

# **Build Your Reader Audience Using Social Media**

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



## **Course & Action Guide**



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

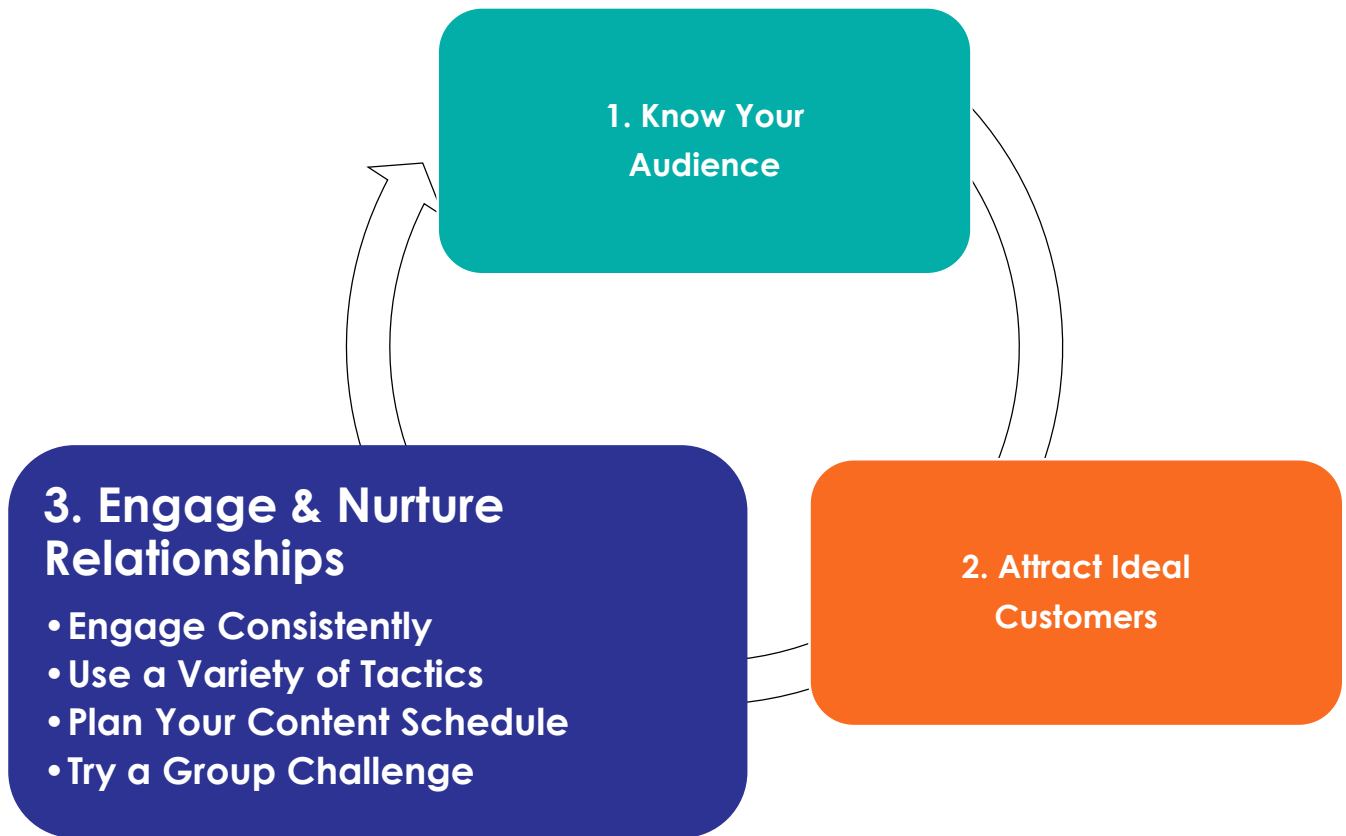
**B**efore you can make sales, you must build trust and engagement with your followers.

In this module, you'll learn how to nurture the relationships you've already created on social media and engage more deeply with your audience so that they become potential customers.

### **Engage with Your Audience Consistently**

You're at the third and final step of the system to build your audience using social media. You've probably noticed a rise in your numbers and levels of interaction since you started the course. Posting regularly on social media helps ensure that your brand sticks in people's minds and increases the chance that they buy.

