



Module 4 Cheat Sheet – Step 3:

Engage and Nurture Relationships Before You Sell

Key Takeaways:

- You need to show up for your audience every day, engage, and post regularly to stay visible and build relationships.
- You need to plan your social media content and engagement activities ahead of time.
- Build a community to turn followers into loyal fans and enthusiastic brand ambassadors.

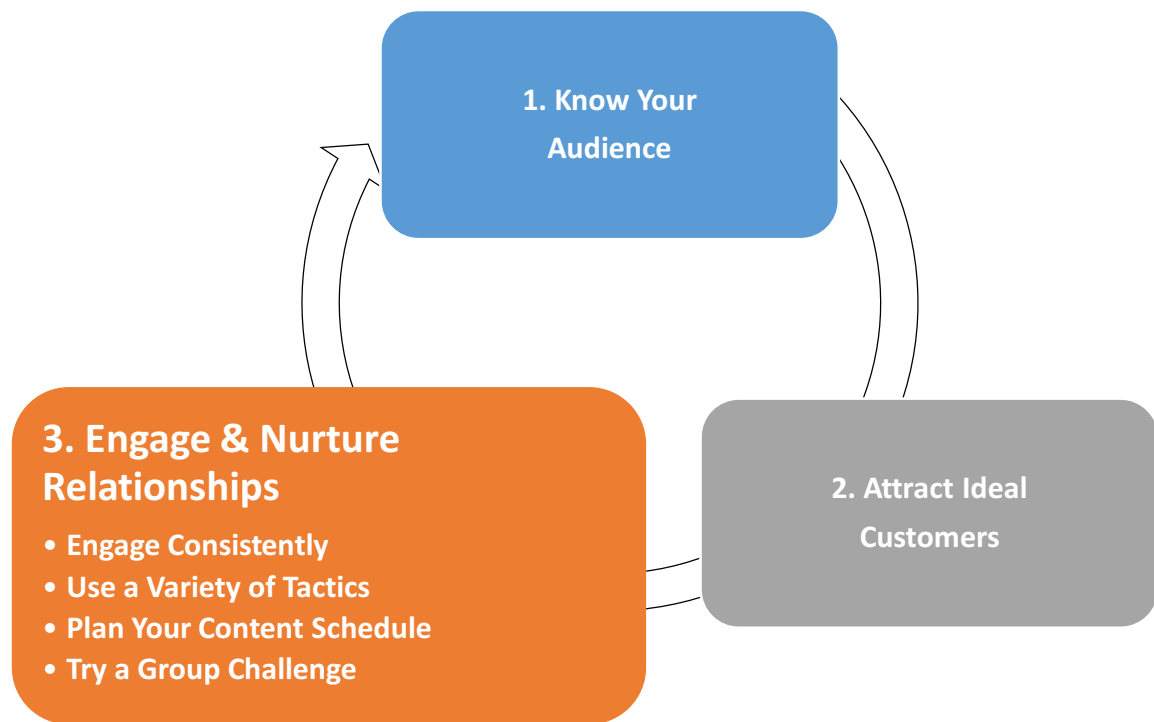
Learning Objective:

- ✓ Nurture the relationships you've already created on social media and engage more deeply with your audience so that you have loyal followers who are potential customers

Engage with Your Audience Consistently

- ✓ Having a large audience won't help you make sales on its own
- ✓ Seeing you regularly on social media helps ensure that your brand sticks in people's minds and increases the chance that they buy
- ✓ You need to go further than that and build trust and engagement
- ✓ Step 3 is where you take specific steps to keep your audience involved





- ✓ Consistency is the key
- ✓ You need to show up for your audience every day, engage, and post regularly to stay visible and build relationships
- ✓ You need to build know, like, trust factors before most people even think of buying
- ✓ If you start selling them immediately, most will quickly leave, e.g.
 - Someone who has downloaded your lead magnet may respond to more information but may be put off by pushy sales tactics
- ✓ You may also be banned from social media platforms if you are blatantly selling all the time





- ✓ Always follow the community guidelines
- ✓ Stay in touch with your audience to support, educate, and inform them and make them want to stay

Ways to Engage Your Followers

Email

- ✓ Nurture those leads who have subscribed to your email
- ✓ Create follow-up emails scheduled to go out automatically
- ✓ Always personalise your emails
- ✓ Don't rely on automated processes. Send additional emails to:
 - Share any new content on social media
 - Encourage your subscribers to follow you on all your social media platforms
 - Keep your subscribers informed of contests, giveaways, or exclusive events you're running on social media

