply head on over to your [Twitter Ads Dashboard](#) create a card and tweet it to your followers.



The screenshot shows a tweet from the account 'More Follow @clickmorefollow' posted 1 hour ago. The tweet text is 'Find and manage your Twitter followers with morefollow.com'. The card features a blue background with the text 'TWITTER MANAGEMENT MADE EASY' at the top. Below this, there is an illustration of a laptop with colorful birds flying around it. To the right of the illustration, the text reads 'MoreFollow.com lets you Follow, Engage, and Enjoy!' and 'moreFollow.com' at the bottom. To the right of the card, the text says 'Find and manage your Twitter followers with MoreFollow Twitter Tool' and 'morefollow.com'. A 'Sign up now' button is located at the bottom right of the card area. Below the tweet, the timestamp '9:05 AM - 17 Aug 2015 - Details' is visible, along with icons for reply, retweet, favorite, and share.

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Twitter Growth Hacks

8. Pin Your Best Tweet

This will only be visible to your followers but it can be a great way to generate a little traffic.



You can even [in Your Twitter Card. This works great if you use a lead generation card.



Twitter Growth Hacks

9. Test Different Times to Tweet

Test Different Times to Tweet. Most people think that posting at the most popular times means their Tweets will perform better.

However, you should test this theory and try the opposite. Try posting at off hours.

Best
Time of
Day!



Monday				
Tuesday				
Wednesday				
Thursday				
Friday				
Saturday		X	X	X
Sunday		X	X	X

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10. Spruce Up Your Profile Image

Enhance your profile image. Your profile is your first impression. Make it count. With a 1500 x 500 image size you should utilize that graphic real estate to your advantage.

11. Don't Ignore the Search Factor!

Include #hashtags and @mentions in your profile. The content of your bio should be easy to read and easy on searches.

12. Beef Up Your BIO!

Tag and shorten links in your bio. If you have long links in your bio, clean them up by shortening them. This just makes them more clickable. Be sure to tag them with your tracking codes so that you can easily see in your analytics.

Twitter Growth Hacks

13. Use Scheduling & Automation Tools

Use a scheduling and automation tool. If you are not already using a scheduling tool for your tweets you should give it a try. You can use [MoreFollow.com](https://morefollow.com) or any of your favorites like [Buffer](https://buffer.com) or [Hootsuite](https://hootsuite.com).

This will save you a ton of time and help you make sure that you are Tweeting on a regular basis.

14. Tweet All Your Content

Tweet all your repurposed content like slideshare's. This is one that is easily missed. Everyone will tell you to repurpose your content which is great advice. However, it is easy to forget to share that content just as you would share a blog post.

Twitter Growth Hacks

15. Spy On Your Competition

Follow people following your competitors is always one of my favorite tips. [Growing your followers by spying on your competition](#) is super easy and incredibly effective.

You see your competitors followers have already expressed an interest in your product or industry.

16. Twitter Contest

Create a Twitter Sweepstakes Contest. Be sure to follow the Twitter rules before you endeavor into this one.

You can use third party tools to make implementation super easy.

Try [Wishpond](#) as they make creating the landing page and collecting sign ups easy.

Twitter Growth Hacks

17. Use the Right #Hashtags

Do your #hashtag research. Test the effects of changing up which #hashtags you use.

Try using tools like [RiteTag](#) which is great for finding popular #hashtags.

The screenshot shows the RiteTag interface for searching hashtags. The search term is 'socialmedia'. The results are categorized into 'Exact match' and 'Hashtags containing 'socialmedia''. The 'Exact match' section shows one result: #socialmedia with 967 tweets, 450 replies, 460,525 views, 27% retweets, 75% likes, and 23% mentions. The 'Hashtags containing 'socialmedia'' section lists 15 related hashtags with their respective statistics. Each row includes a 'Connections' icon and a 'View Stats' button.

Hashtag	Tweets	Replies	Views	Retweets	Likes	Mentions
#socialmedia	967	450	460,525	27%	75%	23%
#socialmediamarketing	146	125	1,316,379	36.99%	71.23%	17.12%
#socialmediatips	42	4	375,942	19.05%	59.52%	0%
#socialmediamasterclass	8	0	496	0%	100%	100%
#socialmediapro	8	0	4,867	0%	100%	0%
#aprendendosocialmedia	4	0	2,129	0%	100%	0%
#businesssocialmedia	4	0	3,046	0%	0%	0%
#compartamosocialmedia	4	0	4,350	0%	100%	100%
#jasaoptimasocialmedia	4	0	14,862	0%	100%	0%
#promosocialmedia	4	0	862	0%	0%	0%
#salonsocialmedia	4	0	29	0%	100%	0%
#socialmedia453	4	0	608	0%	100%	0%
#socialmediaactián	4	0	2,025	0%	100%	0%
#socialmediaaccessories	4	0	17,425	0%	0%	0%
#socialmediaactivism	4	0	11,088	0%	100%	0%

Twitter Growth Hacks

18. Keep Your Twitter Account Clean

Clean up your Twitter account. Get rid of people that are inactive or that don't follow you back.

Having followers that are never going to interact with you serves no purpose.

Make sure that you are growing a targeted following.

19. Tell A Human Story

Don't forget to be human. Tell the personal side of your journey, the good, the bad and the ugly.

Set a calendar to share your updates on a regular basis.

Twitter Growth Hacks

20 Follow More People

Don't forget to follow more of the right people.

Use the [MoreFollow Twitter management tool](#) to automatically find people that are Tweeting about your topic.

This allows you to grow a very targeted audience quickly and hey it's free!

Feed
Your
Peeps

Conclusion

Wrap Up!

These 20 actionable growth hacks will help you get your Twitter in shape.

Want to go beyond growth hacking Twitter? Please join me in the [Ultimate Growth Hacking Master Class!](#)



START YOUR GROWTH HACKING NOW!

Feed
Your
Peeps

Conclusion



Grab
YOUR FREE
Twitter Tools!



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