

Build Your Reader Audience Using Social Media

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



Course & Action Guide



Module 3 – Step 2: Attract Your Ideal Audience

Attracting an audience on social media isn't about quantity but about quality. You need to be interacting with the people who want to know more about you and how you can help them.

In this module, you'll find ways to attract your target audience to your social media platforms and encourage followers to click through to your opt-in so you can start to engage and build relationships with them through email.

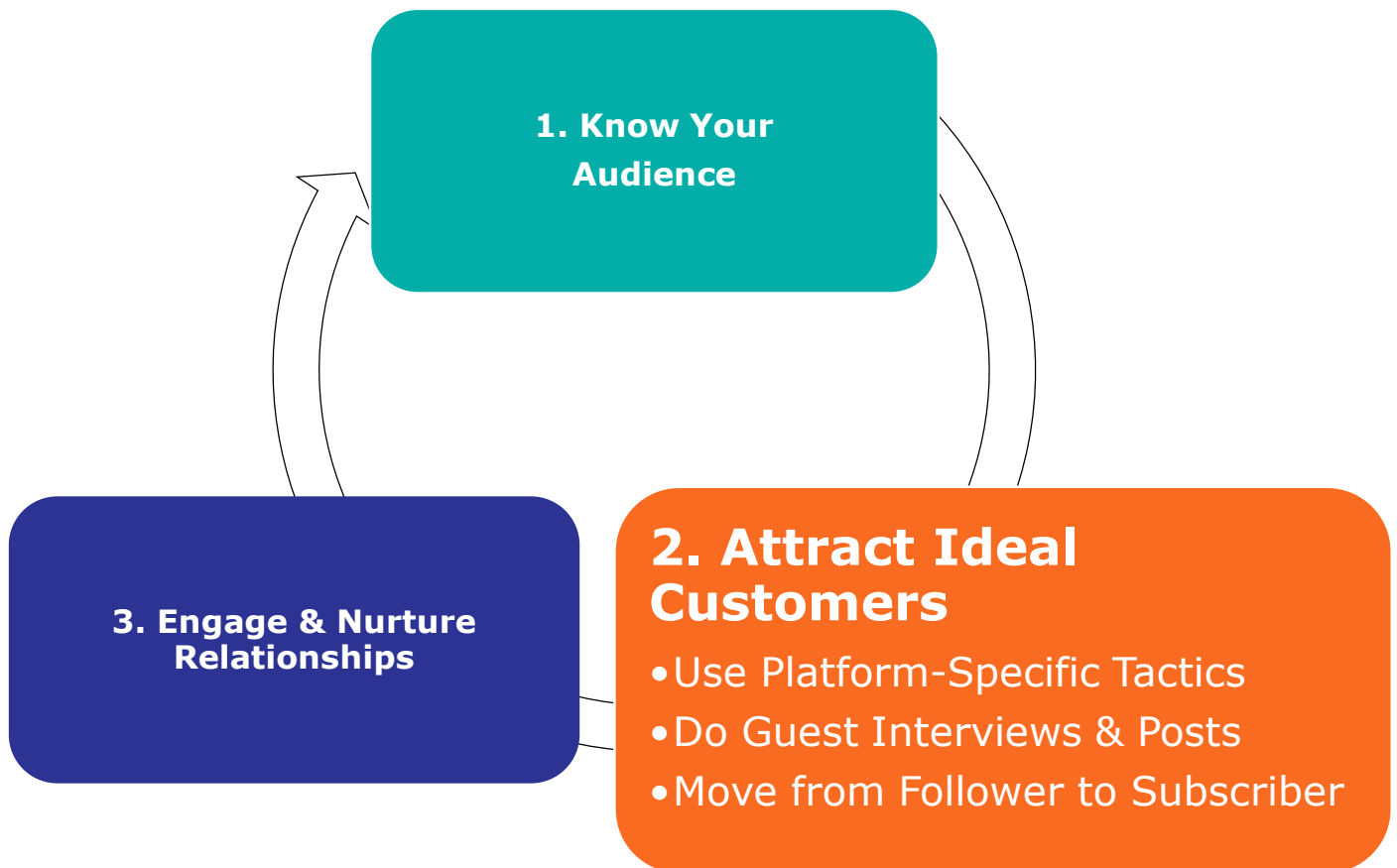
- **Lesson 1: Build Your Audience**
- **Lesson 2: Use Social Media to Build Your Email List**

