



ServeNoMaster 080: 11 Ways to Grow Your Snapchat Following

Subtitle: How to get a Boatload of Snapchat Followers

Key Takeaways:

- Social media platforms are constantly changing. You need to be in every critical social media platform if you want to keep up with them.
- Ways to quickly increase Snapchat followers:
 - #1 - Use your mailing list and address book.
 - #2 - Send an email blast with your Snapcode directly to your mailing list targeting the millennials and younger demographics.
 - #3 - Display your Snapcode in your local business establishment and business cards.
 - #4 - Give out your snapchat link when someone follows you or replies to you in your other social media networks.
 - #5 - Cross promote your social media platforms.
 - #6 - Team up with people who are big in Snapchat or other social media platforms and cross promote.
 - #7 - Reach out to influencers in Snapchat and give them free stuff to talk about you.
 - #8 - Pay people to do reviews or promote your snapchat.
 - #9 - Let a super fan run your Snapchat account.
 - #10 - Run targeted Facebook ads.
 - #11 - Ask your followers to promote you.
- People have different high and low contact points.
- Different social media platforms are high contact points for customers from various demographics.
- Snapchat is a high contact point for people in the younger demographic - 19 to 35 years old.
- Be proactive. Snapchat requires a direct communication for people to follow you.
- Diversify your social media platform because these platforms come and go.
- Look for cracks in the competition. Instead of being in a platform where everyone is already in, go to a platform that is on the rise and build your brand there.
- Snapchat is on the rise. Now is a great time to try it.
- Do not bet your entire business in a single social media platform even if you can become big in it.
- Stay updated with the inside news on the platforms you choose.

Resources:

Snapchat - <https://www.snapchat.com/>

Sponsor ConvertKit- <https://servenomaster.com/convertkit>