

Build Your Reader Audience Using Social Media

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



Course & Action Guide



Module 6 - Review and Refine

In this final module, you'll learn some tips to get even better results from your audience-building efforts. You'll also have the opportunity to review the course and plan future action.

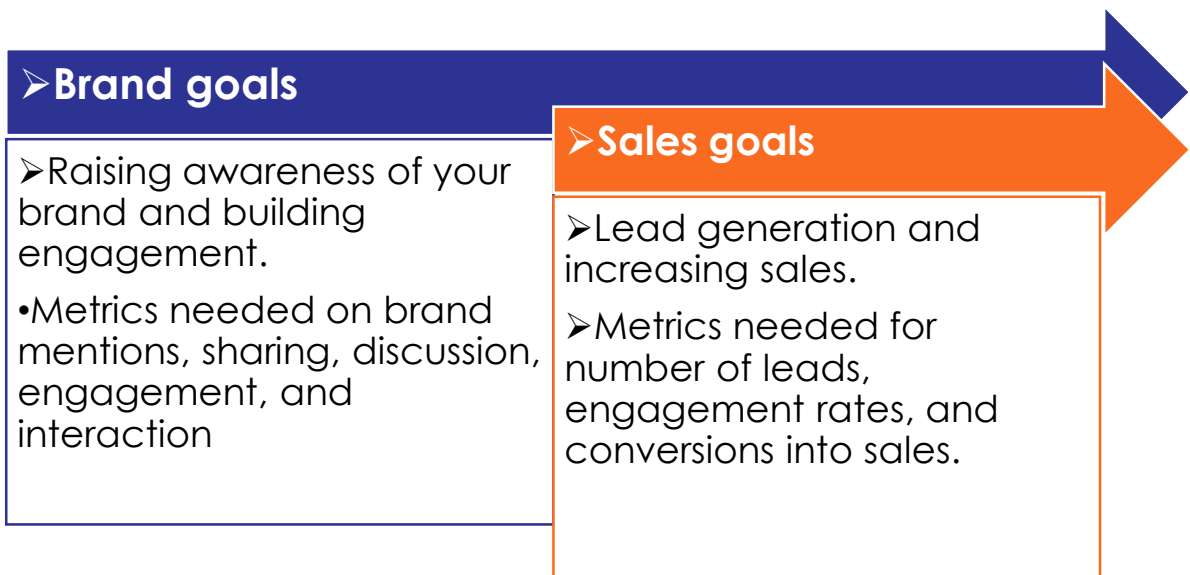
Tips to Take Things Forward

Now that we're at the end of the course, here are some final actions for you to plan:

Advanced Metrics

You looked at basic analytics in a previous module, but as you spend more time with your social media audience, you'll want to add more advanced metrics. Before you sign up for new tools, get clear on what you want to use data for. It's a waste of time collecting data for the sake of it.

You could start by making the distinction between:



- **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.

As these two goal areas have different targets, you obviously need to measure different outcomes.

Set your goals first and then research the tools you'll need. Some of them are free such as [Google Analytics](#) which is useful for analyzing the impact of social media as a marketing channel and source of traffic. Others are paid such as [SproutSocial](#), [Zoho](#), and [Buffer](#). Always take a free trial to make sure you get what you need before entering into a contract.

Plan regular time to analyze your metrics and use the results to inform your ongoing social media strategy.

Go Beyond Social Media

You need to continue your audience-building activities. But don't restrict yourself to social media alone. Use contacts and followers to get in front of more people. Getting referrals and developing affiliate partnerships are two proven ways to achieve this.

Referrals

Many businesses miss out on referrals as an important source of leads. Existing and past customers are good people to target, but any of your social media followers with whom you've engaged over time can have friends, family, and colleagues to suggest as potential customers.

When a follower on social media refers you to a friend of theirs, that friend is much more likely to buy from you than someone who found you by

searching online. Today's consumers trust other consumers' opinions more than the marketing messages from the business itself.

Make it easy for customers to refer you by providing the text of an email they can send out. Offer incentives and special bonuses for successful referrals.

To request referrals, send an email out to all your subscribers and post something on your social media page to, for example:

- Ask followers to share details of your page or group with their friends and followers. Those who wish to join will still need to answer the screening questions, so you'll have control over membership
- Get each lead or past customer 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.

You can formalize the process by starting a referral program using software such as [Referral Rock](#), [Referral Candy](#), and [Invite Box](#).

Affiliates

If you want other people to help with the work of marketing your business, then you need to start an affiliate program.

Initially, this is more work for you because you'll need to create marketing materials that your affiliates can use. However, once you have the program set up, you can recruit influencers and followers who refer others to your program. Of course, you'll need to give enough of a commission to make it worth their while and this will vary depending on the product price, the amount of involvement you require from your affiliate, and who they are. For example, if they are an industry leader, you would normally give a high commission rate, even 100%, if their publicity gets your offer in front of a new and large audience. If you recruit affiliates among your social media followers, the rate would usually be much lower – around 20-30% - but it's up to you to set what you think is fair. If you factor in the cost of affiliate

commission into your pricing, then you cover these outlays.

You can easily find people willing promote your offers for you, for example:

- Choose some of your best customers and engaged followers on social media and ask them if they'd like to become an affiliate for you and earn money
- Approach people you recommend or whose products you recommend. Ask them if they are prepared to be an affiliate for your offers
- Run a contest or challenge with rewards for your affiliates who bring in the most sales. Rewards can be cash, gift cards, physical products, or an even higher commission rate for a period of time
- Contact a complementary business and ask them to partner with you as an affiliate and promote for you by email. Offer them generous commission and/or commit to doing the same for them and schedule it for later in the year.

There are many choices of affiliate software available to manage the stats and the payments, such as [JVZoo](#), [Tapiliate](#), and [Post Affiliate Pro](#). You can also add a plugin to your WordPress website like [Affiliate WP](#). Some shopping carts and platforms include affiliate features, so check out different shopping cart choices to see if they have the solutions you need before you look further.

What You Learned

This is a course you can refer back to time and time again to remind you of ways you can build your social media audience and improve your sales. It's important to reflect on what you've learned, so answer these questions, and complete the action plan table in your Action Guide:

- What have you learned about building and nurturing a social media audience?
- 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?

Key Takeaways:

- If you add monitoring tools to measure progress, make sure you know why you want to collect this data.
- Consider using referral systems and affiliate marketing to increase your market reach.

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.

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3. Write down what your current policy is on:

Referrals	
Affiliates	

How could you incorporate these into your business to build your audience?

<p>Referrals</p>	
<p>Affiliates</p>	

4. Review the course thoroughly and use the action plan table below to record your goals and what needs to happen next.

	Action to Take	Action Deadline
1		
2		
3		
4		
5		
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7		
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10		