Introduction

In today's day and age, everyone from working professionals, striving students, to even kids and elders utilize this platform we like to call the internet. Whether it's for creating content or consuming data, everyone has contributed their own fair share to this network that allows us to socialize, educate, and run errands from the comfort of our mobile phones and gadgets.

For content creators, this could only mean one thing. In this vast space of material and information, there's only so much that consumers absorb. This, along with the prevalence of aspiring bloggers and content marketers, coupled with the market dominance of large scale companies, only puts new entrants into farther territory when it comes to attracting new audiences.

Those audiences, also known as consumers of data, could be anyone with any purpose at any given time. However, as straight-forward their drive or reason may be, they're what dictates the success of these so-called content creators, as their numbers or quality can make or break these aspirants' shot on the platform.

Thankfully, there are some proven-effective techniques to gaining readers, viewers and supporters alike. So we can help you recognize the different ways you can grow your following, we've compiled this article on 100 different ideas to build your audience online. Hopefully this helps anyone understand the various concepts one must do or master as a content creator, as well as gain insight on some steps that they could improve on or might have missed along the way.

Let's get started.

Chapter 1

Your Identity

Before you can even begin to gather a decent following, you must first know who you are and what you do. This means that if you want to make it big on the internet, you must first find your identity.

Aside from serving as a guide to remind you of your sole purpose and goal, it also assists you with all the future decisions you need to make later on. So we can understand one of the most basic fundamentals to audience building, let’s go over them right now.

Idea 1: Find Your Purpose

Before having an audience, or lack thereof, was a problem of yours, what was it that drove you to become who you are now? What is your reason for doing what you do and why? By identifying and stating your purpose, you are reminded of your humble beginnings and the reason why you started.

Doing so helps to keep you inline with your mission, as well as give meaning to the steps you're taking. No matter how big, small, or how close and personal it is to your heart, a statement of your purpose and reason helps to serve as a motivation for when the going gets rough, as well as a means for your audience to connect with you on a deeper level.

Idea 2: Find Your Goal

Now that you've specified your purpose, part of your finding your identity is analyzing what comes next. As a content creator, what is it that you want to achieve and how do you intend on using your position to reach that goal? Do you want to spread awareness, educate the masses, or invoke a change of lifestyle to the readers or viewers who will be inspired by your own words?

For this one, you may want to specify your end goal, as well as all the small milestones that you wish to overcome along the way. In doing so, you're doing your audience a favor by letting them know exactly how you want them to interpret your actions, and in turn, attracting those who resonate with your perspectives.

Idea 3: Find Your Voice

Your ultimate goal and purpose are two things intertwined that can be applied to any mission or venture. While these two are good enough on their own, it would be best if you were to specify the approach you want to take with your audience. This approach can be referred to as your voice, and it represents the kind of relationship you want to have with your followers, based on how you want to communicate your thoughts.

Do you speak more like a teacher, a friend, or a close relative? Do you want to be seen as an industry leader, a reliable colleague, or more of an expert on a certain niche or topic? Depending on how you want to be seen by others, your voice will serve as your image, letting your viewers know if they're ready to have your influence and if yours is the type of content they're looking for.

Idea 4: Determine Your Niche

Now that we've covered all the basics when it comes to finding and establishing your own identity, it's time to get into the specifics. This time, we're talking about your niche.

Keeping your purpose, goal, and voice in mind as a content creator or marketer, what specific topic or branch of science do you want to dedicate yourself to? Is there any specific category or industry you have in mind that you want to explore further or educate others about? Your niche, or your main topic, is the targeted subject that all of your content fall under. It is a focused, and specific area known to you, that you want your brand and your content to revolve around.

With the establishment of your niche, you are able to segregate your audiences into those who are genuinely interested in your subject matter, against those who just happened to come across it. At the same time, having one established niche attracts more of those readers who fit the criteria, ultimately expanding the potential for quality followers and supporters you need.

Idea 5: Analyze Your Type of Content

Because of the various ways in which audiences can consume data, part of the process of becoming a content creator is identifying the kind of content you want to share. Do you prefer a linguistic approach as opposed to a visual experience? Do you find that your niche is much more digestible in video format compared to that of an article, or is it best using a combination of both?

Using the different aspects of your identity such as purpose, goal, voice, and niche in mind, consider how audiences will find your content most enjoyable. Analyze what type of content will allow you to meet your goal and purpose and use those metrics as your basis.

As long as you're always thinking about how the audience can best receive the information you want to present through your articles or videos, you're bound to create content with the right format and the right approach every single time.

Idea 6: Specify The Kind of Experience You Provide

And of course, the next important bit is the encounter. Using your own mission, vision, goals, niche, and perspective as a basis, specify the type of experience you want your audience to have as part of your brand identity and strategy. Not only does this include the smoothest possible user interface on your page or site, but also the emotions your audience will feel as they go through it.

Perhaps you can picture yourself as a reader, identifying the momentous changes that can positively affect how you feel about the brand. Are you feeling happy, excited, intrigued because

of the encounter? Understanding these emotions is key to classifying the kind of experience you want to offer your audience, and because of it, it's part of finding your identity. In return, it lets you know exactly which steps to take and which rules to implement to make your audience feel the way you want them to, ultimately making the decision for them if your content is what they're looking for or what they need.

Idea 7: Create Your Own Logo

Your own logo is all that you need to make a powerful first impression. It serves as the face of your brand and identity, quickly identifying your own set of core values and beliefs. It is what people expect to see and what they remember you by, as it is what's featured on your site and social media pages.

For these reasons, it's crucial to not only create your own logo for your identity, but also choose one that best represents your interests and goals as a brand. You will want your audiences to be able to envision what makes you stand out from the rest, and why they would want to go for your products or services over another brand's. It's important to take your time and carefully study the design and layout, as it's the image that will pop into your audience's minds with a mention of your name. Put simply, your logo can easily become the symbol of your success, so ensure it exudes the professionalism, goals, and purpose of your brand as a company.

Idea 8: Come Up with Your Own Slogan

Slogans are short, straightforward declarations of a brand or company's ideals, goals, and vision. It lets the audience know exactly what it is they do in the fastest and simplest way possible. These are usually accompanied by the company logo, as both of these elements complement each other for the main purpose of brand recognition and image. Once you've created your own trademark emblem for your brand, formulate a slogan that coincides with your overall mission and vision.

Let your audience know what you want to serve and how it is you want to serve them. Is it fast, reliable news on your industry, in-depth guides and tutorials, or is it a combination of different facets of your job and niche? By creating an iconic and highly representative slogan for your brand, your audiences will remember you for your company's own sense of uniqueness and individuality. Here, you will begin to be recognized by what makes you special and how different you are from the rest. Since these all help to establish your brand's identity, be sure to concoct a slogan that invites, encourages, and upholds your values so people will know what matters most to you. This helps them to decide if you're both on the same wavelength, and if your goals are in line with what they're looking for.

Idea 9: Envision Your Own Brand

Now that you've come up with all things necessary for finding your identity and establishing your image, it's time to put it all together and envision your brand as a whole. How efficiently do you think you can implement your goals and how well do you find your content plan and strategy work together? If you were a consumer yourself and you happened to stumble across your site, how does the entire experience look like and what does it feel to engage with your brand?

It's time to double-check how everything ties together. By putting yourself in your reader's shoes, you get to actually visualize the experience you want to provide to your consumers. When you perform an overall analysis of your own content and performance, you get to realize further optimizations that can make their visit worth returning to. Before you even begin to start spreading the word about your page, be sure to see it for yourself or get others to try it out and give you feedback. Since you already have an ideal vision of your customer's encounter, you have a guide on the direction you want to take, aiding you in crucial decision making down the line.

Chapter 2

Your Audience

Once you've specified and understood your own brand identity, you can now move forward to the next step which is identifying your audience. This process will help you pinpoint the market you should enter judging from your goal, content or purpose, as well as the type of audience you need to attract, inline with the image you want to establish.

Idea 10: Do Your Research

Before you can even begin to understand who your audience is or how to cater the experience for them, you must first do some research. Learn more about your main topic and understand the different types of people who will benefit from them. At the same time, look into blogs or pages that have similar niches and goals as yours and see how they're using various techniques and approaches to target their audience.

These targeting techniques may involve their tone, expression, choice of words, as well as the images and headers used for their content. Should they be available and within reach, check out their own groups or communities to help you gain insight on how they directly communicate to their audience, as well as how they engage with them. While performing this step may not involve direct progress towards finding your market and reeling them in, taking the time to study these parts from fellow content creators help to prepare you for what's to come down the line.

Idea 11: Understand Who They Are

Now that you have some background knowledge on your niche and competitors from your research, the next step is trying to find out who your potential audience is and where they come from. At this point, try to read or view your content from your audience's perspective and imagine the type of person who would enjoy consuming it be like. What do you think their occupation is now and at what stage of life are they in? Are they single, married, or in a relationship? Are they booming teenagers, working professionals, or perhaps family men and women?

By analyzing your content, purpose, as well as your identity, and working with those your conducted research data, you can much more easily find who your ideal audience is, where to find them, and how to target them. After you've answered simple questions about their personality and nature, continue to gather more details about the kind of people you want to attract so you can target them as needed later on. That way, you can efficiently build a comprehensive chart that will aid you in creating a highly effective campaign and strategy.

Idea 12: Create Your Own Client Avatar/Persona

We've mentioned gathering data on your potential audience and learning as much as you can about them, but how exactly can you map those details out and what does it mean to have a client avatar? Well, creating your own client avatar or persona is just about coming up with your own semi-fictional representation of your ideal audience. It's about putting together all that you've learned about them, to create your very own identification form that has all their details, ranging from their age, sex, location, to their job, their hobbies, and what they do on a daily basis.

It’s semi-fictional because while the actual person written on your avatar may not exist in real life, all their characteristics, personalities, needs, and wants resonate with that of your ideal user, making it both real and fake at the same time. These people that you create are merely representations of the type of people you want to attract, so you can both classify and understand their pains, and learn how to efficiently target them for better results. And because there may be different types of people that you can attract from your niche and purpose, it is also a given to have various client personas that are similar but vary in instances, and opportunities they have had in life. In the end, having these client personas give you a much deeper understanding of who your audiences are, so you can create content that will benefit them the most.