However, having a large audience won't, on its own, guarantee that you make sales. You need ways to convert those followers into customers, and part of achieving that is to build trust and engagement.



Step 3 is where you take specific actions to keep your audience involved in your business. Consistency is the key. You need to show up for your audience every day, engage, and post regularly to stay visible and build relationships.

This is your best chance of getting in front of your target market on social media as consistency counts for much in the social media platform algorithms. These are very complicated and change regularly. They have their own ways of determining what shows up in people's feeds, so even if your content is top-notch it isn't automatically shown to your ideal customers. Unless you're an expert on your platform's algorithms and constantly keep up with changes, you have to accept that your influence over what's posted where is limited. However, uploading content consistently does help.

As does engagement. Let's dive fully into that.

As with any prospective sale, you need to engage with your leads to build the know, like, and trust factors before most people will even think of

buying. If you start selling to them immediately, most people will be put off and quickly leave. For example, someone who has downloaded your lead magnet may respond well to an offer of more information, but may be put off by pushy sales tactics if they are still in the research stage of their buying journey.

You may also be banned from social media platforms if you are blatantly selling all the time. Always follow the community guidelines.

By using engagement tactics, you'll stay in touch with your audience to support, educate, and inform them, and make them want to stay with your brand to find out more.

## Ways to Engage Your Followers

By now, you'll have at least two ways to keep in direct contact with your followers: email and social media, and you need to build engagement on both.

Our focus in this course is on social media but let's take a quick look at some key email basics before we go into detail on that.

### Email

Now that you have subscribers on your email list, you need to nurture those leads.

Make sure you have some follow-up emails scheduled to go out automatically with valuable content that extends the worth of your lead magnet. In this way, you can begin to engage on autopilot and keep the flow of conversation going while saving yourself time. Always personalize your emails and don't rely solely on automation. You'll still want to send additional emails when appropriate, for example to:



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

- Share any new content that you've posted about on social media to your email list. Send them a link to the content of your blog post, video, podcast, or whatever you've produced
- Encourage your email subscribers to follow you on all your social media platforms. Remember to 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 and any exclusive events for subscribers only.

There are many ways you can use email marketing to engage people and put offers in front of them. If you need to look further into this, take a course or do some research to discover more.

Now let's move on to social media.

## **Social Media**

If you think of social media communication like a face-to-face conversation, this will help guide you on the best ways to interact. If someone asked you a question at a meeting or on the phone, you wouldn't just ignore them.

However, many businesses do this on social media. Just because you don't have the person in front of you, don't make the mistake of overlooking them as this will come across as impersonal and will turn people off.

There are many different ways to interact with your followers on social media which will increase engagement.

Here are some ideas:

**Ensure the focus of your communication is on your audience**



**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**



- Ensure the focus of your communication is on your audience and not on yourself and keep it there. Whenever you interact, think to yourself "What's in it for them?"
- Ask questions and send back answers to encourage two-way dialogue. It's as important here as it would be in a face-to-face conversation

- Comment on your followers' content. Share their content and tag them whenever appropriate
- Keep track of direct messages on your platforms so you can respond to them quickly
- Give "shout outs" to people in your groups. People really appreciate this gentle way of endorsing them and they will do the same for you
- Encourage positive feedback on your products, offers, and content. Listen to what your audience tells you as this can help you in future product development
- Acknowledge those who interact regularly and thank them for their contributions and support. You might want to reward them with something like "Top contributor of the week" status.

## Help People Take Action

In addition to posting regular, useful content to help your ideal customers and keep yourself top of mind, use specific techniques to encourage engagement. You don't want a passive audience that simply consumes your input. You want to build a community of engaged and committed followers, and a great way to do this is to get them to take action. This motivates their involvement and when motivation is high, people stayed engaged.

The following are proven methods to motivate people to act on social media and some examples of ways to use them:



- **Questions/requests.** When you write a blog post, add questions at the end for people to answer. Share your opinion on your social media platform and ask others to comment and tell you if they agree
- **Challenges.** Set the group a specific task to achieve in a set period of time. We'll look later at running Facebook challenges, which is an extremely effective way to keep people engaged
- **Contests and giveaways.** Run a prize-winning event or organize a giveaway with gifts and rewards
- **Live video sessions.** Livestream your content in short bursts delivered regularly at the same time each week.

