



# Build Your Reader Audience Using Social Media

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



# **Module 3 – Step 2: Attract Your Ideal Audience**



- **Lesson 1:** Build Your Audience
- **Lesson 2:** Use Social Media to Build Your Email List



# Module 3 – Step 2: Attract Your Ideal Audience

## Lesson 1: Build Your Audience



# Learning Objective:

Use social media to attract your audience, so that you can start to engage and build relationships with them



# Focus Your Social Media Time

- Your presence takes time and consistency
- Focus on the two platforms where your ideal customers hang out most



## 1. Know Your Audience

## 2. Attract Ideal Customers

- Use Platform-Specific Tactics
- Do Guest Interviews & Posts
- Move from Follower to Subscriber

## 3. Engage & Nurture Relationships



- Embed buttons for easy 'follow' and 'like'
- Add social media links to email signatures





- Be proactive in interacting with your audience
- There are some key tactics to use across all platforms



- Post high-quality content regularly and share it across your social media platforms
- Share your audience's content



- Respond quickly to comments, questions, or ideas from followers
- Use hashtags with keywords related to your content



# Specific Platform Tactics to Use

Each platform has specific audience-building tactics that work well



## Facebook Tactics

- Invite your email list to 'like' your page
- Use the 'invite' button
- Ask followers on other platforms to 'like' your page
- Create open Facebook groups
- Encourage followers to 'react' to your posts



## ➤ Instagram Tactics

- Create attractive visuals
- Use the 'Stories' feature to share a slideshow
- Add up to 30 hashtags
- Put your 'hook' in the first sentence



## ➤ **Twitter Tactics**

- Use the search function
- Use visuals to attract attention
- Use retweets and ask for comments
- Set up a Twitter chat
- Add comments to retweets and @mentions



## LinkedIn Tactics

- Start a group in your area of expertise
- Interact in groups where your ideal customers hang out
- Direct message connections of connections
- Write articles and status updates and ask for comments
- Use SlideShare, post short videos and use LinkedIn Live





## YouTube Tactics

- Brand your channel so it's immediately recognizable
- Ask viewers to subscribe to your channel in each video
- Subscribe to other people's channels and comment
- Promote your YouTube videos on your other social platforms



# Be a Guest

- Build your audience further by appearing as a guest on other people's platforms
- Partner with business owners with complementary activities



- Think about what they and their audience need
- What would make you an attractive guest?



- There are sites to help you e.g.
- SourceBottle
- Radio Guest List [Radio Guest Radio Guest Lis](#)
- Prepare publicity before you approach anyone e.g. photo, profile, etc.



- Make sure that the host shares your social media links with their audience
- Keep 'before and after' stats to see the effect on your social media figures



Accept guest bloggers and interviewees on your site if their content will be useful



# Action Steps:

1. Choose three tactics for growing your audience for each of your 2 chosen social media platforms and answer the questions in the Action Guide.
2. Write down a profile of what would make you an attractive guest on someone else's blog, podcast, or livestream and answer the questions in the Action Guide.



# Module 3 – Step 2: Attract Your Ideal Audience

## Lesson 2:

Use Social Media to Build Your Email List





# Learning Objective:

Encourage followers to click through to your opt-in so that you consistently add subscribers to your email list



# From Follower to Subscriber

- Now take your new audience and get them onto your email list
- Make it easy for people to sign up



- Post content on your social media platforms with links to your opt-in page
- Ideas include a problem solving blog or expert list




- Use video series, livestream, podcasting/ Webinars etc.
- Have a link to your opt-in in the video description, livestream comment, etc,



# Record Your Progress

Use simple metrics to record your progress





➤ Likes,  
Shares,  
Comments



➤ Audience  
Growth



➤ **Credibility**



- Check out the monitoring tools available with your social platforms
- Compare your new stats to those you recorded in Module 1



# Action Steps:

1. Prepare and post the two blog posts to augment your current content and follow the instructions in the Action Guide.
2. Record your metrics under the headings:
  - a. Likes, Shares, Comments
  - b. Audience Growth
  - c. Credibility
  - d. Note how your numbers have increased because of your actions so far.







**What's Next?**

**Module 4**

**Engage and Nurture  
Relationships Before  
you Sell**