Lesson 1: Build Your Audience

Focus Your Social Media Time

Don't get stressed because you aren't on every social media platform. You can't be everywhere and still do an effective job of audience-building. If you try, you'll wear yourself thin. It takes time and consistent action to build a social media presence. That's why we recommend you focus on the two platforms, and no more than two, where your ideal customers hang out most. You made this decision in the last module.

Now that you know your audience and have everything in place, you're ready to move to Step 2 to actively start attracting your ideal customers.



You want to attract an audience that's interested in finding out more about your solutions and needs your help resolving their challenges. You need methods to get in front of 'new' people and expand your reach.

First, make sure you've publicized your social media presence in two simple ways:

1. Embed 'follow' or 'like' buttons on your website so people can engage with your social media profiles in a single click without leaving your site
2. Add social media links to your email signature with an email generator such as [Wisestamp](#), [HubSpot](#), [MailSignatures](#) or similar, and encourage people to, for example, "Like my Facebook page."

In Step 2 of the 3-part system, you're not just listening as you did in Step 1. You'll be more proactive as you start communicating and interacting with your audience and asking them to follow you.

Here are some key tactics to use across all platforms:

- Post high-quality content regularly and share it across your social media platforms (we'll look at planning this later in the course)
- Share your audience's content in your groups, on your pages, and with influencers who might be interested
- Respond quickly to comments, questions, or ideas that followers post on your pages and in your groups so other people on those pages can see how helpful you are
- Use hashtags. These are particularly prevalent on Twitter and Instagram. Hashtags are essentially search functions, so think about how your audience will be searching for information. Use keywords related to your content – hashtag the subject or words related to the subject. There are tools that can help you to find good hashtags such as [Tagsfinder](#), [All-hashtags](#), and [Seekmetrics](#)

Don't forget to add people you meet offline to your social media platforms with their permission, and then follow up with them online to build the relationship further.

Specific Platform Tactics to Use

Each platform will have some specific audience-building tactics that work well on that system.

Let's look at a selection of them:

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 videos and use LinkedIn Live

uTube Tactics

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

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Facebook Tactics

- Send personal invitations to the people on your email list to invite them to 'like' your business page or profile
- Use the 'invite' button to invite existing followers and content sharers to 'like' your business page
- Ask followers on other social media platforms to 'like' your business page
- Create open Facebook groups for your target audience and get discussions going with questions and sharing topical content
- Encourage followers to 'react' to your posts. A 'heart' or 'Wow' is more valuable to you than a 'like' in terms of Facebook algorithms and will help increase your organic reach.

Instagram Tactics

- Create attractive visuals such as infographics, photos image quotes, and videos and use these visuals to explain your products and your brand. Take real photos and use those if you can, as people recognize stock photos
- Use the 'Stories' feature to share a slideshow of multiple photos and videos. Add doodles and effects to liven up your posts – only do this if it's appropriate to your audience, since it could be seen as unprofessional. These 'stories' are only shown for 24 hours, but you can save them as 'Highlights' on your profile to keep them there permanently. This is a great way to group thematically similar 'stories' such as "Behind the Scenes" or "How to Use Our Product"
- Hashtags are widely used on Instagram and you can add up to 30 to your post, so research relevant hashtags for each post using [IconoSquare](#), [Webstagram](#), or similar
- Put your 'hook' in the first sentence of your descriptions so it shows up in people's feeds. Make it interesting or enticing and they'll want to

read on.

