



Build Your Reader Audience Using Social Media

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



Module 4 – Step 3: Engage and Nurture Relationships Before You Sell



Learning Objective:

Nurture the relationships on social media and engage more deeply with your audience



Engage with Your Audience Consistently

- Seeing you regularly on social media helps your brand stick in people's minds
- Step 3 is where you take specific steps to keep your audience involved



1. Know Your Audience

3. Engage & Nurture Relationships

- Engage Consistently
- Use a Variety of Tactics
- Plan Your Content Schedule
- Try a Group Challenge

2. Attract Ideal Customers



Stay in touch with your audience to support, educate, and inform them and make them want to stay



Ways to Engage Your Followers

Email

- Nurture those leads who have subscribed to your email
- Create follow-up emails and always personalie





Email your list about new social media content you've posted



Encourage your email list to follow you on your social media platforms. Use buttons for your favorite platforms in your email signature



Keep your email subscribers informed of contests or giveaways you're running on social media



Social Media

- Think of social media communication like a face-to-face conversation
- Different ways to interact with your followers



Ensure the focus of your communication is on your audience and not on yourself

Ask questions and send back answers to encourage two-way dialogue

➤ **Comment on your followers' content**

➤ **Keep track of direct messages so you can respond quickly**

➤ **Give "shout outs" to people in your groups**

➤ **Encourage positive feedback on your products, offers, and content**

➤ **Acknowledge those who interact regularly and thank them**



Help People Take Action

Use specific techniques to encourage engagement and motivate them to act



**Questions
/Requests**



Challenges



**Contests &
Giveaways**



**Live Video
Sessions**



Plan Your Social Media Content Schedule

- Plan your content and engagement activities ahead of time
- Not all content is suitable for every social media platform



➤ Facebook

Videos, livestream, and carefully chosen content

➤ Instagram

High-res photos, videos, graphics with quotes, Stories reels

➤ Twitter

News, blog posts, infographics and GIFs

➤ LinkedIn

Company news and milestones, and professional content

➤ YouTube

Video clips, video series, thumbnails



Plan When to Post

- Find out the best times to post to your audience on social media
- Downtimes such as commutes, evenings, and weekends are good for most people



- Try different days and times and seeing when you get the best reaction
- Frequency of posting depends on your audience



➤ Facebook

- Once a day

➤ Instagram

- Once or twice a day

➤ Twitter

- 5 times a day

➤ LinkedIn

- Once a day

➤ YouTube

- Once a week



- Quality and consistency
- Set up automation to schedule in advance



Treat Your Audience Like a Community

- Helps you build your brand
- People like to belong to an exclusive 'club'



- Offer benefits to members - coupons, free tickets to live events, etc.
- Set up free private groups on social media to set up a community



➤ Why do you want to be part of this group?

➤ What can you contribute to this group?

➤ What do you expect to get out of this group?



Run a Group Challenge

One of most powerful ways to engage people is to run a free challenge on Facebook



1.1. Set your objective and start date

1.2. Identify exactly what you will be challenging people to do

1.3. Create a closed group on Facebook with an opt-in page

1.4. Schedule a follow-up email series that will trigger when they opt-in

1.5. Plan your content and how you'll deliver it

1.6. Promote your challenge

1.7. Day 0 - Go live, welcome people, and get them ready

1.8. Days 1 through 5 - Use live video every day to give instructions

1.9. Days 6 and 7 - Start to promote related paid offers to participants

1.10. Help them evaluate their progress during the challenge



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Other Proven Engagement Tactics

- There are many tactics you can use on different social media platforms
- Here are a few ideas



Run live video events





Run live video events

Start a regular content series



Run live video events

Start a regular content series

Set up a Twitter chat





Run live video events



Start a regular content series



Set up a Twitter chat



Create a viral giveaway event



Action Steps:

1. Create 2 engaging follow-up emails for your lead magnet.
2. Use the Social Media Content Planner to plan what content and activities you'll do to build engagement
3. (Optional) Follow the 10 steps in the lesson to design a short Facebook Group challenge event.





What's Next?

Module 5

**Optimise Your
Audience Growth**