

# Build Your Reader Audience Using Social Media

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



## Course & Action Guide



# Module 2 – Step 1: Get to Know Your Audience

Researching your target market is one of the key tasks any business needs to complete. You have to be able to describe your ideal customer as if they were someone you knew.

In this module, you'll deepen your understanding of your audience and find out where on social media they prefer to interact. In this way, you can tailor your approach to resonate with your ideal customers.

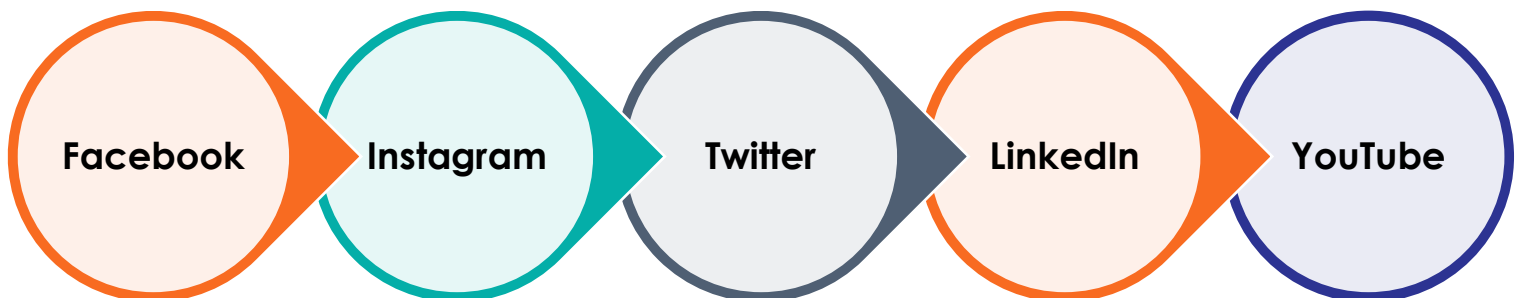
## The Big 5

In Step 1, you start listening in on the platforms your ideal customers frequent to get to know them better. This way, you can determine which platforms are the best for understanding your audience. Then, you can start learning about the particularities of those platforms.

There are dozens of social media platforms out there. In terms of the top ones to use, there are some key differences between B2B (business to business) and B2C (business to customer). The top 5 B2C platforms are [Facebook](#), [Instagram](#), [Twitter](#), [LinkedIn](#), and [YouTube](#). For B2B, they are [LinkedIn](#), [Twitter](#), and [YouTube](#). All allow text, images, videos, and links, and all are already being used by businesses today.



Let's look at the top 5 social platforms and some of their general characteristics:



- **[Facebook.](#)** Great for building brand loyalty and reputation. Used for sharing content, telling your story, and communicating with your audience
- **[Instagram.](#)** Visuals are more important than text. Use Instagram to show products, staff photos, office events, and so on, making it great for adding a human element to your business. Harnesses the power of hashtags, Stories, and carousel advertising
- **[Twitter.](#)** Inclined towards breaking news, quick updates, and link sharing. As one of the more fast-paced platforms, Twitter offers various information for different target users. Restricted character count
- **[LinkedIn.](#)** Professional network suitable for professional-looking content (case studies, analysis, business news). The focus is on B2B connections. LinkedIn has a unique referral feature where you can ask for recommendations and endorsements of your skills. This will help build your expert status, so take advantage of this to grow your audience
- **[YouTube.](#)** You might not think of YouTube as a social network but it's a huge community where users are engaging with content via profiles, likes, and comments. Video remains a popular marketing tool and YouTube is the leader in the field for video watching and interaction.

Features and functionalities on social media are always changing and new ones are being added, so check each platform's support pages to keep up to date:

- [Facebook Help](#)
- [Instagram Help](#)
- [Twitter Help](#)
- [LinkedIn Help](#)
- [YouTube Help](#)

Other social media platforms exist that appeal to different audiences, such as [Pinterest](#) or [Snapchat](#), so go there if your audience is there. The chances are that your ideal customers will also be on at least one of the Big 5.

## Who Is Your Audience?

In order to look for your audience on social media, you need to know who they are. Therefore, the first thing to do is get to know your audience. And not just the basic demographics that you've already identified.

You need to research your audience to get a deeper understanding of who they are and what their needs are.

The best way to do that is to be an eavesdropper on their 'conversations' on social media.

Set out to discover key things about them, such as:

Language they use

Where they hang out

Their biggest challenges

Whom they follow

How they consume information

- **Language they use.** Pay attention to the words and phrases they use to describe themselves and their challenges so you can use that language in your conversations and in your sales and marketing materials
- **Where they hang out.** You have to be able to find them before you can get in contact with them

- **Their biggest challenges.** This will give you a clue as to the solutions they're seeking and will help with your product development
- **Whom they follow.** If you know the influencers or industry leaders they follow, you can follow them too and see what gets discussed
- **How they consume information.** Some people prefer to read blog posts, and many like to watch videos. There are others who download podcasts so they can listen on-the-go. Other people still read magazines and newspapers, online and offline.

Write this information down so you have a record and then review your data from the last module. You might need to revise your offer, messaging, profiles/pages, and so on in light of what you've discovered.