Twitter Tactics

- Use the search function to find your ideal customers and influencers in your field and follow them. Join their conversations by @ (mentioning) them, answering their questions, replying to tweets etc.
- Use visuals to attract attention to your posts, e.g. good quality images, gifs, short videos, etc.
- Use retweets to share your audience's content and to promote your own blog posts and web content. Ask for comments or questions on what you've written
- Set up a Twitter chat to connect with more people in your industry on a wider scale. Twitter chats are an easy way to both attract new people and engage with your peers and target audience by asking targeted questions (Q1, Q2, etc.) and encouraging answers (A1, A2, etc.) from the community. Twitter chats usually last an hour and have 6-8 questions. Set one up with a short chat hashtag that is unique and easy to remember, and choose a time that suits your audience. Prepare your questions and promote them. Announce your Twitter chat across all channels, including other social media platforms, your website, blog, and within emails. Act as moderator to begin with and then, if these work for you, ask someone on your team to help moderate as the tweets often come thick and fast and it's a challenge to keep up
- Take time to add comments to Retweets and @mentions before you send them on.

LinkedIn Tactics

- Start a group in your area of expertise and invite people to join. Make sure you restrict membership to your target group so that you're attracting the people you want to reach. Welcome each person

individually as they join and ask them to say something about themselves. This will help your audience research and start interaction

- Interact in groups where your ideal customers hang out. These are groups you joined in Step 1. Offer help and advice but don't try to sell by posting regular links to your blog posts. This can look spammy
- Use the Search function to look for your target market. You can use filters to tailor your research by location, job title, industry sector, and so on. Send an individual invitation to connect to each person
- Direct message connections of your connections if they appear to be in your target market and ask to connect
- Write and post articles and status updates and ask for comments
- Upload slide shows and presentations using [SlideShare](#) and post short videos to your profile
- Apply to use LinkedIn Live, if it's not already available to you, so you can livestream content your audience will be interested in.

YouTube Tactics

- Brand your channel so it's immediately recognizable. Add your photo, colors, logo, and other branding
- Ask viewers to subscribe to your channel in each video that you upload. You can add a button at the end or beginning of the video and give written details in the section below the video
- Subscribe to other people's channels. Comment on their videos to get your channel seen more widely
- Promote your YouTube videos on your other social platforms.

Whatever platforms you're appearing on, implement relevant tactics for audience-building. Your aim is to keep people's attention so that they don't

go elsewhere and start following one of your competitors (we'll look at engagement strategies in detail in the next module).

Be a Guest

Build your audience further by appearing as a guest on other people's platforms. This will expand your reach and get you in front of new people.

Choose people in an associated field. You're unlikely to approach a direct competitor, but business owners with complementary activities would be very suitable.

Here are a couple of examples:

- A yoga mat manufacturer could partner with owners of local yoga centers
- A business coach could add value to someone who sells time management and project management software

Here are some ways to partner with other businesses as a guest presenter:

- Guest posting on their blog
- Guest interviews on their podcasts, digital radio shows, and livestreams
- Guest speaking on their webinars and speaking events
- Guest video blogging on their YouTube channel

Building partnerships with other entrepreneurs is a two-way street. You want greater coverage and more social media followers, but you must think about

what they and their audience need. Put yourself in their shoes and think about why people would want to interview you.

Draw up a profile of what would make you an attractive guest, including any relevant experience with the audience and your social media stats if they are significant. Look for synergies with their market.

For example, can you:

- Help solve a problem their audience has that they don't serve?
- Provide additional help to add value to their products?
- Offer solutions that they can't?

There are sites that help you find potential interviewers who are looking for people to talk to:

- [Source Bottle](#)
- [Radio Guest List](#)

Prepare everything you need before you approach anyone. If you don't have a full media kit you can send, you could adapt the profile you created about yourself and your business. Don't forget to include your contact details and links to your website and social media accounts. A good, high-resolution photo of yourself is also useful.

Once you've researched people you'd like to be interviewed by, follow them on social media and make a connection. You're more likely to get picked if you've had prior contact with them.

Make sure that the host of any guest appearances you undertake will circulate your details and social media contacts to their audience and that they agree to share your interview on their social media platforms too.

