

# Build Your Audience Using Social Media

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



**Course Book**

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# 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.

# 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

**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 individual lessons.

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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