

HOW TO GET Insanely Loyal Followers *On Social Media*

How many fans do you need to make your business succeed? Since everyone can't be Beyoncé, how many people do you need in your corner to make things happen for you?

You Want To Build A Group Of 1,000 True Fans

List a bunch of ways that could make your fans more interested in you:

1. Change The Way You Think About Social Media

What do you use social media for?

Why do you use it the way you use it?

Will that change the way you communicate with your customers? And why?

2. Engage With Your Followers To Make Them Loyal Fans

The biggest mistake most marketers make is thinking of social media as a broadcast channel. They think it's about sending out their message, about repetition and variation as if it's just another form of TV. What they don't do enough, is listen.

Instead, use these tips to better engage with your followers:

Who do you want to talk to? (Focus on them.)

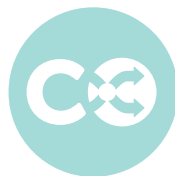
What kind of questions could you ask your audience?

3. A Loyal Following Comes From Being A Real Person

What kind of visual graphics or images will make your company look more human? (list your ideas)

What kind of social content will make your company look more human? (list your ideas)

**If you want to get loyal followers and rock
at your social media marketing get your 14-day
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The marketing calendar for everything.

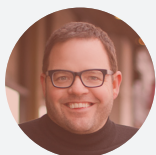


“CoSchedule is the easiest-to-use editorial calendar around, and includes a robust layer of social sharing functionality that makes it a no-brainer for me and my team.”

—Jay Bear, Founder of Convince and Convert



Michael Hyatt
Author



Jay Bear
Convince & Convert



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