

Build Your Reader Audience Using Social Media

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



Course & Action Guide



Module 5 – Optimise Your Audience Growth

You've spent a considerable amount of time and effort growing your audience, so you'll want to make sure that you sustain the following you've built.

In this module, you'll discover advanced techniques for audience-building to use when you're ready, so that you can continue to expand your market reach and make more sales.

Going Further with Social Media

When you believe you've achieved a satisfactory level of engagement and an increasing number of followers, you'll want to try some more advanced tactics. Only you can decide what is "satisfactory" for your business. Refer back to your business and social media goals to help you.

Over time, you may have discovered what works well for your audience, so you can be creative about developing your long-term strategy.

Here are a few ways to personalize your approach to attract and engage more people on social media:

- Customize different opt-in pages for your lead magnet to make them unique to each social media channel. Include your opt-in box. For example:
 - "Hey Twitter followers, thanks for checking me out. I have a gift here for my followers that are interested in xxx. If that's you, add your details"
 - "Customer Relations Webinar Series for LinkedIn professionals. Sign up to receive registration details"

- Tailor your profiles based on the platform. Alter the language to suit the audience such as a more casual and personal tone for Facebook and Instagram, and a more formal one for LinkedIn.

So far in the course, we've been looking at ways you can increase your social media following without spending money. If you have a budget and you're committed to spending it, then paid ads or sponsored links are another way to go, and they are available on all the main social media platforms.

But beware because you can spend money quickly and have little to show for it. Social media advertising works best when you've already tested out your audience, your lead magnet, and your product because you then have hard data from your sales figures to prove you have an offer that sells. You're clear on what you're advertising and to whom, so you'll be able to maximize your advertising budget.

Even with practice, advertising on social media is often a game of luck. You can't be sure whether your offers will show up in people's news feeds or alerts and whether they'll see them. Therefore, unless you are an expert on advertising on a specific social platform or want to outsource to someone who is, think carefully before you go down this route.

Practical Steps for Moving from Building Trust to Selling

At some point, you'll be ready to make your offer and generate sales. Before that happens, you'll need to put some essentials in place to make the sale. For example:

- Design and publish an enticing sales page
- Install an easy-to-use shopping cart and troubleshoot any issues before you launch

- Set up payment methods so you're ready to take money. Make sure they're mobile-friendly
- Plan your launch, for example:
 - Create engaging content to lead up to the launch such as a video series, a challenge, a mini-course, or webinar series
 - Use social media and your email list to circulate information about the forthcoming launch.

Make sure you have these key elements in place before you start making offers. Any technology needs to be thoroughly tested so it doesn't create a glitch in the shopping experience and deter buyers.

Key Takeaways:

- Try some advanced tactics when you feel you've achieved a satisfactory level of engagement.
- Before you make offers, ensure you have the essentials in place to make the sale, such as a sales page, shopping cart, etc

Action Steps:

1. Write down three ways you could customise 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.

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4. Write down three ways you could customize your opt-in pages for your chosen social media platforms.

Platform 1:	
1.	
2.	
3.	

Platform 2:	
1.	
2.	
3.	

5. Have you considered paid advertising on social media? If so, which platform(s) and what is your budget?

Platforms	
Budget	

6. Make sure you have the essentials in place before you promote any offers.

	✓
Sales page	
Shopping cart	
Payment methods	