



# How to go from 0 to 80,000 engaged Twitter followers

By Lilach Bullock

Lilach Bullock writes: I was delighted to recently co-present a webinar with Brian Lavery, Twitter's Partnership Manager as part of Hubspot's new **#HubMasters** series.

The subject matter was a common question Lilach is regularly asked: how do you go from 0 to 80,000 engaged Twitter followers.

First and foremost whilst Lilach has a large following, it doesn't mean you or your brand has to as well. If you are in a niche sector, then you may well only need a few of the right followers, as opposed to lots of the wrong followers. It's more important to have an engaged following that is loyal and that communicates with you and is happy to share your tweets or content with their audience. It goes without saying that it needs to be as targeted as possible. This is where you will see the real value and get the benefits from using Twitter. But if you want loyalty, you've GOT to be engaging and be proactive.

You also need to think about who you are trying to connect with. What is their reach as well? How engaged and how responsive are they? It's very much like the age old business tenet of "know your customer" – your audience is your customer so you need to ensure you serve them well, get to know them, and learn what their interests and their needs are.

As well as sharing her personal story of how she grew a Twitter audience from 0 to 80,000 engaged Twitter followers (which did NOT happen overnight!), Lilach spoke about the tools that

she uses to help her and her clients. In particular, she mentioned:

- **GoAnimate** – make professional animated videos, on a low budget with simple do it yourself tools.
- **Social Inbox** from Hubspot – helps you get really targeted and engaged with the people who matter most.
- **ManageFlitter** – understand and dig deeper into your followers
- **Social Oomph** – sends recurring scheduled tweets

For more Twitter tools that help you get more engagement, followers, understand your true reach, and some cool tools thrown into the mix check out Lilach's 101 Tweet-tastic tools for 2014 [here](#)

Twitter has offered \$50 (£30) in free Twitter ad credits to all attendee's and Lilach is delighted to be able to offer readers the same offer. Simply click [here](#) to start your promoted ads!

Read more:

<http://www.commsaxis.com/how-to-go-from-0-to-80000-engaged-twitter-followers/#ixzz375SmMfTp>

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## About the Author

Highly regarded on the world speaker circuit, Lilach Bullock has graced Forbes and Number 10 Downing Street with her presence! She's hugely connected and highly influential serial entrepreneur – the embodiment of Digital Intelligence. Listed in Forbes as one of the top 20 women social media power influencers and likewise as one of the top social media power influencers, Lilach is one of the most

dynamic personalities in the social media market, she actively leverages ethical online marketing for her clients and for Comms Axis. A business owner, social media consultant, internet mentor and genuine digital guru, Lilach is consulted by journalists and regularly quoted in newspapers, business publications and marketing magazines (including Forbes, The Telegraph, Wired, Prima Magazine, The Sunday Times, Social Media Today and BBC Radio 5 Live). What's more, her books have achieved No 1 on Amazon for Sales and Marketing and Small Business and Entrepreneurship.

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