

JULY 2020

AUDIENCE ATTRACTION



VALUE AND RELEVANCE

BEFORE WE DIVE INTO AUDIENCE ATTRACTION, IT IS VERY IMPORTANT TO KNOW WHO YOUR AUDIENCE ACTUALLY IS. LET'S GO!

Value and relevancy

The first you should know is no matter what approach you are going for, make sure to provide value and be relevant with content. Content is the foundation for building a loyal audience. If you have content that people are interested in, that is relevant and holds value, you are on the right track. This means that value and relevance are the core of building an audience that is loyal and interested in what you are doing.

Value

Make sure that you teach, solve a problem, or even entertain your audience whenever you can. This means that the content in your Facebook group can be educational but also very lighthearted, or you can write a newsletter that is informative or fun. Providing value means that the people who read can do something with it.

Relevancy

Here is where you can build and write a free ebook that you can link to your email list. Value and relevance are often linked to each other and equally important. For example - if you are a cake maker, you can provide people with a quick recipe for cupcakes. This recipe can be for anything, but nevertheless this is where you provide value for them.



3 THINGS YOU SHOULD DO WHEN ATTRACTING AN AUDIENCE

HOW CAN YOU ATTRACT AN AUDIENCE? THERE ARE THREE THINGS YOU CAN DO IN ORDER TO ATTRACT THEM. YOU CAN MAKE A FACEBOOK GROUP, YOU CAN START AN EMAIL LIST OR WRITE A BLOG.

One. Social media

Being active on social media is a must for growing an audience. Think about which platform is most used by your audience. We do recommend to have at least an Instagram profile, Facebook page and Facebook group.

A Facebook group is an **amazing way to grow your audience** and to keep them engaged. Remember that you need a separate Facebook page and Facebook group. Your page is like your shop window, this attracts the audience. While you want to draw people in with the Facebook group, this is your actual shop. You can only have a chat with people in the group.

When brainstorming about content for your Facebook group, you should think about what **works best for your ideal client**. Also think about how you are going to get your unique message across and repeat this message. The next step is brainstorming **a list of content ideas**. This should be a nice mix between long storytelling posts, live videos, small tips, Canva posts, and personal pictures of you. Here are some **tips to make your content stand out**:

One. People love patterns. Admit it, we all love #selfcareSunday. Don't be afraid to use patterns in your content. Another tip is to use a content calendar for each month and to switch it up from time to time.

Two. Go for a theme every single month, and post every single day.

Three. Be current with what's going on in the world. Especially nowadays, with the COVID-19 situation or even the death of George Floyd.

Four. Give knowledge away for free at first. This is your freebie, you can check our magazine on freebies on our Member page for July.

Five. Organise challenges, and giveaway some prizes.

Really put some thought in your content, as your content is what makes it or breaks it. Be sure to be relevant, consistent and bring value. **You got this!**

Whatever content you have on Facebook is easily transferable to platforms as Instagram. Think about stories, IGTV and going live so your audience get to know you.

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Two. Email list

Facebook is fun, but do you remember MSN Messenger? If that name doesn't ring a bell then I made my point. The landscape of online platforms changes every single day. You'll need an email list for when Facebook becomes the next MSN.

We have a magazine on email marketing filled with more information and tricks, but let me recap the basics for you.

You can ask people's emails in exchange for a freebie where you provide value.

Email marketing is an amazing way to build an intimate relationship with your reader, but they will need to open the email before they can read it. That's why you'll need a powerful subject line, questions are often very good. We also suggest sending out emails once a week and creating a content list.

Three. Start a blog

If you aren't blogging already then I highly suggest looking into it.

Blogging gives your readers an idea of who you are as you have a very unique personal writing style. Don't be afraid to literally 'speak on paper'. Use words you use in your daily life, this will make it fun and recognisable. Furthermore, blogging is great for your SEO and gives people a reason to come back to your page.



SPREAD THE WORD!

DON'T BE AFRAID TO SPREAD THE WORD AND TALK ABOUT YOUR EMAIL LIST OR FACEBOOK GROUP ON VARIOUS PLATFORMS

Share your own work

Don't forget to share your work with the world, on your social media and on your website. Invite people to subscribe to your email list - in exchange for value - and add a link to your Facebook page at the bottom of every email you send out or in your bio on Instagram. But don't forget to share the work of others too.

You can't be an expert in everything. If you see a blogpost you like or a video you love, post it in your group. Share the knowledge of others, provide value and be relevant. Don't forget to ask for what you want. Ask people for their email address, their opinions, or help. Go in your group and ask what they want. Relevancy and value guaranteed.

One last tip?

Show empathy, keep it social, light and entertaining. People buy the community, the support, and get to know each other.



A glass bottle of orange juice and a glass of orange juice on a white surface. The bottle is on the left, and the glass is on the right. The juice is a vibrant orange color. The background is a soft-focus indoor setting with a window and some greenery.

**BE HUMAN,
BE PATIENT,
BE KIND,
BE YOU.**