



# How to Be Successful with a Small Social Media Following

with Maisha Dible



It can be daunting building your business on social media when you only have a small following but have no fear. Maisha became the #1 African American Earner at her company when her Instagram following was relatively small.

These are the strategies Maisha uses to ensure that the quality of her followers more than makes up for the quantity. In Maisha's words, 'If you build it, they will come!'

## Welcome New Followers

As Maisha said, imagine your Instagram, Facebook, TikTok account like a bakery. When people walk through the door you want to make sure they feel welcome.

Draft a message you can send to new followers. Remember, keep it short and sweet and don't dive into a sales pitch.

*Example: Thank you so much [Insert Name] for following my account. I hope you're having a wonderful week and I can't wait to get to know you better. Reach out if you ever have any questions!*

## Engage with Your Followers

When people interact with your posts and leave a comment make sure you reply.

Personalize by including their name.

Add extra details.

Ask a question to keep the conversation going.

**martin** Thank you Joanna, Oscar is such a cutie! What's your cat called?

Continuing Maisha's bakery example, you wouldn't ignore a customer in your store so don't ignore them on social media either.

## Check Your Engagement Metrics

Whatever Social Media Platform you're using, you have some powerful tools to discover how well your content is performing.

Research how to find your engagement metrics for your social media platforms and set some engagement goals.

Write down your goals and how you're going to achieve them for example:

*Goal - Increase Engaged Audience to 100.*

*I am going to ask more questions in stories and respond to every person.*

★ Goal 1:

I am going to...

★ Goal 2:

I am going to...

★ Goal 3:

I am going to...

## Hashtags for your Business

Have you watched [Rachael](#) or [Jade's](#) courses? They both talk about having 5 Content Buckets for Social Media. With that in mind, apply Maisha's hashtag strategy to your 5 Content Buckets. What hashtags do you currently use and what new ones could you add into the mix and keep rotating.

Write down the themes you most frequently post about on social media

Theme 1:

Hashtags:

Theme 2:

Hashtags:

Theme 3:

Hashtags:

Theme 4:

Hashtags:

Theme 5:

Hashtags:

### HashTag tips!

- ★ Change it up! Instagram knows when you keep on using the same hashtags. Mix up the amount you're using and which ones you're using.
- ★ Join in on challenges and use the relevant hashtags
- ★ Use a range of personal, niche hashtags and broader hashtags
- ★ View your hashtags like the business signs to your store
- ★ Research what hashtags other people are using