



# Module 5 Cheat Sheet – Optimise Your Audience Growth

## Key Takeaways:

- Try some advanced tactics when you feel you've achieved a satisfactory level of engagement.
- Before you make offers, ensure you have the essentials in place to make the sale, such as a sales page, shopping cart, etc.

## Learning Objective:

- ✓ Put in place advanced techniques for audience building when you are ready, so that you can continue to expand your market reach and begin to make sales

## Going Further with Social Media

- ✓ When you have good engagement and an increasing number of followers, you'll want to try some more advanced tactics
- ✓ Customize different opt-in pages for your lead magnet to make them unique to each social media channel, e.g.
  - "Hey Twitter followers, thanks for checking me out. I have a gift here for my followers that are interested in xxx. If that's you, add your details here"
- ✓ Tailor your profiles based on the platform e.g., more casual and personal for Instagram, more formal for LinkedIn
- ✓ Paid ads or sponsored links are another way to go. They are





available on all the main social media platforms.

- They work best when you've already tested out your audience, your lead magnet, and your product.
- Advertising on social media can be a game of luck as to whether your offers will show up in people's news feeds or alerts – think carefully before you go down this route

## Practical Steps for Moving from Building Trust to Selling

- ✓ When you're ready to make offers, you'll need some essentials in place to make the sale, e.g.
  - Design and publish an enticing sales page
  - Install and test an easy-to-use shopping cart
  - Set up payment methods so you are ready to take money, and make sure they're mobile-friendly
- ✓ Plan your launch e.g.
  - Create engaging content
  - Use social media and your email list to circulate information
- ✓ Test any technology thoroughly to avoid glitches

