

# For Sale: Social Media Followers

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There is a new kind of enterprise in town. It’s called “purchasing Social Media Followers.” If you are on social media such as Instagram, YouTube, or if you write a blog, you don’t have to grow a following organically. You can purchase them and their likes through companies that will bring instant followers to your site. Big celebrities, businesses, and politicians do buy followers all the time. Some famous names and brands subscribing to such businesses include Kim Kardashian, Newt Gingrich, Lady Gaga, Sean Combs, Pepsi, Mercedes-Benz, and even some U.S. presidents.

Selling and buying social media followers is a lucrative business. Buying followers and their ‘likes’ can generate a tremendous return on investment (ROI). As an example, you can buy an entire existing Twitter page on eBay for \$35 and instantly have 3,700 followers. Another company, Fast Followerz can provide 100 Twitter followers for merely \$4.

Purchasing social media followers can be a boom for people who use their social platforms and blogs for profit. YouTube pays \$5 for every 1,000 views. More traffic to one’s site can generate more income for the owner of that site. A typical advertiser pays an average of \$0.18 to \$0.30 per view. For the sellers of products or services online, more traffic to their sites can surely create more buyers.

With the more followers you have, it is easier to become an influencer. An influencer is someone who has built a reputation and loyal following by



sharing regularly on their social accounts. Influencers are able to convince their audiences to jump onto trends and buy certain products. To get to this point, one needs to grow following as well as come up with posts that generate strong engagement from followers.

Influencers make thousands of dollars per sponsored post. Celebrities are the biggest influencers. They earn millions of dollars in product endorsements, but ordinary folks can become nano-influencers and earn hundreds or thousands of dollars per post.

People who like to write have become social media influencers and are making money through writing blogs. Some people are using forums like YouTube and Facebook to teach arts and crafts, and because of the various tools present on these social networking forums, they are earning a lot of money.

Of course, you need some kind of talent to engage and keep your followers loyal to your posts. The talent can be in any field, photography, writing, makeup, or fashion. However, the first requirement is to have at least 1,000 followers. That’s where “purchasing Social Media Followers” can be of help