Idea 13: Find Your Solution

You’ve done your part and performed research, studied your potential audience and created avatars or personas to represent them. Now that you’ve laid the groundwork for identifying who your audience is, it’s time to bridge the gap and find your own offered solutions to their age-old problems.

While your own purpose may already state a vague description of this, stating your actual solution in the process of selecting and identifying your ideal audience requires concrete examples on how you plan on making your audience's lives better. Do you intend to inspire, teach, or serve as a safe space for venting? If so, what ways do you plan to make this happen and how are you going to do it? At the same time, this allows you to start coming up with a strategic plan on not only how you may need to target your desired audience, but also how you’re going to make them want to come back for more.

Chapter 3

Establishing Your Space

Finding your own identity as a brand and identifying who your target market is, is crucial to building a stable audience and following online. However, there is more to what meets the eye when it comes to building an audience online. Before you get into the nitty gritty of attracting your first reader or viewer, first you must create your own platform to vocalize your content on and attract your audiences to.

Idea 14: Create Your Own Website

Your website is your audience's go-to place on the internet for anything they want to learn about you, your content, and what you stand for. When aspiring to build your own following online, it's important to have a neutral space where you can keep your audience in the loop on what you're up to. Because there are a variety of paths, and professions that may involve this task, the entire nature of these websites should also vary on a case to case basis. It all depends on the role and image you want to portray, as well as the entire purpose of your brand and audience building strategy.

For example, if you're an e-commerce site who's goal is to sell your products, then a website would be a great outlet for all your listings and a place for your customers to shop online. If you're a content marketer, you can use your website to post highly informative articles on topics related to your niche. As a content creator or artist, you can use your website to serve as a detailed portfolio to showcase to your clients or audience. Because of the website's accessibility and practicality to your desired audience, it's customary to have one when your goal is to become successful on the internet.

Idea 15: Start a Blog

Now that you have your own website, you may start to wonder why starting a blog is still in our list of ideas, or what sets it apart from having an established site. To put simply, while your website can be used mainly for the purpose of serving as your home on the internet, you blog is where you may put more of your subjective and personal opinions for those who are interested in getting to know you more intimately.

Now, if you already have a website, your blog can reside in it that's for sure. What it will do is it's going to serve as an added feature, for when any of your readers are interested in reading more laidback and relaxed, more opinionated takes on certain subjects. These are still mostly related to your main niche or topic, except with a much friendlier approach as opposed to straight-forward articles. And since building a following is about establishing a relationship with your potential audience, starting a blog of your own might just be the key you need to drive in the people you need.

Idea 16: Use Third-Party Programs

When you want to establish your own space online, it isn't enough to have a website or a blog to call your own. In fact, part of building an audience is going to where your readers are, so you can naturally bring your content to them. To do this, take a look at your client avatars and try to grasp where your readers may be spending most of their time on. Are they on any specific social media sites? Are they using any tools or websites for daily use?

Use your crafted persona to find your audience and create your own opportunities for discovery and exposure. Research the different ways these individuals use the internet for work and leisure so you can plan out your strategies accordingly. This way, you can naturally spread the word of your content to your desired audience while efficiently targeting them at the same time.

Idea 17: Know Your Platforms Per Purpose

Every business has their own select choice of social media platforms they use depending on their niche, industry, and purpose. While it's important to know the different channels you can broadcast your content to, it's also just as valuable to know which one you should use for different purposes.

Before you begin to create your pages for each, consult your content plan and understand how each of your approaches should be before making a decision. At the same time, do your research on the different types of social media platforms that work well with your goals and intentions, so you can widen your opportunities by gaining access to the market that matters. Remember, your desired audience should be at the front and center of what you do. Take the time to learn how each of your messages should come across, and what mediums you should be using to maximize the results you want. At the end of the day, each of these social networking sites were established for a reason and people use them for different purposes. Learn and take those to heart so you can always make the posts that count, on platforms where readers expect to find them.

Chapter 4

Content Creation

After you've set-up your own website, blog, and social media, the next step to growing your audience is looking deep into the heart of your brand or online presence-- your content. No matter how good things look on the surface, your content is what's going to let your readers/viewers decide if they want to support you or not, so it's essential to have a cohesive strategy to seal the deal.

Idea 18: Develop a Content Plan

When coming up with your own content, it's not enough to come up with a sequence of posts on related topics and call it a day. Instead, when you're grooming your audiences and nurturing them to become followers, you want to put out well-planned and organized content that's designed to hook your readers and keep them in your circle. This means you may need to develop your own content plan with set goals for best results.

Start out by brainstorming topics related to your niche while writing your main goal at the center. For this step, it's important not to think about simply gaining more audiences, but just putting out quality content you believe that your target market will love. Once you're done brainstorming, do your own research and organize your topics in an order that makes sense. As you do this, make sure to keep in mind specific events and holidays that could impact what your content should be about during the given week or month. If you do this right and layout your thoughts and topics accordingly, you should be able to create content that will strike your readers every single time you post or upload something new.

Idea 19: Be Specific

As you develop your content plan and brainstorm the topics that you want your content to revolve around, one of the major things you must consider while planning is that you should be specific. To make content that's efficient with high chances for success, create targeted media that's suited to your desired audience. Utilize your research and client personas to come up with the best possible content that will be most useful to your intended reach.

Use what you know about your audience to directly address their common concerns, dilemmas and everyday problems while introducing your own methods and contributions to make their lives better and easier. This way, you'll easily be recognized as a great source of truly valuable information, while improving your image as a brand who truly understands and cares for their patrons.

Idea 20: Be Consistent

Oftentimes, the slow rise of one's online career isn't caused by lackluster content or the presence of competition. While these are known detractors to new entrants in the industry, one common mistake beginner content creators make is not being consistent. They're both fraying from the niche and topics they should be putting out, as well as their timeline for how often they should be uploading their posts and videos.

When your goal is to build a decent following online, it's not enough to catch your audience's attention. You must be able to do this not once, twice, or thrice, but consistently until you've

earned their trust. It is by following through with your schedule and staying on par with your branding you've established that will allow you to be recognized as a reliable source of information on the internet. By making sure you don't keep missing any posts while staying on track of your content plan, not only will you be preventing disappointment from any of your readers, but you'll also be allowing them to look forward to more.

Idea 21: Be Relevant

Relevance is a construct that refers to one's ability to stay connected with matters at hand. If you want to be a successful content creator, aim to be very knowledgeable and relevant in the eyes of your target market. To do this, strive to put out content that's timely while putting your own views on the line, so they know you can be relied on for your own opinions and perspectives. Be up-to-date and sensitive to the happenings in your industry and environment, as well as how it can positively impact or disrupt your audience's daily lives.

Doing so can help to establish a significantly cohesive relationship with your audience, reassuring them that you are someone who knows what you're talking about, and that you can be trusted to speak your truth on topics that are worth talking about. While becoming a responsible public figure entails a lot of responsibility, securing your role as an opinion leader can benefit you ten-fold when growing your audience online.

Idea 22: Prioritize Quality

These days, there are more than a thousand sources on the internet for anything you want to gather information on. Because of this fact alone, it's become that much more difficult to enter the scene, much less steal the spotlight away from dominating companies that have long established their spot on the internet.

For aspirants like yourself who are just starting out and looking to build an audience, put quality at the top of your priority list when you're creating content. Don't skip out on doing research, gathering data, and fully commit yourself to your output so your love and passion for what you do shows through. Take the time to produce great results and continue to improve your work as the months and years go by. No matter how long it takes, people will eventually begin to take notice of your efforts and steadily, you'll find that you're growing a stable audience of your own.

Idea 23: Seek Inspiration

As a content creator, the act of feeling inspired by something serves as one's motivation. It acts as a push to help you keep going, reminding you of the goals and achievements you want to attain. Because of this, part of the creation process is learning to find your own inspiration in

what you do. Whether it's your goals, a famous role model, a hard working colleague, or someone you hold dear, what you're inspired by will keep you on your toes to ensure you're always providing your best efforts to your content building strategies.

However, inspiration doesn't stop there. You can also find it from successful business-owners who have emerged at the top of the niche and industry you belong to. It can also come from stunning, well-composed blog posts that have skyrocketed in search engines. If not, maybe to you it's the small milestones that make the entire journey worthwhile. Regardless of what it is, seeking inspiration allows you to prosper in your creativity, while having the ability to believe that you can make the impossible possible. Part of growing in this industry is to dream big and aim high, so having your own motivation that you dedicate your work to will give you the drive and fire you need for your job.

Idea 24: Find Your Magic Length

Depending on your ideal audience's tastes, styles, and common form of data consumed, the length of your content should vary. While it's easy to stick to the common short and long-form articles for general and comprehensive guides respectively, your reader's age, occupation, and availability to consume your data should also be put into account.

For example, if your ideal audience is a busy individual who is looking for a quick answer to their question, you may want to adjust your post accordingly so that they can have a full grasp of your response in a condensed format that allows them to gather information quickly, and have a pleasant experience overall. Remember that when it comes to building an audience for the long-haul, understanding how they work and what they want largely comes into play. By learning your desired audience's behavior and interpreting their preferences, you get to find the ideal length that's perfect for what they need at any given time.

Idea 25: Utilize the 10x Content Technique

Rand Fishkin, CEO of SEOMoz claims that when you want to stand out and build an audience for yourself, you must apply the 10x content technique. What this means, is not only are you to create content for your specific niche or topic, you also have to develop content for topics that surround or are related to your main keyword.

For example, if your main niche is digital marketing, you should also create content on social media management, email marketing, and the conversion of leads to customers, etc. The goal is to create an interlinked web of information that will attract readers once and throw them on a loop for more.

