

**Description:** This is a B2B blog article I recently completed as a freelance project. The creative brief sought to answer the following question: “What can small business owners do to get more leads through social media?” The provided SEO keywords were “social media SMB” and “social media for small business.”

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## 5 Ways to Increase Your Social Media Visibility

If you don't have the right followers on social media, posting feels a lot like shouting in the middle of Times Square: You're surrounded by a sea of people, but none of them are paying attention to you.

While you can certainly use social media to get more leads and build your small business—in fact, countless SMBs have done so—you must start with a smart strategy.

Your first move? Increase your visibility. Here are five ways to do that.

### 1. Find Your People

On social media, engagement is king.

So, it's not necessary to gain as many followers as possible. Instead, your following should be a community of like-minded people with similar interests who will engage with your posts. To get started...

#### **Know who your target audience is.**

What do they like? What are they interested in? Which social media platform(s) do they use? What other brands do they follow?

#### **Find folks who like what you like.**

On each social media platform you're using, search for keywords that relate to your SMB's brand. For example, if you're in the home improvement industry, search for topics like “bathroom tile” or “dream kitchen.” Find the people who are posting about and engaging with these topics. Follow them.

#### **Borrow followers from other SMBs.**

Social media for small businesses isn't a zero-sum game. On your platform of choice, find competitors and brands that are similar to you. Scroll through their comment sections and follow their top commenters.

After you follow these people, they will visit your page, see that you post compelling content about a topic they care about, and follow you back. In turn, they will start liking, sharing, and commenting on your posts.

The social media algorithm will notice that people enjoy your content. As a result, it will show your posts to more people.

## 2. Get Them Talking

Once you've gained a number of followers, don't wait for them to make the first move.

Nudge people to engage with your posts by:

- Asking open-ended questions
- Taking polls
- Giving pop quizzes
- Sparking a friendly debate
- Sharing a relevant meme or inside joke

Most social media platforms have built-in features that enable these kinds of posts.

Remember: The easier it is for people to engage, the more likely they are to do so. Multiple-choice questions and "this or that" polls demand very little effort from your followers, so use them often.

## 3. Use Hashtags

You don't always have to be on the offensive. Bring people to you by using hashtags.

Hashtags are a link between your page and trending topics in your field. They're a simple way for people who don't follow you yet to discover you.

For example, you can appear on [Instagram's Explore page](#) with the help of hashtags. See, Instagram's Explore page is tailored to each user's unique interests. It displays posts from pages that Instagram thinks a particular user will like, given the topics they cover.

By including relevant hashtags on your posts, you're telling Instagram what your posts are about. Then, Instagram will be more likely to show your posts to people who have engaged with that topic before.

Twitter, LinkedIn, YouTube, and TikTok use hashtags in a similar way.

## 4. Join Other Brands

Don't be afraid to reach out to other brands that share your audience:

- Collaborate with them on a limited-time product or service

- Promote a pop-up at their brick-and-mortar store (or vice versa)
- Share their posts and [link to their content](#) if it's relevant to your audience

Connecting with similar brands will help you reach new, like-minded people and turn them into followers.

## 5. Host a Giveaway

Giveaways and sweepstakes are timeless promotional strategies. They've been used by marketers for decades—long before social media existed.

You can choose to give away a free product or service of your own, or you can get another brand to donate their goods (in exchange for free exposure).

Either way, choose a prize your audience *wants* to win.

To boost your social media visibility [with a contest](#), try one of these tactics:

- Ask people to follow your page for a chance to win
- Partner with another company and promote the giveaway on both of your pages (doubling the number of people who see it)
- Ask followers to enter the giveaway by tagging a friend or two in the comments

The giveaway will increase engagement *and* broaden your reach. A win-win for visibility!

## Steer Your Strategy

Visibility is one piece of the social media puzzle.

When you want to generate leads for your small business through social media, having the right followers is only the first step.

Next, give your followers concrete actions to take. Tell them to visit your website, sign up for a free trial, or go to your store—whatever gets you closer to your goals.

This is why having an overarching strategy is critical.

Your newfound visibility on social media is your vehicle. Make sure you're driving it in the right direction.