Social Media

- ✓ Think of social media communication like a face-to-face conversation. If someone asked you a question, you wouldn't just ignore them
- ✓ Different ways to interact with your followers:
 - Ensure the focus is on your audience and not on yourself
 - Ask questions to encourage two-way dialogue
 - Comment on your followers' content, share it, and tag them whenever appropriate





- Keep track of direct messages on your platforms so you can respond to them quickly
 - Give "shout outs" to people in your groups
 - Encourage positive feedback and listen to what your audience tells you
 - Acknowledge those who interact regularly
- ✓ Post regular, useful content to keep yourself in their minds

Help People Take Action

- ✓ Use specific techniques to encourage engagement and motivate them to act, e.g.
 - Questions/requests
 - Challenges
 - Contests and giveaways
 - Live video sessions
- ✓ Use social media to publicise events offline that build engagement, e.g.
 - If you're at a trade show or speaking event, invite people to come and see you/speak to you afterwards
 - Get them to tweet you that they're coming
 - Organise a meet-up after the event





Plan Your Social Media Content Schedule

- ✓ Plan your content and engagement activities ahead of time
- ✓ Not all content is suitable for every social media platform
- ✓ It's alright to post different things on different platforms
 - **Facebook:** Videos, livestream, and carefully chosen content
 - **Instagram:** High-res photos, videos, graphics with quotes, Stories reels
 - **Twitter:** News, blog posts, infographics, and GIFs
 - **LinkedIn:** Company news and milestones, and professional content e.g. training webinars, whitepaper, and industry studies
 - **YouTube:** video clips, video series, thumbnails

Plan When to Post

- ✓ Find out the best times to post to your audience on social media
- ✓ Downtimes such as lunch breaks, commutes, evenings, and weekends are good for most people
- ✓ Try different days and times and seeing when you get the best reaction by viewing your analytics
- ✓ Frequency of posting depends on your audience – too little and people will forget you, too often can annoy your audience
- ✓ Also depends on the platforms and your audience
- ✓ Some guidelines:





- **Facebook** – once a day
 - **Instagram** – once or twice a day
 - **Twitter** – 5 times a day spread through the day
 - **LinkedIn** – once a day
 - **YouTube** – once a week
- ✓ Quality and consistency are more important than quantity
 - ✓ Set up automation to schedule in advance and save yourself time
E.g. [Hootsuite](#) or [Buffer](#)
 - ✓ Use the Social Media Content Planner to help you

Treat Your Audience Like a Community

- ✓ Develop a community to turn followers into loyal fans who will want to sign up to your email list
- ✓ Your community will be like no-one else's and this uniqueness sets you apart from your competitors
- ✓ Helps you build your brand
- ✓ People like to belong to an exclusive 'club'
- ✓ Offer benefits to community members, e.g. coupons, free tickets to live events, exclusive access to you, free samples, etc.
- ✓ Set up free private groups on social media to set up a community
- ✓ Invite your followers to join and ask them qualifying questions to restrict membership
- ✓ Use engagement techniques to build and strengthen your community





Run a Group Challenge

- ✓ One of most powerful ways to engage people is to run a free challenge on Facebook
- ✓ Participants take specific actions every day for a set period of time e.g. 7 days, 30 days, etc.
- ✓ A 10-step process that you can adapt:
 1. Set your business objective and start date.
 2. Identify exactly what you will be challenging people to do.
 3. Create a closed group on Facebook and set up an opt-in page so people have to sign up to get challenge details
 4. Schedule a follow-up email series that will trigger when they opt-in.
 5. Plan your content and how you'll deliver it.
 6. Promote your challenge to your email list, social media followers, website, and to people who might tell their audience
 7. Day 0 - Go live in your challenge group and welcome people
 8. Days 1 through 5 - Use live video every day to discuss that day's steps
 9. Days 6 and 7 - Start to promote related paid offers to participants.
 10. Help them evaluate their progress during the challenge
- ✓ Rinse and repeat





Other Proven Engagement Tactics

- ✓ Run live video events
 - Share something about you and your business
 - Publicise an event
 - Give behind-the-scenes glimpses
 - Broadcast a live event
 - Run a how-to session
- ✓ Start a regular content series, e.g. "Did You Know?" or a "Tip of the Day"
- ✓ Set up a Twitter chat - great for engaging existing followers as well as attracting new ones
- ✓ Create a viral giveaway event offering a prize in exchange for liking the page, referring others, etc.