By having the ability to answer all of your audience's most frequently asked questions cohesively and all in one place, you are offering them a great opportunity for learning and

acquiring new skills and techniques. This knowledge is what they will also equate to as value, that will eventually pave the way for your better results and a much higher internet standing in the future.

Idea 26: Incorporate Variety

If your goal is to become a reputable opinion leader in your industry, you must strive to put out well-rounded content that entertains and educates your audience. In this case, a good quality to ensure your content would have is variety.

Variety in the genres of content, the types of media to consume, as well as the forms of information presented. This means that you shouldn't only be restricting yourself to a limited scope of topics that are close to your main niche, but also other aspects of your genre that your viewers may be interested in. At the same time, you must be versatile with the type of content you produce, always ready to introduce a mix of different forms of media for your audience to absorb. Whether they be in the form of images, videos, or infographics, among other multimedia tools, incorporating a dash of flavor to your content plan helps to keep things interesting and engaging, all the time.

Idea 27: Produce Visuals and Graphics

In our fast-paced world of technology and multimedia, it isn't enough to nab the audience's attention with bare and simple blog posts. Regardless of how well each article is written, or how efficiently you've optimized your content for SEO, if it looks plain and boring to your audience's eye, you won't be able to maximize your reach. However, if you want to improve your chances and bolster your traffic, the trick is really simple; produce attention-grabbing visuals and graphics that complement high-quality output.

By strategically placing relevant images alongside your regular content, you create a visual break that's easy on the eyes. At the same time, this makes it easier for your readers to understand what you're communicating, deeming your overall message so much more appealing and effective. It helps to make your content stand out on social media, while making it memorable so your readers can refer back to your page or site, efficiently improving site traffic and engagement. Overall, putting in the effort to create different types of media to go alongside with your written output can give you a lot of benefits. Make sure to keep this tip in mind as you navigate your content plan so you can amass the best possible results in no time.

Idea 28: Provide Value

When you want to become a successful content creator in your industry, value is one of the most important aspects you must have. More important than quality and variety, value is the

tangible action that your consumers can perform, achieve, or benefit from after reading your content. It corresponds to the answers they're looking for when they search online, and possibly the better ways in which they can execute certain tasks and responsibilities. It's how you offer solutions to their problems, which signifies the value you bring to the table.

So now, the question is, how do you offer value to your readers? What do you have to do in order to make sure there is value in the content you produce? This is where your client personas come in. Using your crafted market profiles, understand what your readers' struggles are, and where they're coming from. By comprehending your readers' needs, you are able to provide the right angle of approach that best caters to their purpose. Make sure your post informs, educates, and addresses their concerns in the most accurate way possible. Doing so helps to make you stand out in the eyes of your audience, allowing you to be recognized as a brand who truly knows and understands their market.

Idea 29: Aim to Have Your Content Linked to

Since you're already well on your way to making content that's on par with what your audience wants, aim bigger by aspiring to have other sites and pages link out to you. Since being linked out to means you have gained a level of authority with your peers, it's also become a standard of Google for identifying websites that are more popular than others.

Thus, by making great quality content that fits the market's bill, you attract similar sites and pages that may create the opportunity to include you in their page, eventually helping to bolster your rank on search engines.

As simple this process may seem like, it takes a lot of work to gain credibility and relevance. Recognize that showing your drive and passion for what you do goes both ways, so keep working to improve your content regularly until others begin to look up to you too.

Chapter 5

Using SEO

On your journey of building and growing your audience, it's important to recognize that creating valuable and relevant content isn't the one stop shop to securing followers. Since we live in the age of the internet and technology, there are now more ways than one to make this happen. One of them is what we call SEO. Search engine optimization, or SEO for short, is the process in which we make our online content easily accessible by Google, among other search engines.

By applying specific techniques, such as the use of keywords, hashtags and adding specific information regarding your content to your posts and images, you can help boost your own site or page's visibility, as well as the chances for your desired audiences of finding them. With the help of using SEO as a strategy, your posts can reach more people and gain more views, giving you a better shot at growing your audience over the internet.

Idea 30: Audit Your Site through SEMRush

SEMRush is a highly regarded tool built and used by prominent content marketers, content creators with the likes of yourself. With a tool like this, you can easily grasp the proper keywords, optimizations, as well as all the other opportunities that can be used to drive traffic to your site or page.

Aside from offering suggestions on relevant and related keywords to your topic and niche, it also tells you how the competitor works to gain traffic and effectively keep their audiences in the loop. Additionally, it tells you exactly what kind of audiences are visiting your site, whether they're paid or organic, so to help you tailor your content accordingly and make adjustments as you see fit. Overall, it's a tool that's jam packed full of features allowing you to understand your audience's behavior so you can create a well-researched, well-informed and perfectly strategized plan to suit your brand and goal.

Idea 31: Optimize Technical SEO

Other than SEMRush, there are a couple other large-scale internet tools you can use to further enhance your SEO techniques for better results. Technical SEO, is what you call the backhand side of what it takes to drive more traffic, and essentially pertains to adapting your content to the search engine algorithm.

Idea 32: Yoast SEO

A great example of this is Yoast SEO, which is a plug-in used for Wordpress. It's a tool that gives you tips on how to better optimize your content based on your focus keyword, while also giving you pointers to improve on for later.

Idea 33: Google Analytics

Google Analytics on the other hand, is another tool used by programmers that uses information from clicks, visits, and audience retention to determine your website's performance, the effectivity of your campaigns, while giving you a segmented view of your audience demographic.

Idea 34: MOZ

Finally, we have MOZ, a powerful, multi-platform software that crams most of the tools you need into one program. This app lets you track your site performance, utilize keyword research, while giving you feedback on possible improvements to make for your site. At the same time, it has an

added feature that allows you to check you and your competition's domain authority, so you can see realtime bumps and progress, as you optimize your site for search engines.

Idea 35: Increase Your Site Speed

If you want to catch and keep your audience's attention, it's vital to give them the best possible experience that you can offer. In this sense, making sure your website loads up quickly doesn't only pose a positive impact to your readers who are accessing your site, but also has a direct effect on your page ranking.

Since it only takes 3 seconds for the average consumer to wait for a page to load, search engines have included the user experience as part of SEO, called Google PageSpeed. What this means is that if your site takes too long to boot your home page, said visit will be counted as a bad experience, creating an immediate negative hit to your score. To avoid this, make sure you are always running tests to optimize your site not only for the Google algorithm, but also to create a more pleasurable encounter for your audience.

Idea 36: Get RankBrain Optimized

Dominating the internet space isn't as simple as it seems. Just because you've filled in all the codes and fit the criteria tech wise, doesn't mean you can expect to find your site on the front page of search results. That's because the user-centric, highly adaptive and accurate characteristic of Google search results is mostly credited to RankBrain, a machine-learning system that works to provide context to vague, or complicated search queries submitted by its users.

Since the system is getting better and better as it collects data from every search, it's also growing to be one of the major factors for page ranking. It puts meaning behind users' keyword searches, looking into each of them as things or objects that define one another, instead of searching for them word per word through all the pages that currently exist.

Idea 37: Make Content with a Purpose

To optimize your content for RankBrain, make sure your content satisfies your readers' goal and intent for the search query. Become a great source of information and improve your click-through rate with the cluster of articles that are related to your niche or topic.

Idea 38: Put Your Audience's Satisfaction in Mind

Focus instead on the learning experience your audience will gain from visiting your site and consider if they're enjoying their time navigating through your pages. Are they pleased? Are they disappointed? Are they closing the tab and checking the next search result? Build your site around this strategy and you'll find how significantly more helpful it is compared to age old SEO techniques you're used to.

Chapter 6

Finding Keywords

We've mentioned it a hundred times at this point, but now, we're finally here. When it comes to SEO, keywords are like magic words used to track down or limit people's searches to accurate results. As you optimize your content for search engines, look up the various ways in which you can use these keywords to your benefit. Using your content plan as a guide, research similar articles, questions, and queries used and include them as you come up with your own post or video.

Because search engine algorithms usually consider this as one of the tactics used to quantify an article's relevance to a search query, it's essential that you understand the use of keywords and how you can properly incorporate them into your content. Not using it right can hinder you from showing up on results, while using them too heavily can also hurt your chances. In the end, the combination of proper keyword use, together with high quality content is what you want to aim for, so you can appear higher in the results page and ultimately gain your page or site more viewers.

Idea 39: Avoid Long-Running Keywords

Target shorter, medium-tail keywords that are more natural, and avoid overflowing your posts with fillers or terms that you think will increase your rank. Phrases like “the most affordable dishwasher under $50” or “the best stick vacuum” no longer work so you can stop incorporating those into your content and use simple, straight-forward keywords that RankBrain can associate with anything it can be defined by.

Idea 40: Use Keyword Research Tools

In order to realize what kind of keywords are helpful to your goal and niche, you can use keyword research tools available online. Most common ones used are KW Finder, AnswerthePublic.com, and keywordtool.io, but depending on the actual program you use for your study, you’ll mostly only need to enter your industry and the tool will do the searching for you. Once entered, It’ll tell you all the possible keywords suit you best as well as how often they’re being used in queries spanning across different search engines. This way, you can plan ahead and use those recommendations accordingly when developing your content.

Idea 41: Get Keywords Ideas from Google

Other than using previously mentioned keyword research tools, using Google’s search engine alone can give you a lot of hints on the right keywords to use for your type of content.

Google Auto Suggest

For starters, by going to the main search bar and typing your main keyword or niche, you instantly receive recommendations or popular keyword searches from Google Auto Suggest that go with your query. This helps you identify how your keyword is most commonly used.

People Also Ask

At the same time, once you press enter and the search results start to pop up, you’ll notice in the mid-section, there’s a People also Ask portion where you can gather information on common phrases used along with your keyword. This showcases peoples’ intention and purpose of why they’re searching for that particular query.

Related Searches

Finally, at the very bottom of the results page is the Related Searches section. This one you can use to find similar or relevant sub-topics that are somehow connected to your original query. This works to show you the range of topics you can cover, branching out from your main niche.