Using this tactic, you should be able to grow your audience significantly. Keep 'before and after' figures so you can see if your social media stats change as a result of your appearance. In this way, you can evaluate if it makes sense to use this tactic again and approach others for similar opportunities.

You may find that you receive requests from guest bloggers and interviewees wanting to be interviewed by you. Only accept a collaboration if their content is useful and relevant to your audience.

Key Takeaways:

- Accept that you can't be present and active on all social media platforms at once. Stick with the two you've chosen and see what results you get.
- Build your audience further by appearing as a guest on other people's platforms.

Action Steps:

1. Choose three tactics for growing your audience for each of your 2 chosen social media platforms.
 - a. What do you hope to achieve?
 - b. How will you measure your success?
 - c. Implement the tactics and note the results.
2. Write down a profile of what would make you an attractive guest on someone else's blog or podcast.
 - a. Find two opportunities for guest speaking/blogging.
 - b. Follow the businesses on social media.
 - c. Create any publicity materials you need.
 - d. Submit your request for interview and follow up if necessary.
 - e. Keep 'before and after' stats on social media so you can see the effect of the interview on your audience figures.

Lesson 2: Use Social Media to Build Your Email List

From Follower to Subscriber

The final part of Step 2 is to take your new audience and get them onto your email list. In this way, you can continue your audience research and relationship-building by email. You can also use email marketing to recommend offers and make sales.

Make it easy for people to sign up to your list. For example:

- Only ask for their first name and email address
- Add a link to your lead magnet in your email signature
- Ensure the link to your opt-in page for your lead magnet works. You set this up earlier in your social media profiles and on your website/webpages.

You'll need content posted on your social media platforms with links to your opt-in page. But don't overdo it or it will look spammy. Vary direct opt-in links with posting content that has your opt-in clearly visible.

If you don't have any content ready or aren't sure where to start, here are two ideas for useful content that you can begin with:

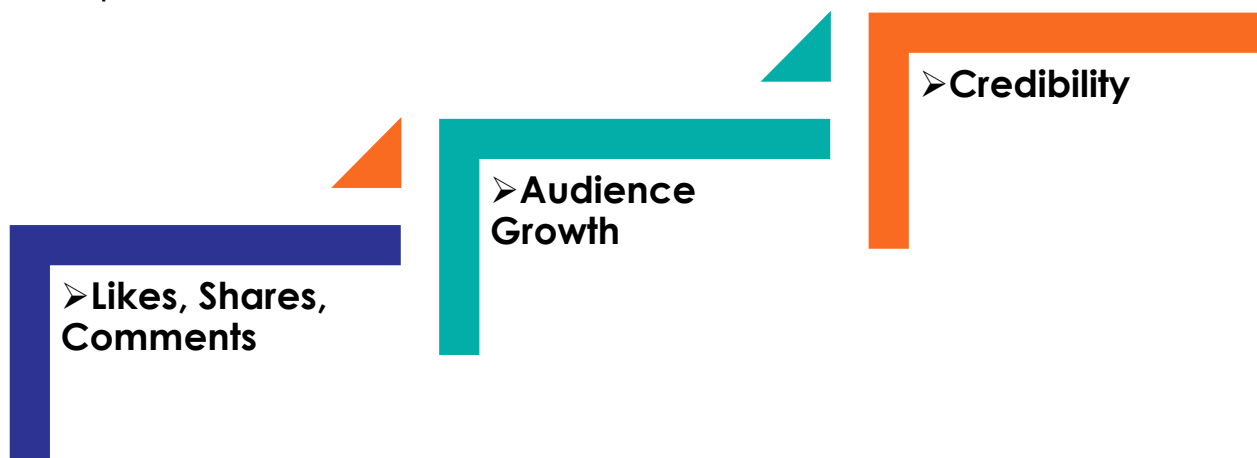
- Write a 500-word blog post that's useful in solving a problem for your target group. Include your lead magnet opt-in to attract more people to sign up. Post the link to your blog post, along with an image and short summary, on all your social media platforms and any relevant groups if you have permission.
- Write a "Top Experts" list from your area of expertise. Tell the people on this list (e.g. via an @mention on Twitter) that they are on the list and ask them to share with their followers, which will entice their

followers to follow you. Don't be pushy though. Send them a direct message saying "I'm including you on my list of top experts to help my audience. If you'd care to share with your people too, that would be great."

