



Module 3 Cheat Sheet – Step 2: Attract Your Ideal Audience

Lesson 2: Use Social Media to Build Your Email List

Key Takeaways:

- Make it easy for your social media audience to sign up to your email list.
- Use simple metrics to record your progress on social media so that you stay motivated and measure your success.

Learning Objective:

- ✓ Encourage followers to click through to your opt-in so that you consistently add subscribers to your email list

From Follower to Subscriber

- ✓ Now take your new audience and get them onto your email list
- ✓ Make it easy for people to sign up, e.g.
 - Only ask for their first name and email address
 - Add a link to your lead magnet in your email signature





- ✓ Post content on your social media platforms with links to your opt-in page or to content that has your opt-in visible
- ✓ Ideas for starter content:
 - Write 500-word blog post that's useful in solving a problem for your target groups with a link to your lead magnet. Post link on social media
 - Write a "Top Experts" list from your area of expertise. Tell the people on this list (e.g. via an @mention on Twitter) and ask them to share with their followers (not all in one day)
- ✓ Don't just rely on blogging - use video series and livestream, podcasting/webinars, etc.
- ✓ Have a link to your opt-in in the video description, livestream comment, podcasting notes, webinar comment, or redirect at end

Record Your Progress

- ✓ Use simple metrics to record your progress, e.g.
 - Likes, Shares, and Comments: The easiest metrics to track and exists on all platforms
 - Audience Growth: The number of social media followers and email subscribers you've gained over a specific period
 - Credibility: Your followers / following ratio, i.e. if you follow 500 people but only 90 follow you, this won't inspire confidence
- ✓ Check out the monitoring tools available with your social platforms. All the major social media networks have their own built-in analytics





and dashboards

- ✓ You can add other tools later
- ✓ Compare your new stats to those you recorded in Module 1
- ✓ Don't despair if there's no big increase yet – it's a trial and error process

