



# How To Grow Your Social Media Following

Social media isn't just about going viral; it's about staying visible. Follow these tips to launch and maintain a consistent social presence that will keep your business top of mind, showcase your services and build lasting relationships.



## Tip #1: Prioritize the Right Platforms

Focus your time and energy on the platforms where your buyers spend the most of their time to get the best return on investment for your efforts. To get the greatest results, we recommend:

- **LinkedIn:** Ideal for B2B buyers, professional services and corporate gifting
- **Instagram:** Great for product inspiration, campaign ideas and brand strategies
- **Facebook:** Useful for local visibility and community engagement



## Tip #2: Optimize Your Profile for Discovery

Your social profiles should quickly answer three questions: Who you are, what you do and why someone should follow you. To make sure you're checking all of these boxes, be sure yours includes:

- A professional logo or headshot
- A clear description or bio explaining your services
- A link to your website or contact information



## Tip #3: Post Content Your Audience Actually Wants



While of course you want to promote your services and make sales, growing your social media following starts with offering value to your followers, not just selling. Mix up the content of your posts to include a range of engaging topics and formats, such as:

- Product ideas with real-world use cases
- Seasonal or event-based promo ideas
- Client success stories or campaign highlights
- Industry trends and tips on how to take advantage

## Tip #4: Stop the Scroll With Eye-Catching Visuals

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In crowded social media feeds, it's important that your images are just as engaging as your content. Interesting, high-quality visuals make your social posts easier to notice and more enticing to share. To attract the most attention to your posts, we recommend you:

- Use clean product photos or lifestyle images
- Add short, clear captions
- Keep branding subtle and consistent
- Avoid cluttered graphics or long text blocks



## Tip #5: Keep the Conversation Going

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Social media isn't a "post it and forget it" type of platform. Make sure you're monitoring your posts and responding in the comments to make connections, start conversations and answer questions. Some simple ways to increase your engagement are:

- Like and comment on posts from clients and partners
- Respond to comments and messages promptly
- Tag relevant brands, events or locations when appropriate
- Ask simple questions to spark interaction

## Tip #6: Track What Works & Keep Doing It

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Every social media audience is different, so pay attention to the type of content that is resonating with yours. Double down on the content that gets the most engagement to continuously grow your following and build your social presence. What to watch:

- Follower growth over time
- Likes, comments and shares
- Which posts lead to direct messages or inquiries

**If you need extra assistance maintaining your social media profiles, reach out to your account representative to learn about ASI® Social Media Management.**