But don't just rely on blogging. Remember that you can share content through a video series, livestream events, podcasting, webinars, and more. Always have a link to your opt-in in the video description, livestream comment, podcasting notes, webinar comment, or redirect them to it at the end.

Record Your Progress

Use simple metrics to record your progress on social media so that you stay motivated and measure your success. There are some basics to monitor, for example:



- **Likes, Shares, Comments:** The easiest metrics to track and they exist on all platforms
- **Audience Growth:** The number of social media followers and email subscribers you've gained over a specific period
- **Credibility:** Your followers / following ratio, i.e. if you follow 500 people but only 90 follow you, this won't inspire confidence.

Check out the monitoring tools available with your social platforms. All the major social media networks have their own built-in analytics and dashboards which include a wealth of useful information about audience engagement. You can add other tools later if you decide you need them.

Check your current stats and compare them to those you recorded in your Audience Building Checklist in Module 1. Don't despair if you don't see a big increase yet. It's a trial and error process, so you may need some tweaks to achieve what you want.

Key Takeaways:

- Make it easy for your social media audience to sign up to your email list.
- Use simple metrics to record your progress on social media so that you stay motivated and measure your success.

Action Steps:

1. Prepare and post the two blog posts as suggested in this module to augment your current content:
 - a. Take the problem-solving blog post that points to your lead magnet and post it to all your social media platforms.
 - b. @mention the industry experts you added to your Twitter list or blog post on Twitter, letting them know about it. Spread this out by mentioning a few people each day.
2. Record your metrics under the headings of:
 - a. Likes, Shares, and Comments
 - b. Audience Growth
 - c. Credibility
 - d. Note how your numbers have increased because of your actions so far.

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Lesson 1: Build Your Audience

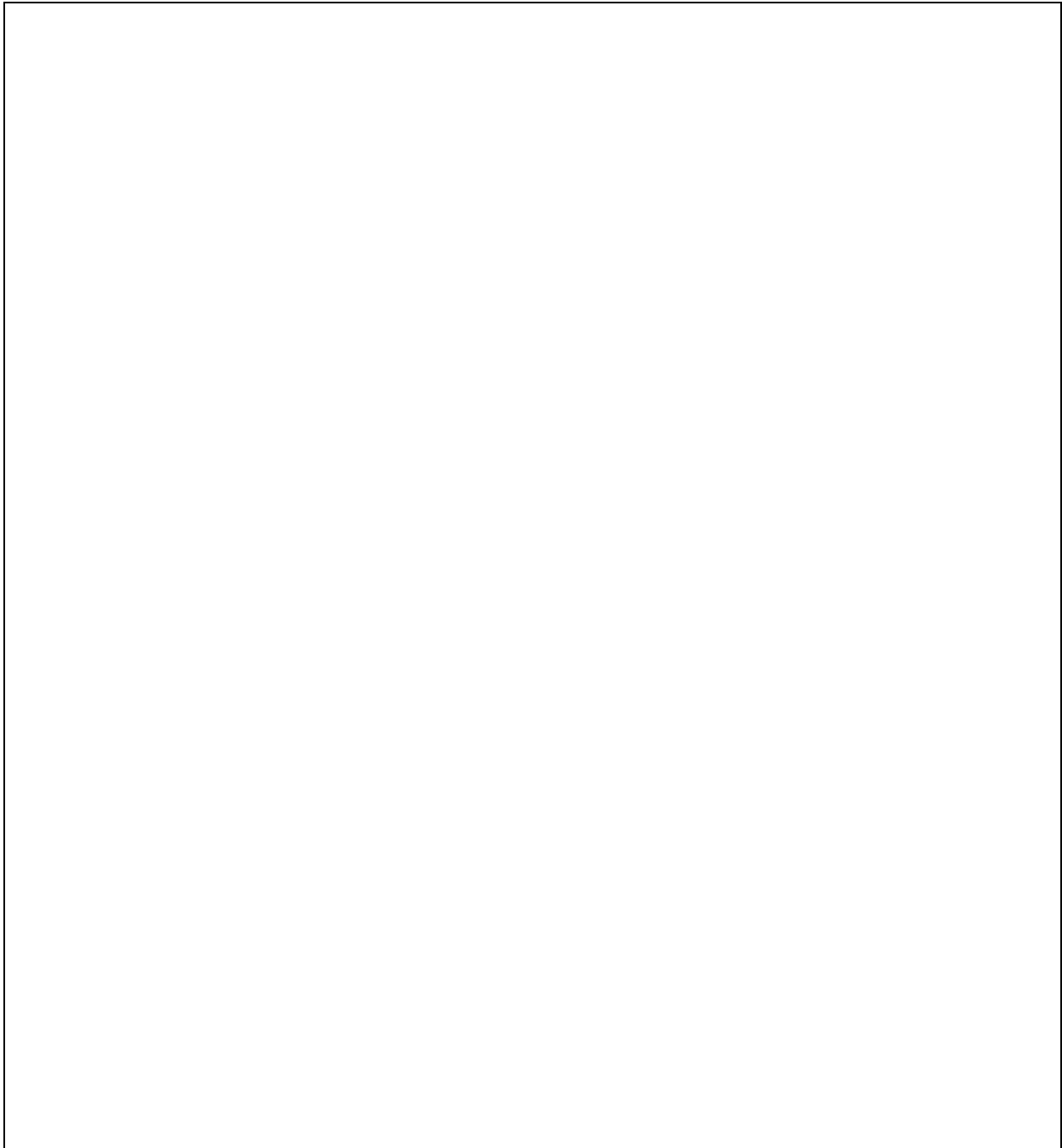
3. Choose three tactics for growing your audience for each of your 2 chosen social media platforms:

| Platform 1 | Tactic 1: | Tactic 2: | Tactic 3: |
|---|------------------|------------------|------------------|
| What do you hope to achieve? | | | |
| How will you measure your success? | | | |
| What results are you seeing for each tactic? | | | |

BUILD YOUR AUDIENCE USING SOCIAL MEDIA

| Platform 2 | Tactic 1: | Tactic 2: | Tactic 3: |
|---|------------------|------------------|------------------|
| What do you hope to achieve? | | | |
| How will you measure your success? | | | |
| What results are you seeing for each tactic? | | | |

4. Write down a profile of what would make you an attractive guest on someone else's blog, webinar, livestream, or podcast.

A large, empty rectangular box with a thin black border, intended for the user to write their profile. It occupies the central portion of the page.

Find at least two potential opportunities for guest speaking/bloggng

| | |
|-----------|--|
| 1. | |
| 2. | |

| | |
|--|---|
| | ✓ |
| Follow the businesses on social media | |
| Create any publicity materials you need | |
| Submit your request for interview/post and follow up if necessary | |

Keep 'before and after' stats on social media so you can see the effect of the interviews and posts on your audience figures.

| | |
|---------------------|--|
| Before stats | |
| After stats | |

Lesson 2: Use Social Media to Build Your Email List

3. Prepare and post the two blog posts as suggested in this module to augment your current content:

| | |
|---|---|
| | ✓ |
| Take the problem-solving blog post that points to your lead magnet and post it to all your social media platforms. | |
| @mention the industry experts you added to your Twitter list or blog post on Twitter, letting them know about it. Spread this out by mentioning a few people each day. | |

1. Record your metrics under the headings of:

| | |
|--|--|
| Likes, Shares, and Comments | |
|--|--|

BUILD YOUR AUDIENCE USING SOCIAL MEDIA

| | |
|---|--|
| <p>Audience Growth #s (Followers and Subscribers)</p> | |
| <p>Credibility (Followers vs Following)</p> | |
| <p>How have your numbers increased because of your actions so far?</p> | |