



The Cozy Book Nook's *Week One* Downloadable
from Christina Goebel, M.A. and Laban M'mbololo, Esq.

**TOP 5 WAYS TO INCREASE SOCIAL MEDIA FOLLOWERS
AND ENGAGEMENT**

Christina Goebel, M.A.

1. Remember social media is social. For every 10 posts you like or share, about 80% should be other people's content and 20% your content.
2. To have more interaction on your posts or tweets, comment on your followers' posts each day you are online.
3. Recognize and thank your followers. Celebrate their birthdays. Send get well wishes when they are sick and condolences for their losses.
4. Add followers' handles who are responsive to your posts or tweets. Like or retweet or share those posts so they get recognized and boosted.
5. Develop your voice and message on social media. Consider using custom color, a special type of message, and engage followers who have similar tastes to expand your message.

IMPORTANT NUGGET OF A BOOK MARKETING STRATEGY

Laban M'mbololo, Esq.

I have used X (formerly Twitter) extensively to build an audience and these are some of the considerations to make to replicate the success of renowned authors. It's crucial to identify the key elements that will make your X (Twitter) campaign effective.

- **Target Audience:** Who are you trying to reach?
- **Content:** What kind of content resonates with your audience?
- **Engagement:** How do you foster interaction with your followers?
- **Hashtags:** Which hashtags help you expand your reach?
- **Timing:** When did you post for the best results?
- **Paid Promotion:** Did you use Twitter ads? If so, how?

Once you've analyzed these factors, you can refine your strategy and build upon it.