

Build Your Audience Using Social Media

Simple Social Media Tactics to Grow an Audience of Your Ideal Customers



Course Book

Table of Contents

Introduction.....3

Module 1 – Get Ready to Grow Your Audience6

 Lesson 1: Why Grow an Audience Using Social Media7

 Lesson 2: Set Up for Audience Growth.....

Module 2 – Step 1: Get to Know Your Audience.....

Module 3 – Step 2: Attract Your Ideal Audience.....

 Lesson 1: Build Your Audience.....

 Lesson 2: Use Social Media to Build Your Email List.....

Module 4 – Step 3: Engage and Nurture Relationships Before You Sell

Module 5 – Optimize Your Audience Growth

Module 6 - Review and Refine

Introduction

No matter what your niche is, all businesses today should have a social media presence. Social media enables you to reach a global audience of potential customers. The more people you reach online, the better your chances are to engage them, make sales, and grow your business as a result. But that can only happen if you develop a dynamic social following and give your target audience the content they want.

Most small businesses and entrepreneurs struggle to find and attract their ideal customer. Your aim is to build an audience of people who will benefit from your offers. Social media will help you locate and connect with this audience. Through sharing valuable content, you'll entice them to become followers and email subscribers.

You'll then need to engage with your followers and nurture those relationships further, so that they trust you and want to buy from you. This kind of relationship-building doesn't happen overnight. In order to be successful, you need to follow a strategy of proven social media tactics and take consistent action.

This course will help you define exactly who you want in your audience, find those people, attract them into your social following and email list, and engage them to build trust and credibility.... All using proven social media tactics.

Learning Objectives:

By the time you complete this course, you'll be able to:

- Set your audience growth goals and establish the mindset that will help you achieve them
- Evaluate what you already have in place to grow your audience, so that you can identify gaps for further action
- Get to know your audience on social media, so that you can tailor your approach in a way that resonates with your ideal customers
- Use social media to attract your audience, so that you can start to engage and build relationships with them
- Encourage followers to click through to your opt-in, so that you consistently add subscribers to your email list
- Nurture the relationships you create on social media and engage with your audience, so that they ultimately become customers
- Implement advanced techniques for audience-building when you're ready, so that you can continue to expand your reach and make more sales
- Consolidate and implement your learning and plan future action steps, so you can achieve the goals you set for this course

This course is broken down into 6 major modules and individual lessons to take you step-by-step through the ways to build an engaged audience on social media that will turn into a profitable customer base.

The modules follow a logical order, so while you can skip around if you want, it's best to work through them one at a time.

As you go through each module, use your Action Guide to help you complete the Action Steps at the end of each.

Expectations

Before we start the course, take a minute to think about what you want to get out of it.

In the Action Guide, write down three skills you expect to gain.

Now that you're clear about what you want this course to deliver, we can get started.

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Module 1 – Get Ready to Grow Your Audience

You need to be prepared both mentally and practically before you start to build your all-important social media audience.

In this first module, you'll set your audience growth goals, establish the mindset that will help you achieve them, and evaluate the elements you already have in place to grow your audience.

- **Lesson 1: Why Grow an Audience Using Social Media**
- **Lesson 2: Set Up for Audience Growth**

Lesson 1: Why Grow an Audience Using Social Media

You Need an Audience

If you have no one to sell to, then you don't have a business. You need an audience that you can communicate with directly, gradually showing that you can help them with their challenges, build their trust, and then put your offers in front of them.

Social media is a powerful tool for audience-building and its influence is only growing.

The benefits of using social media include:



- Expanding your market reach
- Providing a cost-effective way of letting people get to know you

- Giving you social proof and consumer feedback
- Boosting brand awareness.

Above all, being active on social media builds a communication channel through which you can reach and engage your target audience. But social media shouldn't be your only way of communicating with your audience. It's an adjunct to your marketing plan that will entice people to become followers and email subscribers. Having them opt-in to your list is a vital part - once people have signed up to your list, you can connect with them directly and market to them. And that email list remains your property. Don't forget that your social media activity, your followers, and your likes, belong to the platform. If that platform crashes, you'll lose all your hard-won contacts.

You must be clear on your social media objectives or you will waste time. Most everyone finds it easy to get distracted when they're on their favorite platform. You could quickly find yourself spending hours following different leads, but this isn't an efficient use of your time.

Remember that your big-picture objective is to build an audience of people who want to buy what you're selling and with whom you can have direct communication.

Within that, you need to set specific goals. These will vary as your overall business goals change. Start by asking yourself what you need an audience for. Some of the reasons to build an audience include:

- "I want to sell my new coaching package"
- "I want to sell more of my online course about X"
- "I want to double sales in the next year"

Set an initial goal for the audience size you're aiming for. You can do this for each platform you use, for social media generally, and then for email subscribers separately, or just have an overall figure in mind. When you start attracting your audience on social media, this will help motivate you to reach your goals.

But remember that it's not the size of the audience that matters as much as the quality. 'Quality' here means your ideal customers and how engaged they are (which we'll discuss in more detail in a later module).

Make sure your goals are realistic and that you don't expect to grow an audience overnight. There's no quick fix to building an audience. You must be ready to put in the work to get the results you want.

The course will take you step-by-step through the audience-building process and you'll be refining as you go, so you may need to back up and tweak as you learn more about your audience and what they want.

Develop an Audience Growth Mindset

Both experienced entrepreneurs and business newbies find the topic of growing an audience on social media daunting. For this reason, it's important to get your mindset in the right place before you start.

First, accept that social media activity is no longer optional for a business. Social media has become a standard piece of your business infrastructure. It's as essential as having a website.

There are some basic principles to keep in mind:

ATTENTION:

This is only an excerpt from our full course **Build Your Audience Using Social Media**. The full, customizable course contains 6 major modules and Action Steps.

When you purchase a license for the course, you'll receive the editable files for the Course Book, Action Guide, graphics, social posts, and other resources.

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