



Module 2 Cheat Sheet – Step 1: Get to Know Your Audience

Key Takeaways:

- Listen in on the social media platforms your ideal customers use so you can get to know them better.
- Use social media to find out important information about your competitors as well as your potential buyers.

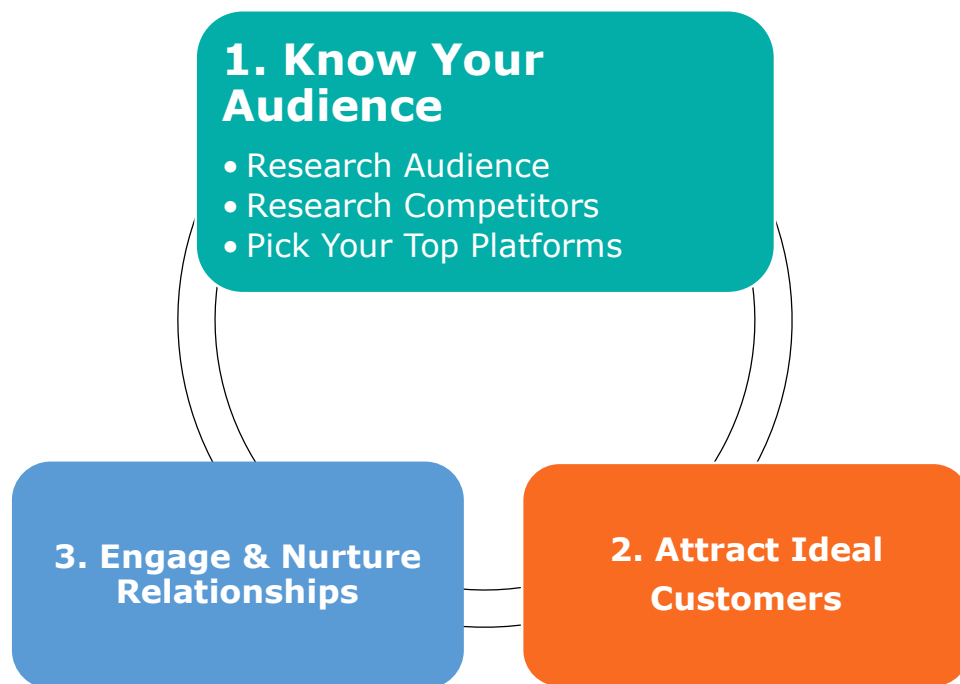
Learning Objective:

- ✓ Get to know your audience on social media, so that you can tailor your approach in a way that resonates with your ideal customers





The Big 5



- ✓ **In Step 1** you start listening in on the platforms your ideal customers frequent
- ✓ Determine which are the best platforms for understanding your audience
- ✓ Get to know the particularities of those platforms
- ✓ There are differences between B2B and B2C, e.g. B2C platforms are Facebook, Twitter, LinkedIn, Instagram, and YouTube, and B2B, they are LinkedIn, Twitter, and YouTube
- ✓ All allow text, images, videos, links, and all are used by businesses
- ✓ Here are the top 5:
 - **Facebook.** Great for building brand loyalty and reputation. Used for sharing content, telling your story, and communicating with your audience





- **Instagram.** Visuals are more important than text. Use it to show products, staff photos, office events, etc.
- **Twitter.** Breaking news, quick updates, and link sharing. Offers various information for different target users. Restricted character count
- **LinkedIn.** Professional network suitable for professional-looking content (case studies, analysis, business news). Focus on B2B. Useful 'recommendations' feature
- **YouTube.** Huge community where users engage with video content via profiles, "likes", and comments.
- Features are always changing and being added so check here:
 - [Facebook Help](#)
 - [Instagram Help](#)
 - [Twitter Help](#)
 - [LinkedIn Help](#)
 - [YouTube Help](#)
- Other social media platforms exist, e.g. [Pinterest](#) or [Snapchat](#) - go there if your audience interacts there regularly





Who Is Your Audience?

- ✓ Get to know your audience and get a deeper understanding of their needs
- ✓ Be an eavesdropper
- ✓ Find out key things about them, e.g.:
 - Language they use
 - Where they hang out
 - Their biggest challenges
 - Whom they follow
 - How they consume information, e.g. video, podcast, publications, blog posts
- ✓ Write this information down
- ✓ Review your data & revise your offer/messaging/profiles/pages if necessary.
- ✓ Ask yourself: "Does this match up with what I thought before?"
- ✓ This research kicks off your audience-building as people start to notice you as you move around and participate on social media





How to Find My Audience

- ✓ Ask existing customers which platforms they prefer, e.g.
 - Use a survey
 - Send questions to your email list
- ✓ If you have no customers yet, look at websites that serve the same market and see where they share content
- ✓ Talk to people at conferences, trade shows, etc.
- ✓ Identifying these platforms will show you where to go to interact best
- ✓ Once you've pinpointed them, make sure that they're right for your business and goals

Competitor Research

- ✓ Use social media to find out about your competitors
- ✓ Follow them on social media and observe them
- ✓ See what they share, what they ask, what the reaction is, where they get the most engagement, etc.
- ✓ Gather information, e.g.
 - **Content:** What type of content do they use on the platforms?
 - **Engagement:** The number of likes, comments, shares.
 - **Post Frequency:** How many times a day/week do they post content?
 - Use [Buzzsumo](#), [Feedly](#) etc. to help with research





Tactics to Get to Know Your Audience Better

- ✓ Choose two platforms to focus on to start with
- ✓ General tactics - Join other people's groups and pages geared towards your audience. See what they're asking about/saying/issues raised, etc.

Facebook Tactics

- ✓ Find and join groups where your target market is and where you can watch and listen
- ✓ Seek out the people your audience follows and follow them
- ✓ Ask questions in your own groups if you have them

Instagram Tactics

- ✓ If you have subscribers, use the "Audience" button to see details of their demographics
- ✓ If you don't, then research your competitors and see what they're posting and what reactions they get

Twitter Tactics

- ✓ Set up list with as many of your ideal audience members as possible and subscribe to other people's related lists
- ✓ Join a relevant Twitter chat (or tweet chat). Like a virtual meet-up for people with common interests where you can learn about the participants. Enter the hashtag for the event – use [TweetReports](#) to find relevant chats.





LinkedIn Tactics

- ✓ Find active, relevant groups and apply to join. Groups are very active on LinkedIn
- ✓ Share content from industry leaders

YouTube tactics

- ✓ Set up a business channel. No personal videos unless you are your brand
- ✓ Use a keyword tool like [KeywordTool](#) or [TubeBuddy](#), to find most searched keywords in your niche

