



Checklist 28 - List Building on Social Media

Project

Name:

Date:

Always aim to build connections by providing value on Social Media to create that know, like and trust factor and then gather your follower's emails.

If you build your list then you will have a way of contacting them anytime to let them know when you have more content to share with them that they will enjoy. You can also then contact them anytime to let them know about a product or service that they may be interested in purchasing, one which you can earn money from.

Yes No

- 1 Lead Magnets

What will you offer to your followers? This needs to be something that they will really want and obviously something related to the niche or interest that you post content about which they like.

This could be a free eBook, some free training videos, an invitation to join a free webinar, the offer of a discount, offer to join a community or anything else you think they might like.

- 2 Add Scarcity

Make your offer limited whether it's limited in quantity or it's only available for a limited time. This will encourage people to take action now rather than think about it and maybe do it later

- 3 Autoresponder

Automate your emails so that when someone signs up then they receive a reply right away which provides them with access to your offer.

You can have a whole sequence of automated emails go out to them over a longer period to build that relationship.

- 4 Landing Page

Notes



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Where will your visitors go to get your free lead magnet? The page where you send them should be congruent with the post or video they have just seen. Ideally use the same headline and list of benefits, this way they know they've landed in the right place and the points that made them click the link are the same as those they are going to receive in what they're signing up for.

5 Thank You Page

Don't send someone who enters their email, straight to a page where they can access their freebie. Some people will enter false emails in an attempt to get your free offer and avoid receiving future emails from you.

Ideally you want people to sign up and look forward to hearing from you again. So, create a thank you page letting them know that you have emailed them a link to access their freebie and tell them to check their inbox and spam folder

6 Link to your other Social Media Pages

Use your emails as a great way to build your following on your other social media platforms. If someone likes your posts on Instagram or Facebook then they may enjoy watching your videos on YouTube

Notes