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THE
ESSENTIALS

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Planning your social media content can be a real pain in the butt. What to share, how to attract new viewers, how to stay consistent when nothing seems to work?!

I totally get it; it can be so overwhelming! But often we dive straight into our socials without reading the instruction manual first. And when you don't know what you're doing, it's going to be even harder!

So the first thing we need to do is ditch the chaos and **create clarity**.

What exactly are you working with and how should you use it? And once that is all clear, only then you can start thinking about what to share, how to connect, attract and stay consistent.

So we need to start with the essentials - your audience and the different types of posts on Instagram.

These are the given facts and they form the foundation of your social media strategy.

2.1 *Types of Audience*

You not only need to know who your audience is, but you also have to keep in mind that every connection has several stages. You'll approach your bestie differently than you would approach a new colleague. You and your bestie have already built mutual likability and trust. With your new colleague, however, you're starting from scratch. You'll need to create a connection from the ground up.

On social media it's the same and your target audience can be divided into three main groups: new audience, existing audience and loyal fans. Each group needs a different game plan to really connect with them and keep them engaged.



NEW AUDIENCE

Your soon-to-be or new audience has absolutely no idea who you are. They either just came across your feed for the first time or they recently started to follow you. At this stage, there is interest, but overall, you're just another face in the crowd.



EXISTING AUDIENCE

Your existing audience follows you but often only engage whenever your posts pop up. It's kind of an "out of sight, out of mind" situation. They might even just shop with you because your prices are better, but that can change at any moment!



LOYAL FANS

Now your loyal fans....ooh la la! These people are your cheese to mac. They follow you, support you, promote your business and buy your stuff. These are the people who share the same values and beliefs as you do. Having your loyal fans around makes everything worthwhile.

Audience Worksheet

NEW AUDIENCE



EXISTING AUDIENCE



LOYAL FANS

Phase one

- How can you grab the attention of new followers?
- What steps will encourage them to engage more and stay?

Phase two

- How can you keep your current followers interested?
- What will make them feel more connected and valued?

Phase three

- How can you keep loyal fans excited about your business?
- How can you inspire them to help you spread the word?