



Build Your Reader Audience Using Social Media

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



Module 6 – Review and Refine



Learning Objective:

Consolidate and implement your learning and plan future action steps so you can achieve the goals you set for this course



Tips to Take Things Forward

Advanced metrics

- Be clear what you want to use data for
- Distinguish between brand goals and sales goals



➤ Brand goals

- Raising awareness of your brand and building engagement.
- Metrics needed on brand mentions, sharing, discussion, engagement, and interaction

➤ Sales goals

- Lead generation and increasing sales.
- Metrics needed for number of leads, engagement rates, and conversions into sales.

- Take a free trial to make sure you get what you need
- Plan regular time to analyse your metrics for your social media strategy



Go Beyond Social Media

- *Referrals*
- *Affiliates*



Referrals

Ask followers to share details of your page or group with their friends and followers



- Get each lead to give you three referrals in return for a discount on their next purchase
- Offer a prize for the most referrals in, for example, a two-month period



Affiliates

- Choose your best customers and followers on social media as affiliates
- Approach people you recommend or whose products you recommend



- Contact a complementary business and ask them to partner you as an affiliate
- Run a contest or challenge with rewards for your affiliates with the most sales



What You Learned

- What have you learned about building an engaged social media following?
- What difficulties have you encountered?



- How do you plan to address these?
- What further steps can you take to become totally comfortable with the process?



Action Steps:

1. Write down what your current policy is on:
 - a. Referrals
 - b. Affiliates
 - c. How could you incorporate these into your business to build your audience?
2. Review the course thoroughly and use the action plan in the action guide to record your goals and what needs to happen next.





**Congratulations on
completing this course
on Building Your
Reader Audience**



What's Next?

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