Ask yourself: "Does this match up with what I thought before?"

This research isn't just about listening in to others. It also kicks off your audience-building because people will start to notice you as you move around social media.

## How to Find My Audience

If you have existing customers, you can find out which platforms they prefer to use simply by asking them. You might already know this information but if not, you could:

- Create a survey asking specific questions about social media habits and send it to your list
- Send these specific questions to your customers in an email.

If you have no customers yet, then look at websites that serve the same market as you and see where they share content. If your competitors are on a particular platform, then it makes sense for you to be there too. Don't

forget face-to-face contact. Talk to people you meet at conferences, trade shows, speaking events, and so on, and ask them where on social media they prefer to hang out.

Identifying these platforms will show you where to go to interact most effectively with your ideal customers. Once you've pinpointed these platforms, make sure that they're also right for your business and business goals.

## Competitor Research

Use social media to find out about your competitors as well as your potential buyers.

When you know who serves the same market, follow them on social media and observe them. See what they share, what they ask, what the reaction is, where they get the most engagement, and so on.

Gather information such as:



- **Content:** What type of content do they use on the platforms?
- **Engagement:** The number of likes, comments, and shares
- **Post Frequency:** How many times a day/week do they post content?

Use [Buzzsumo](#), [Feedly](#), or a similar software to help you research influencers in your field and see what's trending in your industry.

## Tactics to Get to Know Your Audience Better

When you're beginning your Step 1 'listening in' activities, choose two platforms to start with. In that way, you'll be more focused and see better results.

There are some general tactics that apply to all platforms:

➤ 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

- 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.

Make sure you try these tactics before adding other platform-specific tactics for your chosen platforms.



Here are some of the current ones:

- 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

### **Facebook Tactics**

- Find and join groups where your target market is and where you can watch and listen
- Seek out the people your audience follows and follow them as well
- Ask questions in your own groups if you have them

### **Instagram Tactics**

- If you have subscribers, use the "Audience" button to see details of their demographics
- If you don't, then research your competitors and see what they're posting and what reactions they get.

### **Twitter Tactics**

- Set up list with as many of your ideal audience members as possible and subscribe to other people's related lists. You need to see who your audience follows as these are potential contacts for you, and you want to see what your audience is sharing
- Join a relevant Twitter chat (or tweet chat). This is the perfect place to start as it's like a virtual meet-up for people with common interests where the moderator asks questions and the group provides answers or comments so you can learn about the participants. Enter the hashtag for the event. If you're not sure where to start, use [TweetReports](#) to find relevant chats

## LinkedIn Tactics

- Find groups that appeal to your ideal customer and apply to join. Groups are very active on LinkedIn and you'll easily find several suitable ones
- Share content from industry leaders to start to raise your profile

## YouTube Tactics

- Set up a business channel. Don't post videos about your personal life, such as your children or pets, unless you are your brand and that's what your channel is all about
- Use a keyword tool like [KeywordTool](#) or [TubeBuddy](#), which are specific to YouTube, to look for the most searched keywords in the niche you're looking to target before you build your video content

Try out a few of these tactics on your chosen platform to see what results you get. If they don't work, then choose another tactic to try.

### Key Takeaways:

- Listen in on the social media platforms your ideal customers use so you can get to know them better.
- Use social media to find out important information about your competitors as well as your potential buyers.

## **Action Steps:**

1. Research your audience.
  - a. What are their biggest challenges?
  - b. What specific language do they use about their dilemmas?
  - c. Whom do they follow?
  - d. How do they consume information? e.g. video, podcast, publications, blog posts
  - e. Review your data - Does this match up with what you thought before?
  - f. Revise your offer/messaging/profiles/pages etc. if necessary. Update the audience definition you recorded in last module.
2. Competitor research:
  - a. Which platforms do they use most?
  - b. Content: What type of content do they use on the platforms?
  - c. Engagement: How many likes, comments, shares do they have?
  - d. Post Frequency: How many times a day/week do they post content?
3. Choose two social media platforms to focus on.
  - a. Write down why these two are the most suitable for your business.
  - b. Try out two of the tactics to get to know your audience mentioned in the lesson for your two chosen platforms and note your findings.

## Module 2 – Step 1: Get to Know Your Audience

4. Research your audience.

<b>What are their biggest challenges?</b>	
<b>What specific language do they use about their dilemmas?</b>	
<b>Whom do they follow?</b>	

<p><b>How do they consume information? E.g. video, podcast, publications, blog posts</b></p>	
<p><b>Review your data - Does this match up with what you thought before?</b></p>	
<p><b>Revise your offer/messaging/profiles /pages etc., if necessary. Update the audience definition you recorded in last module.</b></p>	

5. Competitor research:

<b>Which platforms do they use most?</b>	
<b>Content: What type of content do they use on the platforms?</b>	
<b>Engagement: How many likes, comments, shares do they have?</b>	
<b>Post Frequency: How many times a day/week do they post content?</b>	

6. Choose two social media platforms to focus on.

<b>Platform 1:</b>	
<b>Platform 2:</b>	

	<b>Platform 1:</b>	<b>Platform 2:</b>
<b>Why is this platform suitable for your business?</b>		