Using these simple yet insightful tools for your keyword research process, you can gain insight on which ones are most often used, what kind of information readers want on them, and how they can be used to supply your overall content plan. Use these tricks in addition to your other research methods to broaden your keyword spectrum.

Idea 42: Get Keyword Ideas from Google Search Console

Google offers a free tool that can be used for tracking website performance, down to the details. This tool, called the Google Search Console, was created for the sole purpose of identifying how well a page or site is doing in the search results page.

Aside from giving you real time performance tracking, it also gives you hints on what you can do to improve your ranking, SEO tips and keywords included. With this app, you can trace the traffic down to the page and keywords that are making the most impact to your audience helping you understand the efficiency of your current keyword choices, as well as how you can keep on updating them to suit your audience’s needs.

Chapter 7

Learn Your Hashtags

When it comes to building an audience, your first objective must be to gain exposure and find the areas for which you can draw your readers in. Since the use of hashtags allow you to scale your reach and visibility across a wide scope of users, it's a great technique that incorporates SEO and wise marketing tactics that independently works to your benefit.

By simply attaching one or more of these hashtags to your posts, you are able to connect your media to thousands more that are similar or related to yours. You can think of it as an external link that stretches out to build a cohesive network on a singular platform, enabling you to reach potential audiences that are specifically out to look for your type of content. If you do your research and experiment to find the optimal hashtags in line with your branding and goal, you can invite so much more readers or viewers that have the potential to turn into regulars.

Idea 43: Know the Different Categories

Yes, yes, we know. Hashtags are small, keyword-like links that are used to attach to your posts, but who knew they had different classifications right? Well, in order to be able to use your hashtags for maximum results, it's important to understand the different types that exist, as well as their differences to boost your visibility.

Daily Hashtags

From the word itself, this refers to hashtags for everyday use. They're often used to tell the day of the week, as well as the mood that the user is feeling.
e.g**.** *#HappyHumpDay, #ThrowbackThursday, #TGIF, #SundayFunDay*

Seasonal or Holiday Hashtags

Aside from daily hashtags, there's another category that follows a time-based construct. These are called seasonal hashtags, or those that either refer to specific times of the year or holidays that take place.
e.g. *#SweaterWeather, #WinterWonderland, #SunsOutBunsOut, #NationalGrandparentsDay*

Event Hashtags

Up next is a popular category used for special occasions, event hashtags. These are used by both popular brands and everyday folk to indicate that a specific event is taking place.
e.g. *#AdidasBrandDay20, #FamilyReunion, #Prom, #Wedding,*

Location Hashtags

Lastly, there are those hashtags used to indicate a place or an area the user is in. These are called location hashtags, and from the word itself, refers to a city, country, or possibly a specific delicacy or activity the area is popular for.
E.g. *#ChicagoDeepDish, #NewYork, #California*

More often than not, these are the types of hashtags you should learn to understand and incorporate in your daily posting. By knowing what each of these purpose are, you are able to equip yourself with all the possibilities that can be created with the use of this tactic.

Idea 44: Look Up Relevant Hashtags

Once you've understood the different types of hashtags, it's time to do your research and look into the relevant tags related to your niche. One way to do this is by going on Instagram and looking up your main niche or topic. Immediately, it will show you the most relevant results as well as some others that may be related to your topic. It will also tell you how much each of the hashtags are used, so you can gain insight on the best options to go for, just by searching it in

the app. With this method, not only are you able to verify the usability of certain hashtag ideas you had from the get-go, but you also open yourself up to more options with a bit of effort.

Idea 45: Create Your Own Mix

Now that you know the categories, as well as applicable hashtags to use for your posts, it's time to get creative! Put together your own choice of hashtags that you feel will benefit your posts the most and make use of the different types and categories that you're now aware of to help take your content places. This way, you can utilize a combination of daily, seasonal, and event hashtags to maximize your potential and grow your following instantly.

Chapter 8

Using Social Media

Above all the tips and optimizations done to improve your reputation, there's still no platform quite as powerful as social media itself. Since most if not all of your desired audience can be found on these sites, it's essential that you include its use in your overall strategy for building an audience.

Idea 46: Optimize Your Accounts and Pages

Remember all the planning and characterization done to make your site suitable for your target market? It's time to do that again, but this time with your social media accounts. Refresh your memory and check back with your SMART goals. Then, use those benchmarks, in combination with your client personas to identify your voice, tone, and relationship with your audience, as well as how you should address them through these platforms.

Note that every person uses these sites differently, so you should also cater your content to adapt to those changes. While these optimizations may be minor, knowing the sole purpose of each site by means of thorough research and understanding definitely helps make sure you're not overstepping any boundaries while maximizing opportunities when trying to send your message across.

Idea 47: Have a Content Strategy

Just like your site, it's important to develop a content strategy whenever you're using social media for growing your audience. Doing so helps to ensure proper flow and organization of thoughts, while making sure you're building on your set goals for the future.

As you create your own strategy, put into account all the different types of content you want to create for your site or page, so you can include relevant and promotional output to support it. As a rule of thumb, it would be best to merge these two content strategies together so you can create an all-inclusive content guide that details all that you need to accomplish per day, week, month, and year. Since you're also considering how each platform is being used by its users, you get to tweak your output to match those accordingly, and ultimately build a well-represented content plan that draws audiences in, keeping them within your reach.

Idea 48: Schedule Posts

Part of keeping up with your content plan is developing and scheduling posts in advance to make sure you're always on time. Not only does this give you more time to work on your output, it also keeps you responsible for meeting the deadlines.

Since there are specific timelots that are best for uploading, sharing, and promoting content based on your client personas' lifestyles, creating the content in advance lets you work the hours you want while still getting the full benefits of uploading them at the optimal time. Best of all, you won't even need to do a thing once you've set them up. You can be sleeping, hanging out, or running errands and the posts you scheduled will still be uploaded. From now on, don't just create content to have them posted right away. Instead, build up a calendar for yourself so you won't have to panic when you're 5 minutes away from your upload time and you're still having problems connecting to the internet.

Idea 49: Practice the Use of CTAs

CTA, or call-to-action refers to the closer you have at the end of a post that engages your audience for conversion. The CTA often appeals to an action such as contact, sign up, subscribe, or purchase, among other things based on your ultimate goal. They can also be in the form of text, buttons, or links, depending on the channel used and the overall purpose of your post.

Even if a great image coupled with effective copy is enough to attract the readers' attention, it's not enough to make them want to close the deal. That's why you should always add a strong CTA to act as a finisher that will make your audience decide that they have to do it now and not later.

Idea 50: Be Visually Appealing

Social media is a matter of aesthetics. In order to catch someone's eye, you must have an element on your post that stands out, making the user want to learn more. Especially for social media channels like Instagram or Pinterest where it's all about the images, you have to make sure you've mastered the art of design and creation if you want to compete with more popular brands and personalities.

In that case, internalize your purpose and goal to envision how your personal brand should appear to others. Establish the look and feel that you want so you can create uniform images that match your intention. Instead of creating a mish mash of posts that neither go well together nor build on your goal, creating your own taste and style will evoke a feeling from your audience every time they see your content on their feed.

Idea 51: Be Funny, Witty and Relatable

These days, it's become a battle of wits in order to gain a fraction of your audience's time. Aside from coming up with these attention-grabbing statements that make you more relatable, these also help to make your brand feel more human and friendly in the eyes of your audience.

So, in the middle of all your highly informative, and relevant content, make sure you take your time to post something that's more relaxed compared to the type of media you usually put out. By applying this technique to your social media channels every once in a while, you get to boost your engagement instantly while keeping your followers interested for the complete package.

Idea 52: Share the Right Posts

They say sharing is caring, and that's especially true when you're trying to grow your following from scratch. Since social media is a realm for the exchange of information, it will definitely benefit you to involve yourself with shares and retweets from similar brands in your industry.

Aside from allowing you to produce content without actually creating them, this also helps your audience realize that you take part in matters as long as it benefits them, regardless of who wrote or curated them in the first place. At the same time, this also lets people see your relevance, and that you are up-to-date with your industry, not just your own company.

Idea 53: Get Tagging

Since you've already done your research, it's time to put those hashtags to good use through social media. To each of your posts, incorporate a combination that will best highlight your content, putting it in the right places for people to pick up and read.

Utilize what you've learned to prepare, and strategize the amount of hashtags you should include as well as where and how you should use them. Take into account the interests of your desired audience and consider how you feel they'll use these hashtags to find what they need. Because you've already studied this beforehand, you should already be knowledgeable with its use and how it works to boost your visibility. However, do keep in mind not to go overboard with the amount, as at the end of the day, it's the value of your content that will matter most.

Idea 54: Listen to Your Audience

Social listening is a business tactic used to cue in to what your readers are saying for feedback and improvement. It is used to track, analyze, and respond to conversations on the internet, using social media as a medium. In this process, business owners listen to what people are saying about their brand, what their main impressions are, as well as what they think about their latest output. It is done so content creators like yourself are able to fine-tune your media to make sure the target audience's needs and wants are satisfied.

In the end, this allows you to receive feedback on your work, and determine potential areas for improvements. Since social listening is followed by a revisit of your current content plan and layout, this shows you audience that you care about them, while simultaneously improving on your relationship. This helps you manage your reputation, identify your biggest fans, discover product ideas or enhancements, as well as aid you in setting strategic benchmarks in the future. More importantly, it lets you keep an eye on the competition so you can adjust and leverage your content and offerings accordingly.

Idea 55: Have Friends and Family Share Your Page

They say one's first connections is their family and friends, and that's especially true if your goal is to grow your audience. Even if your loved ones don't share the same hobbies or interests, the mere act of promoting your site to their network can spark up a lot of potential relationships and traffic to your site. It can create opportunities for more leads and conversions that can significantly benefit your brand.

So, while you're still starting out, ask your close family and friends to help plug your website for you. Have them share your posts and reach out to their own connections to help spread awareness and give you the exposure you need. Since word of mouth is fast and reliable, it is a highly helpful vessel that makes it easier for new audiences to develop trust and a positive first impression. At the same time, this helps to significantly expand your reach, bridging different types of audiences from each of your contacts who are willing to help you out. You never know how many interested prospects you can possibly receive from the first day, but chances are, you'll be able to significantly increase the number of potential leads you can deliver to your site.

