



Build Your Reader Audience Using Social Media

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



Module 5 – Optimise Your Audience Growth



Learning Objective:

Put in place advanced techniques for audience building to expand your market reach and begin to make sales



Going Further with Social Media

Try some more advanced tactics when you're ready



Customise different opt-in pages for your lead magnet to make them unique to each social media channel



Tailor your profiles based on the platform



- Paid ads or sponsored links are another way to go. They are available on all the main social media platforms.



- They work best when you've already tested everything else
- Advertising on social media can be a game of luck unless you're an expert or outsource it



Practical Steps for Moving from Building Trust to Selling

When you're ready to make offers, you'll need some essentials in place to make the sale

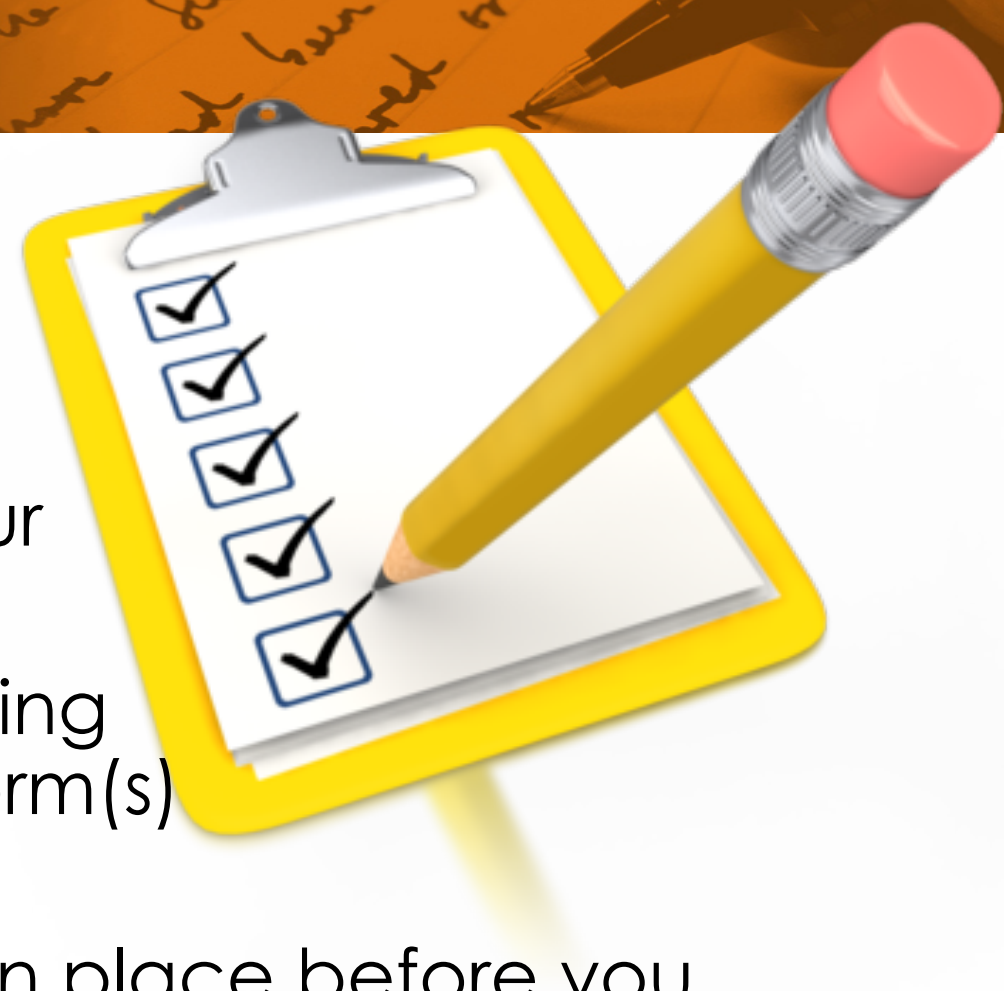


- Plan your launch
- Test any technology thoroughly to avoid glitches



Action Steps:

1. Write down three ways you could customize your opt-in pages for your chosen social media platforms.
2. Have you considered paid advertising on social media? If so, which platform(s) and what is your budget?
3. Make sure you have the essentials in place before you launch
 - a. Sales page
 - b. Shopping cart
 - c. Payment methods





What's Next?

Module 6

Review and Refine