Don't forget to use social media to publicize events offline too. For example:

- If you're at a trade show or speaking event, invite people to come and see you/speak to you afterwards
- Get them to tweet you that they're coming
- Organize a meet-up after the event.

It's often a treat to meet up in person with someone you've been following online. It helps build the relationship and certainly increases engagement.

## Plan Your Social Media Content Schedule

Like with your blog posts and other content, you need to plan your social media content and engagement activities ahead of time.

Not all content is suitable for every social media platform, so take that into account. It's quite alright to post different things on different platforms.

Here's a quick guide for the Big 5:





- **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 e.g. training webinars, whitepaper, and industry studies.
- **YouTube:** Video clips, video series, thumbnails.

## Plan When to Post

You want to get the most eyes as possible on your content and maximize engagement by knowing the best times to post on social media. You might have some ideas from your competitor research in a previous module. You'll probably need to do more research now that you've built your audience so that you can post content at optimal times when your audience is actively engaged.

Downtimes such as lunch breaks, commutes, evenings, and weekends are generally the times when people are most active on social media. Discover the best time to post by trying different days and times and seeing when

you get the best reaction by viewing your analytics. If you want to attract a global audience, then you'll need to make sure your content goes out at times that suit different time zones.

How often you post depends on your audience – too little and people will forget you, too often and you run the risk of annoying your audience.

Frequency also depends on the platforms you use and your audience. Here is some guidance, but adapt this to suit your followers and their needs:



- **Facebook** – once a day
- **Instagram** – once or twice a day
- **Twitter** – 5 times a day. Tweets have a short shelf life, so spread your tweets through the day. You can create them by cutting down longer posts
- **LinkedIn** – once a day
- **YouTube** – once a week

You'll find out what works best for you by trial and error. Above all, quality and consistency are more important than quantity. Commit to what you can realistically achieve and stick to that.

Use the Social Media Content Planner to help you plan out the type of content you want to post on your two chosen platforms, and how and when you'll do that, for example a weekly livestream on Facebook or an Instagram 'Story' twice a month.

Then, set up automation to schedule the posts in advance and save yourself time. Use tools like [Hootsuite](#) or [Buffer](#) for this.

## **Treat Your Audience Like a Community**

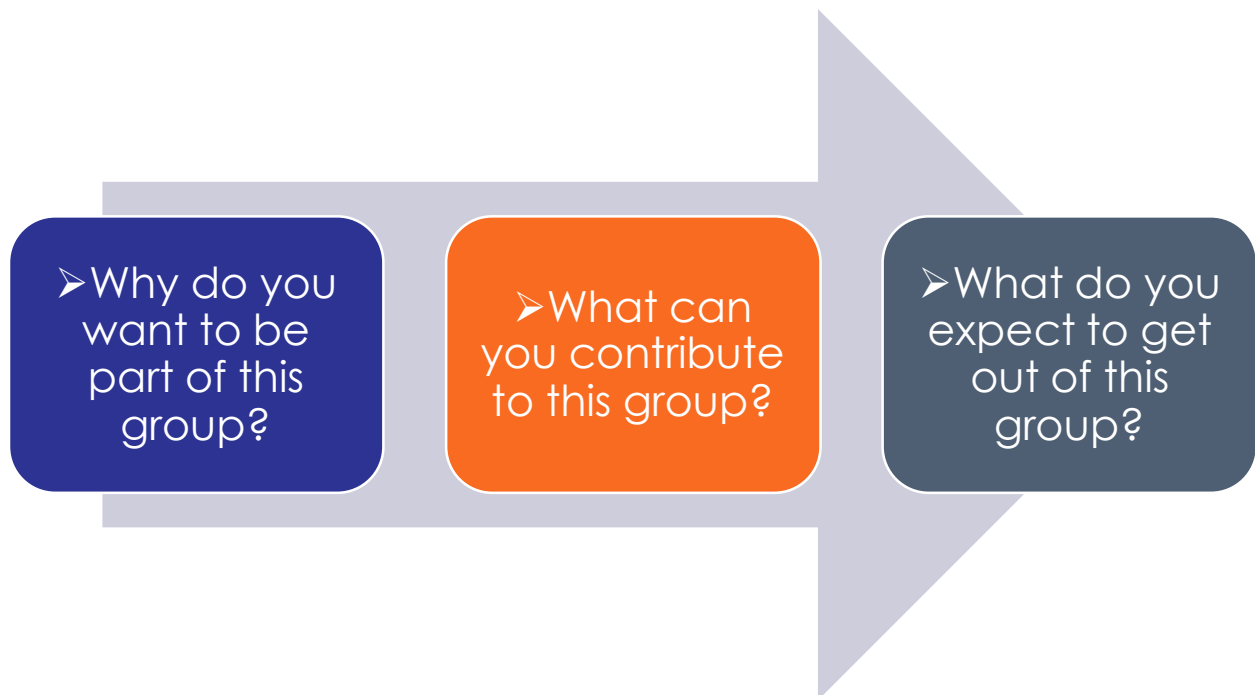
Communities have grown in popularity on social media because people like to belong to an exclusive 'club.' Plus, they succeed in increasing engagement.