Idea 56: Go Live

Part of being on social media as a brand and personality, is having a face to show your audience on screen. Since images and videos aren't always enough to create maximum impact, using social media platforms such as Facebook and Instagram have become great tools for live streaming.

Aside from giving your audience an upfront and personal experience to engage with you online, it also helps you to deliver media that your viewers want to consume in the fastest, and most efficient manner. In doing so, not only are you building trust and rapport with your audience, you're also opening yourself up to the possibilities of fast, exponential growth as you broadcast your content on these networks. And since using social media for growing your following requires building a lasting relationship with your audience, live streaming is one guaranteed tactic that'll help your viewers feel much closer and more at home with you.

Idea 57: Using Facebook and Instagram "Stories"

Other than the typical photo and video, live streams aren't the only format that can help you boost engagement fast on social media. In the same domain as Facebook and Instagram Lives, there are what you call "Stories" that consist of images or 3-15 second videos presented in a slideshow format at the top of these social networking sites.

They're only available for 24 hours from posting, and are great for promoting engagement while establishing trust with your audience. These casual, laidback forms of content can either feature reposts, behind the scenes videos, quotes, or even vlog-type videos that allow your viewers to

get to know you a bit better. Best of all, they won't even need the same require of effort as regular Facebook or Instagram posts. Instead, they're known for showing a more organic face to your brand that helps you build a relationship with your market.

Idea 58: Host a Webinar

For your audience, the exchange of information and value is what allows them to choose who they patronize and subscribe to. When aspiring to gain your own stable following in the midst of an already condensed market, you have to do what it takes to attract your target's attention. In order to achieve this, an option would be to host your own webinar, or an online seminar packed with information, a feature that will eventually be available on Thrive.

Similar to how live streams and stories are effective in capturing the spotlight and raising awareness, hosting a free webinar of your own is like providing a free resource where people can learn and be educated without the commitment of having to pay for anything. For your audience, this makes it easier to "test out the waters," bringing you more clients to listen in, while giving you a fairly decent shot of keeping them as your following. Since these events can be very educational, it also puts you in an authoritative position where viewers can consider you as someone to be very knowledgeable and trustworthy, therefore a thought leader in your own industry. Being one can help you make more effective recommendations and suggestions that can steer you in the right direction, while growing your audience over time.

Idea 59: Start a Podcast

Having a podcast of your own poses a lot of advantages to any company or individual seeking to grow their audience online. By creating your own podcast, you are able to create a unique environment for your listeners that directly informs them of your tone and purpose, other than having to make them guess as they read your content on a blog or site. More importantly, using podcasts as a platform gives brands an authoritative stand, which can also help build stronger relationships based on one's likability and relevance in the industry.

Since they're also much cheaper to produce than videos, this gives content creators more reason to start their own podcast for audience building purposes. At the same time, by using these podcasts to explore industry related affairs among other relevant topics, it's become much easier and more reliable to inject recommended products or services that people can trust from the get go. So you can also maximize the opportunities for more people finding your podcast and ultimately your page or site, publish it through the proper channels like Apple Podcasts and Spotify. Uploading your audio files to these sites alone can secure a boost to your engagement and traffic while successfully securing audiences who follow you for the face of your brand and all that you stand for.

Idea 60: Build Your Own Pinterest Board

While Facebook and Instagram are used mainly for the relaxed and leisurely consumption of data by its users, Pinterest has its own purpose to the average consumer. With this social media platform, users can utilize the page to gather thousands of ideas placed in little tidbits of information called “pins.” These pins can either be in the form of photos, videos, and infographics that can instantly satisfy one’s query, whether it be inspiration or information, serving its purpose instantly.

As a content creator, use this opportunity to create posts that can elevate your place in the industry. Publish or repost relevant content related to your niche that helps your target market find you and deem your pins useful. Create your own range of images and infographics that are highly educational and unique, so that you can devise your own branding that people can look for. Categorize those into boards with different topics and purposes so users with different reasons for coming will find what they need and leave satisfied. Since these pins contain links to the actual page or source of information, this will become another manner in which people can find your content. This means that by creating quality images and infographics for Pinterest boards and pins, you gain another medium for gaining traffic and growing your audience effectively.

Idea 61: Advertise on Facebook

These days, Facebook is no longer just a tool for users to connect with each other and share moments of their lives through captured videos and images. It’s also become a ground for businesses to promote their brands and reach their intended audience through a direct approach.

As someone who is trying to grow their following online, put Facebook ads at the top of your list if you want to attract people who are in the same demographic you are looking for. Since the social media giant holds a lot of its users’ data, Facebook uses this tactic to find people through targeted ads that show to specific users you classify as your desired audience. This means that Facebook will do the work for you to make sure that your ad shows up where it needs to, in order to gain the best possible results. When it’s time to review, analytics will even show you the demographics of those who ended up clicking on your ad, so you can optimize your content to improve your feedback.

If you want to grow your audience by gaining a lot of exposure, make sure you look into Facebook as it’s becoming one of the fastest and most efficient ways to gain popularity. Just know that it will still take a lot of work to actually get the results you want, but it’s indeed helpful to be able to use this site to gain the leverage you need.

Idea 62: Create Viral-Worthy Posts

One of your greatest successes as a content creator is when you are able to inform and educate your audience about your industry and expertise. Because of this, it's only natural to feel fulfilled with your purpose by aspiring to have the capacity and reach to cater to your market. Whether it be through wordy posts, or jaw-dropping graphics and videos, one of the best ways to improve your strategy's efficiency while spreading the word about your brand is by creating viral-worthy posts on social media.

To expand your brand exposure, you will want your graphics and media to be shared by various audiences all over the internet. You can create these viral worthy posts by using a combination of relevant news and topics alongside witty and intelligent sayings that resonate with your readers. These posts must be able to serve as a reminder, invoke feelings, or inspire a movement so that it feels powerful enough for users to share. Remember that at its core, these posts must have a sense of value in them, where readers will feel as if sharing your content will also benefit their family and friends.

In doing so, you'll always be able to create quick and sensible images that can have a lasting impact on your audience. Who knows? One day, you'll be surprised when one of your posts suddenly starts to take flight and will have reached over a hundred times the clicks and impressions you normally would. As long as you keep on trying and doing your best to produce quality content that's worth being shared over and over again, you'll definitely find yourself in the spotlight you've worked hard for one day.

Idea 63: Use Memes

No matter a brand's professionalism and image, memes are one of the most popular ways people connect over the internet. They're funny, relatable, attention-nabbing, and highly shareable pieces of content when done right. With the use of typical situations, popular sayings, and witty retorts to common misconceptions, you are able to leverage yourself as a provider who deeply understands their client base on a personal level.

Despite others describing it to be an utter lack of professionalism, memes are highly effective in engaging with your social media audience. Because of this, memes also represent your own timeliness and sense of relevance. What you show through your content displays a side of your character, and showcases the values you wish to uphold as a brand.

Though unorthodox, it's one of modern society's most popular tactics to gaining attention and expanding your reach overnight. Most importantly, it's also one that's proven effective to initiate a more casual, and friendly relationship with your audience, that can provide you with long-term benefits for positive customer satisfaction.

Chapter 9

Community Building

Creating a strong and lasting relationship with your audience lies in how well you care for their interests while satisfying their needs with your content. Since relationships are two-way and require interaction from both parties, community building is a tactic used by a lot of brands, companies, and content creators like yourself in order to learn more about their audience and give them what they want in return.

Idea 64: Engage with Your Audience

Aside from regular posts and content, conversations are what builds lasting relationships. These help you communicate your goals and ideals directly to your readers, while making them feel respected and cared for. By engaging with your audience through comments and responding through personal messages via social media and email, you get to cue in exactly what they want so you can improve your own output for higher satisfaction.

Since social media is all about engagement, communicating with your audience on these channels will lure more people in, setting the tone for a friendly and inviting atmosphere. This in turn also builds trust with your audience, and charisma as a brand that helps serve you both ways when trying to grow your following.

Idea 65: Create Your Own Facebook Group

Facebook groups are great for establishing a safe and casual environment for your audience. Here, conversations are had and relationships are built not only between you and your followers, but also between members of the community. Because of the laid back atmosphere, there is a lot of room for people to share, react, and converse with one another on certain topics that pertain to you, or that are relevant to your industry. As the owner of the group, you get to control the flow of conversation, strategically introducing topics or products and services that can influence their decisions in your favor.

To add to these benefits, you can also use your Facebook group to send updates, promote products, and receive real time feedback all the while improving your organic reach. Members of the community will eventually build rapport with one another and their engagements within the group will ultimately invite them to support you and your brand, whether it’s for your values or the space you’ve created. Overall, it’s a win-win situation that encourages everyone, including yourself, to learn from each other through an open communication system, helping you improve your stand as a content creator and expand your reach.

Idea 66: Participate in Popular Facebook Groups

Similar to creating your own Facebook group for the sake of creating a community, you can bolster your reach by joining one of these groups yourself. Participating in conversations and slowly building your reputation this way will show people that you're down to earth and that you care about matters beyond your brand. By consistently responding, reacting, and sharing your knowledge and expertise, you earn people’s respect as someone who is all-knowing, yet on their same level. This creates a more personal approach, using your name as your front as opposed to a brand to consumer interaction.
As you gain friends and find real supporters who stand with your beliefs, you earn valuable followers who will back you up and ultimately help set up a domino effect that invites more and

more people to become part of the community. Through your conscious effort and consistency to pay attention and partake in conversations related to your industry, you get to set up an image for yourself as someone who truly cares, one will do what it takes for the sake of their cause.

Idea 67: Join Niche Relevant Forums

Forums are a place for people to come together and discuss latest updates, answer questions and provide feedback on topics related to industries they're interested in. Since people willingly come to these places to converse with other like-minded individuals, seeking your own niche's forum can be very beneficial in a lot of ways.

