



Module 3 Cheat Sheet – Step 2:

Attract Your Ideal Audience

Lesson 1: Build Your Audience

Key Takeaways:

- Accept that you can't be present and active on all social media platforms at once. Stick with the two you've chosen and see what results you get.
- Build your audience further by appearing as a guest on other people's platforms.

Learning Objective:

- ✓ Use social media to attract your audience, so that you can start to engage and build relationships with them

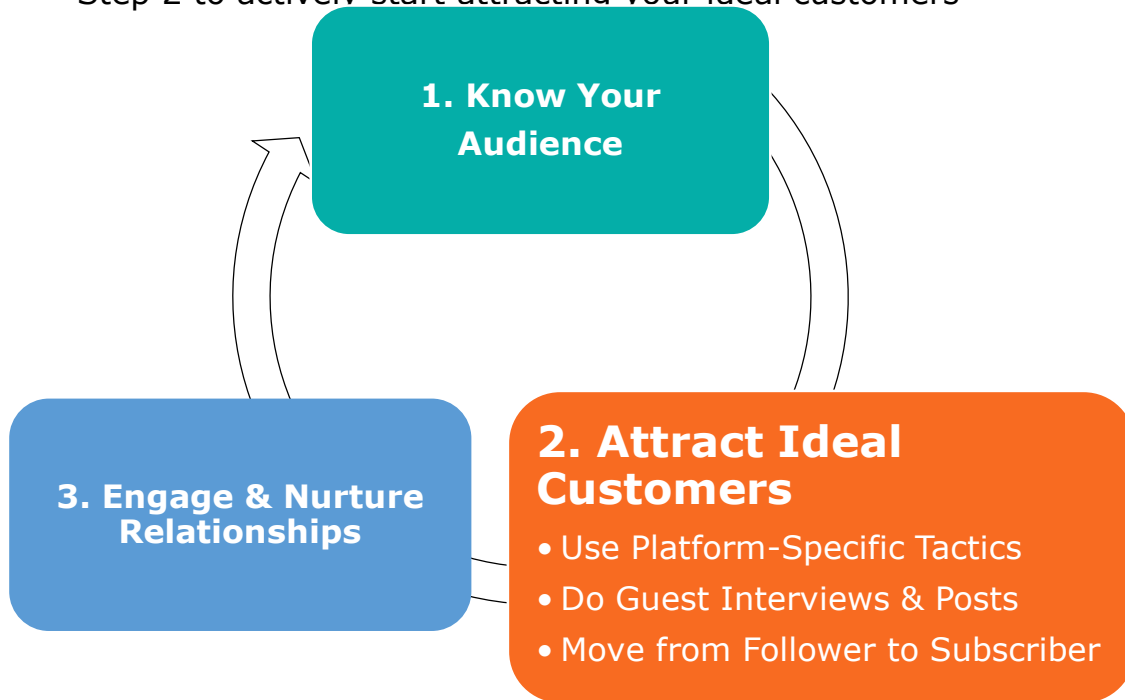
Focus Your Social Media Time

- ✓ Don't get stressed because you aren't on every social media platform
- ✓ You can't be everywhere on social media and still do a good job
- ✓ Your presence takes time and consistency
- ✓ Focus on the two platforms (no more than two) where your ideal customers hang out most. You gathered this info in the last module





- ✓ Now you know your audience and have everything in place, move to Step 2 to actively start attracting your ideal customers



- ✓ You want to attract an audience that's interested in finding out more about your solutions
- ✓ Use methods to get in front of 'new' people and expand your reach
- ✓ Publicize your social media presence, e.g.
 - Embed 'follow' or 'like' buttons on your website so people can engage with your social media profiles without leaving your site
 - Add links to your email signature with an email generator, e.g. [Wisestamp](#), [HubSpot](#), [MailSignatures](#)
- ✓ Be proactive in interacting with your audience - you're not just listening any more





- ✓ There are some key tactics to use across all platforms:
 - Post high-quality content regularly and share it across your social media platforms
 - Share your audience's content
 - Respond quickly to comments, questions, or ideas from followers
 - Use hashtags with keywords related to your content. Tools to use to find good hashtags are [Tagsfinder](#), [All-hashtags](#), and [Seekmetrics](#)
- ✓ Get permission to add people you meet offline to your social media platforms

Specific Platform Tactics to Use

Facebook Tactics

- ✓ Send personal invitations to invite people to 'like' your business page
- ✓ Use the 'invite' button to invite existing followers and content sharers to 'like' your business page
- ✓ Ask followers on other social media platforms to 'like' your business page
- ✓ Create open Facebook groups for your target audience and get discussion going with questions and sharing topical content
- ✓ Encourage followers to 'react' to your posts. A 'heart' or 'Wow' is more valuable to you and will help increase your organic reach





Instagram Tactics

- ✓ Create attractive visuals such as infographics, photos, image quotes, videos e.g. explain your products through pictures and videos
- ✓ Use 'Stories' feature for a slideshow of multiple photos and videos. Add doodles and effects if appropriate
- ✓ Add hashtags. Research using [IconoSquare](#), [Webstagram](#), or similar
- ✓ Put your 'hook' in the first sentence of the description to show up in people's feeds

Twitter Tactics

- ✓ Use search function to find your ideal customers and influencers and follow them. Join their conversations by @ (mentioning) them, answering their questions, replying to tweets, etc.
- ✓ Use visuals to attract attention, e.g. good quality images, gifs, short videos, etc.
- ✓ Use retweets to promote your audience's content and your own blog posts and web content
- ✓ Set up a Twitter chat to connect with more people in your industry on a wider scale. Twitter chats usually last for an hour and have 6-8 questions. Prepare your questions and promote. Announce your Twitter chat across all channels
- ✓ Add comments to Retweets and @mentions





LinkedIn Tactics

- ✓ Start a group in your area of expertise and invite people to join
- ✓ Interact in groups where your ideal customers hang out. Be helpful but don't try to sell
- ✓ Use the Search function to look for your target market. Send an individual invitation to connect to each person
- ✓ Direct message connections of your connections if they appear to be in your target market
- ✓ Write and post articles and status updates
- ✓ Upload slide shows and presentations and short videos
- ✓ Apply to use LinkedIn Live, if it's not already available to you, to livestream content

YouTube Tactics

- ✓ Brand your channel so it's immediately recognizable
- ✓ Ask viewers to subscribe to your channel in each video that you upload
- ✓ Subscribe to other people's channels. Comment on their videos to get your channel seen more widely
- ✓ Promote your YouTube videos on your other social platforms

- ✓ Implement relevant tactics for audience-building
- ✓ Keep their attention so that they don't go elsewhere and start following one of your competitors more





Be a Guest

- ✓ Build your audience further by appearing as a guest on other people's platforms, e.g.
 - Guest posting, guest interviews on podcasts/livestream, guest speaking webinars/speaking events
- ✓ Partner with business owners with complementary activities, e.g.
 - Guest posting on their blog
 - Guest interviews on their podcasts, digital radio shows, livestreams, etc
- ✓ Think about what they and their audience need
- ✓ What would make you an attractive guest? E.g. any relevant experience and your social media stats if they are significant
- ✓ There are sites that help you find interviews, e.g. [Source Bottle](#) [Radio Guest List](#)
- ✓ Prepare publicity before you approach anyone e.g. photo, profile, etc.
- ✓ Make sure that the host shares your social media links with their audience
- ✓ Keep 'before and after' stats to see the effect of the interview on your social media figures
- ✓ Accept guest bloggers and interviewees on your site if their content will be useful to your audience