A successful community will turn followers into loyal fans and enthusiastic brand ambassadors who will certainly want to sign up to your email list. Your community will express your values and won't be like anyone else's. This

uniqueness sets you apart from your competitors and helps build your brand.

Offer benefits to community members such as coupons, free tickets to live events, exclusive access to you, free samples, and so on. It's like a reward system for loyalty.

The easiest way to set up a community is to use free private groups on social media. Invite your followers to join, tell them the benefits, and restrict access by asking them a couple of simple questions, such as:



- 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?

In this way, you'll deter the tire kickers and ensure you restrict membership to active and engaged people.

We're going to look at some specific engagement tactics next and you can use these to build and strengthen your community.

## Run a Group Challenge

One of most powerful ways to engage people is to run a free challenge on Facebook. A 'challenge' is a series of actions that your participants take every day for a set period of time. You tell them what to do each day, they take that mini action, and you continue to motivate them until they see the

targeted results. It can last anywhere from 5 days to 100 days, but start off with a short challenge first.

With a challenge, you encourage your followers to take the actions they need to get the results they want, and you support them along the way. It's motivating for them and it's good business for you, as you can demonstrate your expertise and later promote paid products to satisfied participants. Your business goal will help you determine the type of challenge you run and who participates in it.

Evaluate your budget before you start. Although it's delivered free, there are costs to you in terms of your time and development of materials. Once you've run one challenge, you'll be able to more accurately determine the budget for the next.

Here's a 10-step process that you can adapt. This is for a 7-day challenge:



1. Set your objective and start date. Identify the goal for your challenge in terms of how it will benefit your business. You're not creating a challenge just for the sake of it. There has to be a tie-in with your own business goals. Do you want more sales as a result? More customer testimonials and success stories?
2. Identify exactly what you will be challenging people to do. Get ideas by looking at what your competitors have done or are doing now. Then look at what your own customers find most challenging or have been asking you about most often. Pick the focus for your challenge and make sure it's something achievable. Set the timeframe based on how long you think it will realistically take to achieve a result
3. Create a closed group on Facebook for this specific challenge. Set up an opt-in page so people have to sign up to get challenge details and participate
4. Schedule a follow-up email series that will trigger when they opt-in. Add a link to your group in the emails, and set them to send out daily or every other day
5. Plan your content and how you'll deliver it. For example, you might decide to create downloadable PDF worksheets for each day of the challenge. Make sure all your content follows a logical, step-by-step flow that guides your participants and motivates them to complete the challenge
6. Promote your challenge to your current email list and social media followers, announce it on your website, and to people who are likely to share it with their audience
7. Day 0 - Go live in your challenge group, welcome people, and get them oriented and ready
8. Days 1 through 5 - Use live video every day to discuss that day's steps and give instructions by email and livestream. Remember to invite people to ask questions. Ask them to share their insights and

successes on their own social media pages

9. Days 6 and 7 - Start to promote related paid offers to participants. Make sure you have a sales page and payment method ready
10. Help participants evaluate their progress during the challenge. Participants who see results come back for more and spread the word about how much you helped them. They are your best potential customers.

After you've finished running your first challenge, it's a case of rinse and repeat. You can run the same challenge multiple times or choose a different objective for a new challenge.