For example, taking part in your own forum gives you the opportunity to directly communicate with your desired audience, allowing you to learn more about them and figure out what they want. At the same time, you can voice out your own opinions, respond to relevant news, or even give advice to help establish yourself as a trustworthy authority. As you build your image and credibility on these forums, you can simultaneously boost your site's traffic by adding in a link or a signature that redirects to your page. As you create your own network of people that seek you and your expertise, you are also able to gain attention as a personality, which can be advantageous for building a stable audience in the long run.

Idea 68: Start a Forum on Your Site

Most of the time, simply participating in other large-scale forums isn't enough. If you want to maximize their potential while creating a direct impact on your generated website traffic, why not take the forums to your page? Since these are essentially breeding grounds for conversation and communication between various parties, the constant engagement can help boost your site's performance and rank it higher in search engines.

Moreso, this gives your target audience a medium to come together and communicate on certain topics that you can directly be a part of. Since forums can stand on their own with users contributing their own topics and opinions, you also get to have a bird's eye view of the specific issues and news your target market is interested in. This allows you to cater your content and upcoming media to what the masses are saying, so you can target them better and produce more satisfying results. As long as you work hard to get your page and forums recognized in your niche and industry, you can expect to utilize this element to further bolster your engagement, and increase your following overtime.

Idea 69: Participate in Niche Relevant Subreddits

Reddit is a powerful and well-known site that hosts thousands of threads and forums, which the site calls "subreddits." On this page, countless number of people visit for the same purpose as

other forums, but since it's such a renowned channel, it can cover literally every topic on every subject imaginable.

With that said, as a content creator yourself, make sure not to miss out on including Reddit to your list of forums to partake in. While your desired audience may already be within your reach in your niche's specific forum, Reddit gives others an opportunity for discovery and learning through recommendations made on the site. Because of the page's wide reach and large number of users, it's almost ten times easier to gather more audiences who can stand by your work. In time, you can use this platform to promote your site or page indirectly, just with the mere reply or comment you make on topics relevant to your industry.

Idea 70: Answer Questions on Quora

Similar to the concept of forums, Quora is a website with the main goal and purpose of providing answers to questions submitted by users on the same platform. With this channel, you may either submit a query or respond to someone else's, in order to contribute to this large user generated database. Using your knowledge and expertise, you can use Quora to attract new audiences within your niche that can directly be influenced by your responses, and how the community views the quality of your answers through the system the website calls "upvote."

You can do so by providing the most accurate and credible information on any of your industry-related news and topics, to help yourself gain traction and slowly establish yourself as a thought leader in your chosen niche. Overall, the act of being able to participate in a platform like this can help garner attention to your name, not only from average consumers but also from industry professionals that can serve as a boost to your website's performance and standing.

Idea 71: Grow an Email List

Email lists are meant for lead nurturing, a marketing strategy that deals with preparing interested clients or consumers until they're ready to perform an action. When you want to gain and maintain a steady audience base, growing an email list can be helpful in keeping your followers hooked.

For this tactic, it's important to maintain a content plan. Just like the layout you've created for your posts and social media, you should also incorporate your campaign to your overall strategy for best results. This way, even if your subscribers are not able to follow your social media or view or read your latest postings, they are still kept up to date with your content that's always ready for them whenever they're available. At the same time, having potential prospects receive news about you and your brand frequently will always keep you in their mind, so they're essentially prepped and ready for whenever they may have a need for your products or services. Eventually, you may find that those who are consistently showered with your content like this will feel like they're cared for, making them even more likely to stay as a solid supporter over time.

Idea 72: Comment on Blogs

Just like your own website, there are thousands of other blogs out there that belong to the same industry, and that may even have the same goal and aim as you do. When you comment on their posts and share your own opinion, you are encouraging them while boosting their posts, increasing their chances of being ranked higher on search engines. As you do this, you are exposing your name and your brand to their audience as well as any prospects who may come across their content.

If you do this regularly, and throughout a bunch of different websites and content creators like yourself, you can expect to slowly build a network of people who are in the same level playing field as you are. Eventually, they may even begin to comment back on your posts and start conversations right at your comments section. They may also begin to show you support through other means such as promoting your page, or reaching out to you for collaborations. Either way, commenting on similar blogs and sites in the same industry will not only increase your chances of attracting more audiences, but it will also improve your own blog's backlinks, giving you better chances for ranking higher as well.

Idea 73: Host Contests and Giveaways

When building your own community, your audience must feel as though they're in a two-sided relationship; one where they feel like they're receiving the same amount of care and attention that they put into supporting you and your brand. For these purposes, a tactic that is often used and is very efficient in social media are contests and giveaways.

In exchange for a free token, media, or any product or service, users have to abide by a set of rules in order to participate. These mechanics can either be in the form of sharing, subscribing, adding a comment, or creating their own post with the use of a hashtag that aids in promoting the brand. As this strategy creates a skyrocketing effect on your overall engagement and awareness, it also tends to build on a more interactive relationship with your audience where they can feel much closer to you. Since it's also up to you to decide on the mechanics, you can even have your users explain the reasons why they're part of the community to begin with. While the usual theme for contests is about being able to stand out among the rest, giveaways will be instead be seen by your followers as a way for you to reach out your hands to them to thank them for their support, which is also great if you want them to feel cared for and important.

More than a simple marketing ploy, hosting contests and giveaways can help bring members of your community together, instilling a sense of camaraderie for each other. While they may not have a need to communicate with each other to participate, seeing other people with similar interests definitely helps to spark conversations and relationships that can be very powerful for you as content creator and as a personality.

Idea 74: Allow Content Requests

Having your own content plan is very helpful to maintain a steady flow of information, all that helps build on your main goal for the long term. However, as you put out these already well-planned media, you may start to notice that your followers have their own mixed opinions and recommendations on what you should do next. In hindsight, there's practically no wiggle room and no realistic way to accommodate these requests, especially after you've taken weeks or months into developing your content plan, right? Well, in this case, instead of trying to accommodate every single request that's been made, look at them as feedback that you can use to improve your current output.

This means that while you already have a plan in motion with scheduled posts and content to come out in the next weeks or months, you should still be willing to lend an ear to listen to what your audience has to say. You should still be able to acknowledge and review their recommendations to better optimize your content. Remember that in this process, there is always room for improvement, that's why you should consider this as one of the methods you can use for the sake of growing and bettering your media for your followers.

Even if you may not be able to entertain each one, just the act of listening to your subscribers will make them feel as if their opinions matter to you. They will feel valued as a consumer and that their suggestions are always welcome for the sake of the community. If possible, you can even address their concerns through smaller forms of media such as stories and live streams so it still won't create much of an impact to the bigger picture. In the end, doing so will let you be recognized by your supporters as someone who values everyone in their group, helping the community grow stronger and become more fulfilled.

Idea 75: Do a Q&A

Sometimes, regardless of how informative we try to be with our content, it's inevitable that someone will come around with a question. In this case, they will more often than not respond via comment or send a message to ask you about it directly. Since you'll probably be receiving more and more of these questions as time passes by, consider doing a Q&A session to address as much of their queries as possible.

Once you've chosen the platform you want to conduct your discussion on, let your followers know of your chosen schedule so they know to check it out to learn more about you, your goal, and the industry you're in. Doing so opens the doors for your subscribers to communicate with you on a personal level, while being able to see your knowledge and skills first hand. This also allows them to gauge your personality and your true vision for your brand, helping them to develop impressions that can ultimately convert your viewers into steady supporters. Before you know it, you'll realize that not only are you creating an atmosphere for open conversation between you and your viewers, but also between supporters who have chosen to stand with you for your perspectives and the value you bring to the table.

Idea 76: Develop Brand's Reputation

As a content creator and an instigator of your own brand and experience, you must learn how to develop your reputation. Ensure positive customer feedback wherever possible, and do your best to resolve conflicts and issues with poise and courtesy. To build a name for yourself, become someone who is able to provide consistent content with the most value in the best format for their market's needs.

With that said, you must also have a set of values to protect and uphold, so people can align with you on your true purpose and mission. As someone worth looking up to, you must be able to improve your image and audience perception by performing events and engagements that yield positive consumer experiences.

Overall, developing your reputation and achieving recognition as a brand, means you will have to strive to earn your market's respect and acknowledgement. It may take long and may require several interactions before things really begin to gain traction, however with each happy consumer that leaves your site satisfied, brings you one step closer to becoming an industry thought leader of your own.

Chapter 10

Outreach

Similar to building your own community, outreach is all about strategizing beyond traditional marketing techniques and instead taking the power of social media to new heights. Other than conversing with your audience and putting out content that they want, this also includes seeking the development of projects through affiliations, collaborations, and partnerships that can raise overall brand awareness and exposure.

Idea 77: Be Open to Collaborations

Collaborations are the key to growing your network. They help you gain new insight, understand new concepts, and view things from a different perspective. Aside from the learning experience these projects provide, being open to collaborations also enables you to establish new connections inside and outside of your industry, bridging gaps you never knew you could before.

Regardless of your niche or expertise, responding to this type of partnership allows you to reach new people and expand your reach drastically. You may be able to learn innovative approaches and techniques that will help you put out better content for your viewers, while also helping you to freshen up your routine. Either way, even though you may still have to check for each opportunity's strategic suitability to your plan and goal, being open to them and participating in those you believe are in line with your mission can create a lot of openings for you and your brand.

Idea 78: Make Appearances

If you want to be able to reach a new wave of audiences you haven't met before, it's a great idea to start looking into making your own appearances. Whether it be in the form of interviews, podcasts, or even guestings in videos or live streams, these appearances will always showcase you as an authority over the audience. This gives you a chance to prepare for thousands of first impressions and create a lasting impact that can persuade them to become followers of your own.

