



Build Your Reader Audience Using Social Media

Simple Social Media Tactics to Grow an Audience of
Your Ideal Readers



Module 2 – Step 1: Get to Know Your Audience



Learning Objective:

Get to know your audience on social media, so you can tailor your approach



The Big 5

- In Step 1 you start listening in on the platforms your ideal customers frequent
- Determine which are the best platforms and get to know them platforms



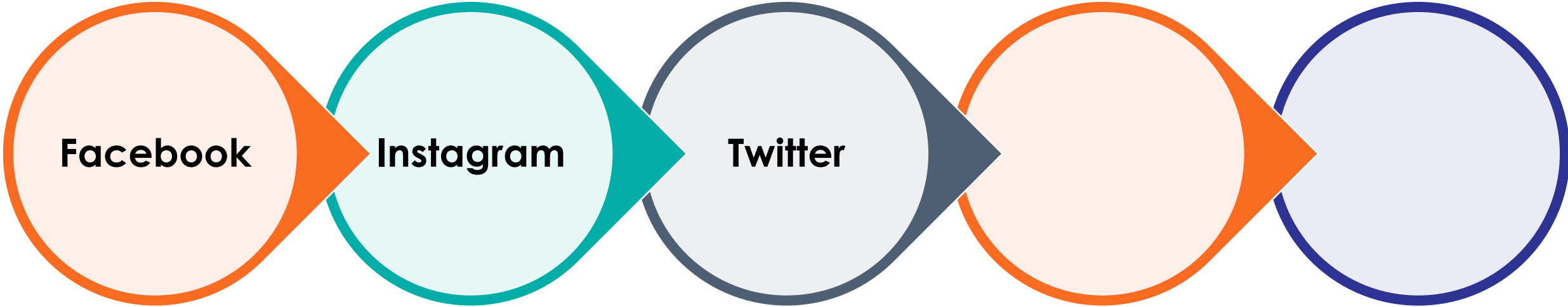
1. Know Your Audience

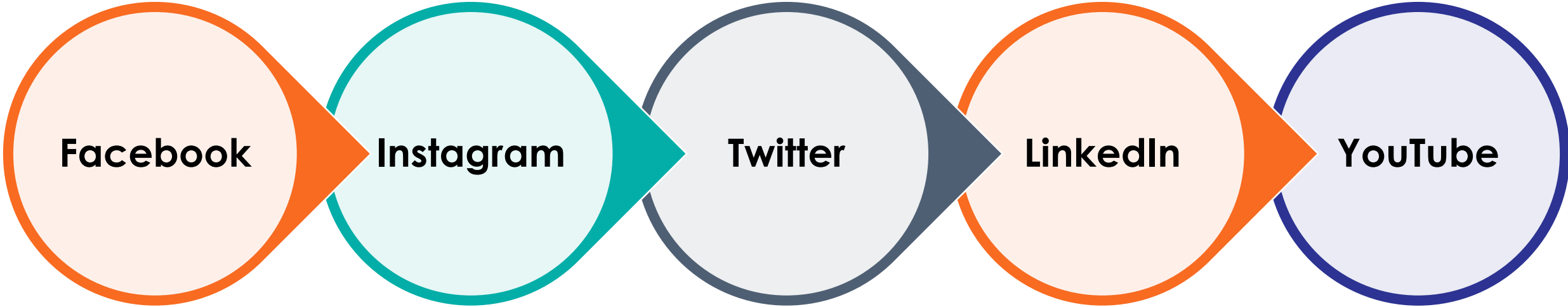
- Research Audience
- Research Competitors
- Pick Your Top Platforms

3. Engage & Nurture Relationships

2. Attract Ideal Customers







Features are always changing and being added so check the help websites



Who Is Your Audience?

- Get to know your audience and get a deeper understanding of their needs
- Be an eavesdropper



Language they use

Where they hang out

Their biggest challenges

Language they use

Where they hang out

Their biggest challenges

Whom they follow

How they consume information

- Review your data & revise your offer/ messaging/profiles/pages if necessary
- Ask yourself: “Does this match up with what I thought before?”



How to Find My Audience

- Ask existing customers which platforms they prefer
- Look at websites that serve the same market and see where they share content



- Talk to people at conferences, trade shows, etc.
- Identifying these platforms will show you where to go to interact best



Competitor Research

- Follow them on social media and observe them
- See what they share, what they ask, what the reaction is, etc.





Content

Engagement

**Post
Frequency**



Tactics to Get to Know Your Audience Better

Choose two platforms to focus on to start with



➤ Join other people's groups geared towards your audience



➤ See what they're asking about or discussing



➤ Note down the issues raised and the concerns expressed.

Facebook Tactics

- Join groups for your target market
- Follow the people your audience follows
- Ask questions in your own groups



Instagram Tactics

- Use the “Audience” button for subscribers’ demographics
- See what your competitors are posting



Twitter Tactics

- Set up a list of your ideal audience
- Join a Twitter chat. Enter the hashtag for the event
- Use TweetReports to find relevant chats



➤ LinkedIn Tactics

- Find groups that suit your ideal customer and join
- Share content from industry leaders



➤ YouTube Tactics

- Set up a business channel
- Use tools to look for the most searched keywords



Action Steps:

1. Answer the questions in the Action Guide to research your audience.
2. Answer the questions in the Action Guide to research your competitors.
3. Choose two social media platforms to focus on:
 - a. Write down why these are the most suitable.
 - b. Try out 2 of the tactics to get to know your audience mentioned in the lesson for your two chosen platforms and note your findings.





What's Next?

Module 3

**Attract Your Ideal
Audience**