

5 'Follower' styles on social networks and easy ways to connect with them

If you have a Fanpage or need to make a marketing campaign through social networks, this article is a very useful reference.

Building an image for a product / brand / character through social media (**Social Media**) is 1,000 times more difficult than trying to become a favorite child at school. Usually, it seems that you will need some kind of know-how to successfully connect with the target audience.

However, luckily, most of your followers are quite young and not everyone is an excellent student at school, so becoming "the most prominent person" in the market is not the only way. most to connect with followers.

In fact, a psychological study of sharing revealed that **there are many different types of Follower** . Some people are attracted to your content, your social networking posts or your brand ., most of them for some reason.

To increase the number of followers, the first thing you need to do is **identify who you want to connect, how they interact with the social network** and, most importantly, what **you can bring to them**.



1st person: Career-Minded Followers (Career-oriented people)

These people often post articles, ask questions and create conversations around their work. Their motives are very clear. They realized that today there is very little gap between an ordinary person and a public figure. As a

result, they master the content they want to share, questions to ask and the platforms used to maximize their professional image. These individuals form and develop online personality to be considered thought leaders and experts in their field.

Sure, these followers are still basically using **Linkedin** and **Facebook** .

How to connect with them?

1. If you're looking for ways to interact with these users, you can become a B2B service provider (provider of business management services, human resources, supply chains, applications, finance, banking, accounting, auditing .) or becoming experts in their field.
2. Provide clear tips, views and solutions related to the areas that your customers are interested in.
3. Make sure your presence / organization on social networks (such as **Facebook**, **Twitter**, **Linkedin** .) is as clear, friendly and intuitive as possible. The content needs to be carefully polished, posted in a legal and meaningful way to ensure attracting a lot of attention.

Examples:

Hubspot is a successful example of attracting social media users in order to learn and research careers. The company provides an online B2B software and analysis from domestic marketers for users, and its website is also constantly posting up-to-date information for **Marketing Inbound** professionals and **Digital Marketing**.



2nd Person: Trendy Follower (Trend followers)

This is a very popular, young and creative type of follower. These people are always looking forward to the latest, greatest trends and therefore, they only participate if you provide them with fresh content. Just like trying to get to know the queen of a party or captain of a Trendy Follower football team, it is difficult to interact. However, if you have done so, the benefits that the campaign brings are great because this type of person is capable of greatly influencing those around.

How to connect with them?

1. Because these followers are extremely active on many social networks, you need to have a clear media campaign, geared to all sites related to them, including **Facebook, Twitter, Pinterest** and **Snapchat** ..
2. Information on the website should be short and most importantly, it must bring information to the reader.
3. Remember this type of person, the design must be in harmony with the content in terms of importance. Therefore, use high resolution images and nice website / fanpage layout to quickly attract them.
4. You should also pay attention to videos because 50% of followers of this type often look for information on video sharing sites like **YouTube**.
5. Finally, make sure that your content is directly relevant to their lifestyle and is consistent with their thinking (regardless of whether it is intended to solve the problem or is simply a completely new thing and different). Don't expect your message to be spread when the content you propose doesn't affect your thoughts and affect them.

Examples:

Apple 's marketing products and strategies have a clear direction to the type of person who is proven to be the "Bad Apple" brand that has millions of followers on **Facebook**. Apple knows how to use interesting, in-depth content and quality images to tighten relationships with followers.



3rd person: Sociable Follower (People who like to connect)

73% of people sharing content online is to connect with people with similar interests. These people use social networks with their meaning: connect with others. Therefore, they are only attracted to the content that they feel is worth discussing with friends and people they know and social media that allow them to do so. These media will generally include **Facebook, Twitter** and **Pinterest**.

How to connect with them?

1. The content they desire must become the springboard for discussions with others. Therefore, to interact with this type of person, make information interesting, useful and topical.
2. In addition, because these individuals often actively seek issues to discuss, adding a few elements of humorous comedy will also create good effects. But most importantly, make sure they are really relevant to your campaign.
3. Even if your message has helped them cook delicious meals, ensure budget spending; Teach them to write a CV to have a perfect set or simply provide an ideal solution to relax at the break, your Insight still has to make them feel like more.

Examples:

Buzzfeed is a leading magazine specializing in providing exciting new stories, videos, funny news, quizzes and more.



4th Person: Attention Seeker (People seeking attention)

Love them or hate them - we all know who is ranked and this way. 57% of Generation Y (**Millennial**) think their peers use social media as a tool to get attention and seek recognition from others. You can easily recognize this on **Instagram, Twitter, Facebook** or **Snapchat** and it seems they always have something to post, whether it is an image, a post or merely posting a mood change. .

Everything that this type of person does on social networks is related to them and tries to form a perfect **Personas** to win the most "likes".

How to connect with them?

1. Because these people "live" with "Like" numbers, to connect with them you need to give them interesting content or information.
2. Contests, photos, videos or anything that creates controversy or shock are great ways to interact with an "Attention Seeker".

Do this like:

Coca Cola's shareacoke campaign allows users to personalize their coke and take photos of them to post on social networks with hashtag #shareacoke. Since this campaign was implemented, about 125,000 people have posted their photos with this hashtag.



5th person: Choosy Follower (Selective followers)

These individuals are in stark contrast to **Attention Seeker** . They use social networks to connect with people they know and care less about other channels.

If they choose to follow a Fanpage, a celebrity, a public figure or a product, it is simply because they feel connected to the lifestyle, perspective and concerns of those objects. This type of person rarely clicks on the "Follow" button because they often search and check the information very carefully before doing it.

How to connect with them?

1. If you are targeting this user, provide actionable information.
2. The content should include numbers or statistics. In addition, the title should address the problem so that the reader quickly understands the message you want to convey.
3. While intuitive tools like infographic, high-resolution images or eye-catching layouts can make you more reliable, it's still important to lead some meaningful events. .

Although we all know that it is difficult to have a large following on social media when there are more and more competitors. However, by categorizing and clearly identifying potential followers, you can still adjust your tactics in the right direction to increase the number of customers approaching and still ensure to provide relevant

content .

This article is shared by **Nadav Shoval** - CEO and co-founder of **Spot.IM** - live chat service that is currently used by many people.

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