Since making these guestings also include having a positive relationship with your host, this coincides with our previous tip to be open to collaborations. Once you find yourself in a practical spot with a good reputation for what you know and what you do, you'll find that people will start to come to you for requests to star in their own show, or to ask for your opinion on a blog post they're writing. While you may not have a huge name for yourself when you first make your first few, you'll still have the opportunity to acquire new subscribers who fancy your style, way of speaking, or essentially the value they receive from your exchange. It's a worthy venture that pays off, so don't forget that it can be very crucial and beneficial to grow your audience this way.

Idea 79: Guest Posting

If you somehow have not yet managed to receive an invite to a guesting, an appearance, or a mere interview, guest posting is a commendable practice used to help get your name and content out there. With this kind of approach, you are personally reaching out to similar blogs and professionals in the industry who may be interested in featuring your article on their site. While every user may have their own set of rules when it comes to accepting guest posts from other bloggers and content creators, creating your own that coincides with each of their general style and tone can help you get approved much faster. Sure you won't need to exactly abide by

their takes, but you can offer new perspectives that allow readers to look the other way. Since each of these posts will credit you and link back to your site, you can expect those who appreciate your output will end up finding you too.

Idea 80: Have Guests Yourself

Can't score an interview? No worries, get them yourself! Instead of patiently waiting and relying on others to reach out to you, why not make the first move so you can utilize those guests' markets and stable audiences? Reach out and try your luck at scoring one-on-one sessions with seasoned professionals in the industry who you feel will do well to be interviewed for your content.

If you happen to secure a schedule with a notable and highly influential individual, make sure to prepare well and promote your event or exchange as much as you can. Doing so helps fans and followers of your guest to flock to your page or website that can help boost engagement and drive significant traffic to your page. This gives you a huge opportunity to show viewers who capable you are while demonstrating your own knowledge of the topic at hand.

Idea 81: Tagging Brands and Businesses

When you're participating in the same event, movement, or when you're quoting someone on social media, practice tagging actual brand handles for recognition. Whether it's to be posted on your story, your feed or anywhere else on social media, doing so helps to associate yourself with prominent figures in the industry. This way, you allow yourself to be recognized as someone with ambition and strength, equipped with the tenacity to have these people guest on your video or show up for an interview.

As long as you use this technique responsibly, you can expect to see your posts show up on these brands' and businesses' page. This can help boost your engagement and raise your awareness significantly, especially when they see that your content is top notch, deserving the attention it's getting.

Idea 82: Engage with Other Brands and Communities

Just because you have already begun to establish a community of your own, doesn't mean you shouldn't be open to opportunities outside of your own group. Maximizing chances for lead generation is what you want to aim for, so at best, utilize the communities around you that are relevant to your industry. Associate yourself as part of a line of industry experts and engage with those in the same level, or those who you wish to become like one day.

Aiming big is part of the secrets to becoming successful, so even when you are in a room full of people out of your league, compose yourself and make yourself known with your knowledge and expertise. Let them see your value so they begin to see you as a member at the table. Before you become a playmaker, you have to look the part and earn the respect of those above

you. To do that, engage with them regularly and take part in the conversation instead of being a mere bystander. Putting in the effort to become part of the group can significantly pay off, especially when your brand is viewed alongside all the other elite parties in the industry.

Idea 83: Try Out Affiliate Marketing

Because not every marketing strategy can create a direct positive impact on sales and conversion rates, a brand new system has been growing in popularity in recent years called affiliate marketing. With this set-up, you, as a retailer of certain products or services, are hiring third-party companies or individuals called publishers, to sell your merchandise in exchange for commission. This means that while you've created a partnership with your affiliates to promote your products, you'll only be paying them for every purchase that they've influenced from their own markets.

As a retailer, having your own site be advertised by a handpicked influencer can be very beneficial. This allows you to indirectly engage your desired audience that can efficiently generate traffic, create crucial leads, and significantly scale the amount of conversions of your site. In short, not only will this tactic spread the word about your content to your desired market, you'll also reap the benefits of having a known influencer do the work for you. Since this tactic also relies on a results-based payment method, it's more practical and cost-efficient compared to traditional advertising techniques that have no guaranteed result. In the end, this is a strategy that can help you gain significant traffic and grow your following. Plus, it's availability on GrooveFunnels through Thrive makes the job so much easier.

Idea 84: Send Your Products for Review

When you want to improve your chances of boosting your following, you have to be open to the possibility of bringing your products to the customer. Instead of creating a direct partnership with influencers and thought leaders to promote your products, this time, we're talking about sending in your products or services for review.

If you're a content creator or a content marketer, perhaps you have your own paid resource on your site that you make money out of. For this strategy, the idea is to offer these resources for free, in exchange for a comment or short endorsement from the involved parties. Doing so will let their audiences know about you and what you offer, as well as feel more comfortable trusting you since you were recommended by someone they already follow. In addition, real people will actually be able to give you their thoughts and feedback on your work, which goes both ways in allowing you to improve your output while convincing others to avail of your product or service. When you can't seem to reel your audience in through social media and regular posting, consider putting in some bait that'll attract them and make them want to consume more.

Idea 85: Collaborate with Social Media Influencers

Like we've discussed over and over in this e-book, social media is an incredibly powerful tool and platform that can help to skyrocket your success, and of course, your following. With the help of social media influencers, you can create inspired content, movements, and even videos or podcasts where both parties can participate and contribute to.

Since these days, almost everyone consumes data from channels like Facebook, Instagram, Twitter, and Youtube on a regular basis, it's become a much easier arena to leverage your content, especially when you are in a collaboration with influencers and thought leaders to help you promote them. Just like the benefits that exist with interviews and appearances, instigating brand collaborations with influencers who fit your criteria can play a huge role in driving new audiences to your site or page. Not only will they be able to boost engagement on the specific piece of content you're collabing on, but it also helps to improve your visibility, and create more opportunities for lead generation. Overtime, building a network of social media stars that you have partnerships with can create a lasting impression on their audiences, slowly converting more and more of them into your own market as well.

Idea 86: Use HARO to get Mentioned in News Sites

As a content creator yourself, you would know how difficult it is to research and conceptualize topics when writing your own articles. Well, with the use of HARO, you can make one part of the job easier for others. HARO, or Help A Reporter Out, is a system created by Cision that aims to connect industry professionals to journalists who are in need of resources for their output. With this program, journalists are able to request information through a form they will fill out, to which the sources will respond to. In return, the sources are credited in the reporter's article or content and the brands are recognized for sharing their expertise on the given topic.

This system, which has been in place for years as of date, has been able to help brands and experts improve their brand awareness and recognition. In the same way, being mentioned by these credible and leading sources of information helps to serve as a boost to their SEO efforts, while drastically improving traffic driven to their site. Because they are recognized by well-known media outlets, they are immediately viewed as experts in their field. Even if you are just starting out, register yourself as a resource and try to learn and grow as you go. You never know when one day when your response to a query will give you the big break you've been looking for.

Idea 87: Participate in Events

Regardless of which industry you're a part of, the people you know and the relationships you have with them are crucial to building an audience. Attending events such as marketing seminars, conferences, among other relevant gatherings can help you create new contacts and spread the word about what you do to other like-minded individuals in the industry.

In doing so, you get to improve your overall brand awareness and visibility. Participating in these business functions shows that you care about the latest happenings and that you're open to learning and improvement from the established professionals in the field. The simple act of being present can play a huge role if relevance and recognition is what you're after, and at the end of the day, you get to educate yourself on matters concerning business or your area of expertise. If you want to be able to grow your following as a content creator, you must be open to attending events like these so you can stay up-to-date and relevant in the eyes of your audience.

Idea 88: Build Working Relationships

As you meet new people and expand your network, try to build working relationships with various contacts inside and outside of the industry. If you want to become known as an expert in your field, you first have to do the work by creating an impactful reputation for yourself in front of your audience and the opinion leaders of your industry.

To do this, always seek new opportunities for growth and offer your services to contribute whenever possible. There may be openings that wouldn't be possible if you didn't ask to help so remember to always approach situations in a friendly yet respectful manner. More than just offering to provide your own services, seek help from others and build constructive relationships that serve the interests of both parties. Whether it be in the form of collaborations, interviews, guest appearances, content creation or what not, these relationships will serve as your support and guide in this journey that can ultimately help you to reach your goal.

Idea 89: Invite to Share Your Content and Graphics

At this point in time, we all know that in order to create well-rounded articles, blog posts, and media, extensive research must be done in order to create a fair and balanced output. In this case, creating inspired content for the sole purpose of being used as a supplement to other media outlets' posts and articles would be a good move for the purpose of brand visibility and awareness.

By content, we mean creating infographics, videos, key images, among other types of media that can help aid or support larger-scale media companies' content. In this scenario, you'll be acting as a contributor who helps make writers' jobs easier, in exchange for some credits or acknowledgement that can drive back traffic to your page. In general, it would be a good idea to use this technique on news, statistics, among other events that are relevant in your industry. For as long as you create informative, and easy to understand graphics that either provide general information or detailed road maps for public use, you can utilize this tactic to better your chances of being found by your desired audience, with the use of the most reputable sites and influencers that your market is already subscribed to.

Chapter 11

Employ Efficient Marketing Strategies

When it comes to building your own following, it's important to be very knowledgeable and skilled in the art of persuasion. Persuasion in the form of words, symbols, images, and techniques, so you can create an appealing image in front of your audience that's cohesive and convincing. In order to ensure you are able to close in on your market and transform them into stable followers, you must know to employ efficient marketing strategies and tactics for growing your audience.

Idea 90: Use a Content Locking Plugin Like Thrive Leads

More often than not, people log onto the internet searching for answers. They are looking for value in exchange for their time and effort, quickly scrolling site after site until they get the answer they need. Since you're already creating quality content catered for your target market, consider using a content locking plugin that provides the information in exchange for an action from the user.

The action can be subscribing to your email list, liking your page, or following you on social media. Whatever it is, the point is to lock a portion of your most crucial content so readers will feel motivated to perform the action in exchange for value. The reason why Thrive Leads is so great for this is because this plugin offers a lot of beautiful themes and layouts that are perfect for every opportunity. In the end, not only does this tactic provide you better results, but getting your audience to perform the action that's right for you will give you more chances to nurture them as leads, paving the way for higher conversion rates for your brand.

