



Build Your Audience Using Social Media – Cheat Sheet

Introduction

- ✓ Social media enables you to reach a global audience of potential customers
- ✓ Most small businesses and entrepreneurs struggle to find and attract their ideal customer
- ✓ Social media will help you locate and connect with your audience, enticing people to become followers and email subscribers
- ✓ Your job is then to engage with them and nurture relationships, so they'll want to buy from you

Learning Objectives:

- ✓ Set your audience growth goals and establish the mindset that will help you achieve them
- ✓ Evaluate what you already have in place to grow your audience, so that you can identify gaps for further action
- ✓ Get to know your audience on social media, so that you can tailor your approach in a way that resonates with your ideal customers
- ✓ Use social media to attract your audience, so that you can start to engage and build relationships with them
- ✓ Encourage followers to click through to your opt-in, so that you consistently add subscribers to your email list





- ✓ Nurture the relationships you create on social media and engage with your audience, so that they ultimately want to become customers
- ✓ Implement advanced techniques for audience-building when you're ready, so that you can continue to expand your reach and make more sales
- ✓ Consolidate and implement your learning and plan future action steps, so you can achieve the goals you set for this course