## Other Proven Engagement Tactics

There are many tactics you can use on different social media platforms. You might have tried some or been part of some already.

Here are a few ideas to get you started:

	<b>Run live video events</b>
	<b>Start a regular content series</b>
	<b>Set up a Twitter chat</b>
	<b>Create a viral giveaway event</b>

- Run live video events on Facebook, Instagram, Twitter/Periscope, and YouTube. If you can't go live on LinkedIn yet, you can still post the recording of your live sessions there. Make sure you include a call-to-action.



Choose interesting content, for example:

- Share something about you and your business
  - Publicize a forthcoming event
  - Give them behind-the-scenes glimpses of what you're doing now
  - Broadcast a live event
  - Run a how-to session connected to your product or service
- Start a regular content series, such as "Did You Know?" or a "Tip of the Day" that your audience can look forward to. Deliver this as a blog post, video blog, podcast, livestream, etc. at the same time each week. Use the medium your audience likes best and make sure there are links to your opt-in page
  - Set up a Twitter chat as we mentioned earlier. It's great for engaging existing followers as well as attracting new ones. Keep the interaction going and retweet any key messages to your wider audience
  - Create a viral giveaway event offering a prize in exchange for liking your page, referring others, signing up to your opt-in, and so on. This incentivizes people to take action. For example, run a giveaway that encourages your audience to tag a friend and ask them to follow your account.

Whatever tactics you choose, focus on being helpful and avoid self-promotion.

### **Key Takeaways:**

- You need to show up for your audience every day, engage, and post regularly to stay visible and build relationships.
- You need to plan your social media content and engagement activities ahead of time.
- Build a community to turn followers into loyal fans and enthusiastic brand ambassadors.

### **Action Steps:**

1. Create 2 engaging follow-up emails that people will receive after they download your lead magnet.
2. Use the Social Media Content Planner to plan what content and activities you'll do to build engagement on your chosen social media platforms. Then
  - a. Research the best times to post to your audience and note that in the Social Media Content Planner.
  - b. Schedule your posts in advance wherever possible
3. (Optional) Follow the 10 steps in the lesson to design a short Facebook Group challenge event.
  - a. Plan steps 1-6 in your Action Guide.
  - b. Complete steps 7-9 when you run the event.
  - c. Finish Step 10 when the challenge is over.

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

4. Write at least two engaging follow-up emails that people will receive after they download your lead magnet.

<b>Email 1</b>	
<b>Email 2</b>	

5. Use the Social Media Content Planner to plan what content and activities you'll do to build engagement on your chosen social media platforms. Then
  - c. Research the best times to post to your audience and note that in the Social Media Content Planner.
  - d. Schedule your posts in advance where possible.

A large, empty rectangular box with a thin black border, intended for users to plan their social media content, including research on posting times and scheduling posts.

6. (Optional) Follow the 10 steps in the lesson to design a short Facebook Group challenge event.

<p><b>Step 1</b></p> <p><b>Set your objective and start date</b></p>	
<p><b>Step 2</b></p> <p><b>Identify exactly what you will be challenging people to do</b></p>	
<p><b>Step 3</b></p> <p><b>Create a closed Group on Facebook and a registration opt-in page</b></p>	

<b>Step 4</b>  <b>Schedule a follow-up email series that will trigger when they opt-in, including a link to the Facebook Group</b>	
<b>Step 5</b>  <b>Plan your content and how you'll deliver it</b>	
<b>Step 6</b>  <b>Promote your challenge</b>	

Complete steps 7-9 when you run the event:

<b>Step 7</b> <b>Day 0 - Go live,</b> <b>welcome people,</b> <b>and get them</b> <b>ready</b>	
<b>Step 8</b> <b>Days 1 to 5 - Use</b> <b>live video every</b> <b>day to give</b> <b>instructions</b>	
<b>Step 9</b> <b>Days 6 &amp; 7 - Start</b> <b>to promote</b> <b>related paid</b> <b>offers to</b> <b>participants</b>	

Finish Step 10 when the challenge is over:

<p><b>Step 10</b></p> <p><b>Help</b></p> <p><b>participants</b></p> <p><b>evaluate</b></p> <p><b>their</b></p> <p><b>progress</b></p> <p><b>during the</b></p> <p><b>challenge</b></p>	
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