Idea 91: Acquaint Yourself with the Buyer's Journey

Even when you're not selling any products or services, it's important to learn about the buyer's journey to create strategic and impactful content for your readers. For those who don't know, this three step process is the manner in which your audiences go through before purchasing a product or making a decision. In your case, it's about your readers or viewers officially confirming their resolve to subscribe to you.

In this system, this includes the awareness, consideration, and decision stages. These three stages comprise the reader's train of thought as they encounter and engage with your brand. By knowing and understanding the correct approach to take with each of your readers in each of these stages, you get to create a deeper level of understanding with your audience that lets you know what they're thinking and feeling for every step of the way. In return, this helps you to cater your content to serve as a guide for them until they reach the final level. All in all, being able to comprehend the concept of the buyer's journey, as well as knowing when your target market is at each of these phases can be very strategically advantageous to create quality results that can benefit you and your brand. At the same time, using this in conjunction with your content plan will allow you to customize and personalize each message you send out through your content. This lets your audience know that you understand their needs and that you're looking out for them not as a capitalist but as an ally.

Idea 92: Always Use Your CTAs

Call-to-action, or CTA, is the most crucial step of marketing. It's often the make or break phrase or sentence that invites your readers to take action, informing them of what they should do to support you. While you're providing them with information and value every step of the way with your content, the CTA helps to finalize the audience's next move with an inviting gesture that encourages them to make a decision.

So, as you create and promote your content online, make sure to always include CTAs to your copy. Whether it be in videos, podcasts, or blog posts for your site, this serves as their cue to make an action right now, not to be pushed back 'til later or tomorrow. Since you've already set up your content for every step of your audience's journey, you should be able to discover what stage they're in and create compelling CTAs for each one.

In doing so, you'll be able to produce better, higher quality results and conversions that sprout from organic relationships and opportunities. In the end, not only does using a marketing tactic that teases and drives readers to your brand help to slowly ease them in, it also aids in building a community of authentic fans and subscribers who stand by your content and how you've managed to change their lives for the better.

Idea 93: Watermark Your Content

Watermarking is a technique used to label your peripherals, images, and videos as your own. By placing a logo or your name at the bottom of each piece of graphic or content, you can spark opportunities for exposure and recognition when other content creators and media personnel use them. So as long as you create branded content that's meaningful and fulfills its purpose, you can expect that readers will be able to appreciate your output, slowly building your reputation without you realizing it.

Since the act of adding watermarks is a very simple process you can add to your set content creation systems, it's something definitely worth doing if you want to receive some incentives with site traffic. With that said however, you shouldn't be relying on this technique alone for your audience building strategies. While it does help to get your name out there building a sense of familiarity, it's not enough to significantly expand your reach. Instead, use this technique in combination with your posting, collaboration, and contribution efforts so you can make the most of each interaction.

Idea 94: Refer a Friend Bonuses and Discounts

People like to receive free things or discounts to brands and experiences they already love. With this tip, you can create new opportunities for growth by incentivizing users actions and using them to help you escalate your brand and reach. By offering refer a friend bonuses and promotions, you are asking your readers to invite their close friends and relatives in exchange for more value from your brand. Implementing a strategy like this is common and always is able

to garner positive results, for as long as the rewards are deemed worthy of the extra effort on the users' part.

At the same time, as long as your benefits are appealing and attractive to your consumers, you can expect your very own audience to slowly build a network of people in exchange for all the discounts and promos you're offering on your site. In the end, it's a win-win situation for everyone where both you and your audience can be happy. Provided that you are able to come up with a reasonable exchange for your readers' and viewers' time and effort, it's definitely a marketing tactic worth pursuing when you want to build a stable yet growing following.

Idea 95: Try the Free Sample Method

When users first encounter your site either from a friend's recommendation or on their own via search engines, trust isn't immediately established. In fact, readers may even hesitate to sign up or purchase something where they feel pay-off isn't guaranteed. For this reason, it's worthy to try out the free sample method, or the tactic where you offer your services for free for a limited time.

Since users will be able to experience the typically paid for resource or content for free, it encourages them to see the benefits of the products or service without thinking about the value of what they're getting in comparison to the price they paid for it. In this case, this allows users to see the product for what it truly is and how it can benefit them in their work and lifestyles. For content creators and marketers, using this tactic has proven to result in significantly higher sales, greater site traffic and positive word-of-mouth. It helps to create a buzz around your brand and content, inviting other people to come and try it out for themselves. And since this immediately solves the problem between trust and value between your followers, you are able to achieve more conversions and close more deals, all while simply watching it all happen.

Idea 96: Create a Lead Magnet

We all know how people love free things. Whether it's a product, service, online course, or some type of media, if they can get it for free, they'll probably be willing to try it out. Now if you want to build your audience and potentially scale the number of your subscribers, creating a lead magnet would be your best bet. This is typically done by a lot of large-scale companies and websites offering their readers a free resource in exchange for email or contact information.

Now as a content creator or marketer yourself, it's important to note that while your audience may already like your ideas, they can still be hesitant about sending you their details. In this case, provide a valuable and highly informative piece of content that will make them feel compelled to make their decision and sign up or subscribe to your page. Once they do, you can immediately begin to nurture them as leads until they're ready to perform more actions for your brand. At the same time, by using GrooveFunnels to create a landing page for your lead magnet, you get to create an attractive, highly customizable set-up that can drastically increase closed deals and conversions. For as long as you are able to offer your audience the right

solutions to their problems, you can expect a significant improvement in site traffic and email subscribers overtime.

Idea 97: Utilize Press Releases

Press releases are official statements and announcements made by involved parties on a particular topic. Their purpose is to inform the press among other media outlets, of their own takes regarding matters at hand. Whether or not you've made it big on the internet, using press releases for your site can help with recognition and branding. This helps to iron out the whats, whys, and hows of running your page, so your readers will know your exact goal and purpose. Since you also get to choose your own angle, you have the ability to frame stories the way you see fit, so people are able to see the value in what you do, while showcasing how you see things on your end of the table.

However, this is not the only way to make use of these bits of information. Other than making your own press releases for varied uses, you can also feature press releases issued by larger-scale companies in your content. Because a lot of these are timely and are based upon actual events, you get to involve yourself in current affairs, taking part in the grand conversation. This shows your site's overall relevance and newsworthiness, potentially improving your traffic and perhaps, even subscriber count. Best of all, using them in your articles and media can help to improve your SEO efforts. If what you feature ends up being a highly-talked about announcement that skyrockets overnight, you can expect your content to be part of it too.

Idea 98: Perform Crisis Management

Every business has their own set of strengths and weaknesses. In order to become a responsible content creator yourself, it's important to be aware of your shortcomings, including areas of your service that are prone to crisis. To make sure everything's always running spick-and-span, perform crisis management on a regular basis for the sake of your readers and your own site's maintenance.

You can do this by first starting off with a list of your weaknesses. As a website owner, these could be your site's downtime, maintenance, crashes, among other technical errors and issues. From there, identify a list of lines that musn't be crossed when it comes to managing these shortcomings. Examples of these are specific features and media that should always be available, as well as certain lead generating opportunities that shouldn't be affected by downtime. Overall, this process is all about acknowledging your own weaknesses and setting up benchmarks to avoid the worst possible scenario. It's about putting a limit to how far you allow these areas of vulnerability to negatively affect you, and creating standard practices and protocols to keep them in check. It's a good system to have if you want to be successful in your aspiration, as it ensures the best service for your users while making sure there are never any problems that are too big to handle.

Idea 99: Update Your Email Signature

Email is the most common method used to communicate with contacts, partners, and of course your followers. Whether it's for promotion, collaboration, or affiliate responses, email is where you assert your professionalism and nurture one-to-one relationships with your network. Since the medium is also used to converse with new people in the industry along with prospective audiences, it would be in your best interest to update your email signature to include your website and brand name.

Online, it's all about appearances. By personalizing your own email signature, you spread the word about your page and what you do. Doing so helps to generate curiosity, especially with new contacts, aiding in spreading awareness and driving new visitors to your site. Since It's all about making each interaction matter and maximizing marketing opportunities, update your email signature to one that reflects your tone and vision for your brand. This works as an ID of sorts that immediately gives your contacts an impression of the experience you offer as a brand, as well as the industry you're a part of.

Idea 100: Always Offer Your Contact Card

Whether you're meeting new people, establishing new relationships, or conversing with potential collaborators, always have your contact card at bay so you can hand it out to your prospects at the end of each meeting. The act of giving these out can help to solidify relationships with people you meet, and establish accessible connections with contacts you may need later on. Especially when you're out attending events and seminars, you can expect to meet a lot of new people in the industry that have some relevance to your niche or job, so you may want to hold on to a couple cards on your person for these kinds of interactions.

Doing so opens the future up for more opportunities and potential collaborations. Should you make a good impression, your contacts may even come to you to request for your own contributions to a piece they're working on. Maybe even to star as a guest on an interview or podcast. Since your contact information and your website address are also listed on the card, you can expect to receive more organic site visits from leads that matter most. At the end of the day, this simple deed can help you build your network and grow your contacts instantly, so be ready with a professional calling card at all times because a person worth knowing always has one in their pocket.

Conclusion

There you have it.

100 different ways to identify, expand, and broaden your reach to grow your online audience. Though not every tip provided creates a direct impact on your follower building strategies, all of these ideas contribute to creating a better consumer experience and positive brand reputation.

Regardless of where you're at right now, utilizing these techniques over time can efficiently frame yourself as an opinion leader that's worth your users' time and effort. All interactions including small engagements with your readers and contacts aid in building rapport and notoriety, that will help to bolster your status and influence with your audience.

Now that you know of our tips, was there anything you missed that you'd like to do now to improve results? We hope this resource helps to bring you fresh ideas and a renewed sense of passion for what you do.

As a final note, we're glad to provide assistance to you in this journey. We wish you the best of luck in growing your online following, content creators.

See you on the flip side!