



Cultivating a Comeback Audience

We will be covering:

- Cultivating community through authentic connection
 - Creating quality content
 - Types of content that engages
 - Share, share, share, ask strategy
- Converting through conversation
- Engaging outside our own platform

The goal of today's lesson is to generate new leads and convert those leads into believers of our products!

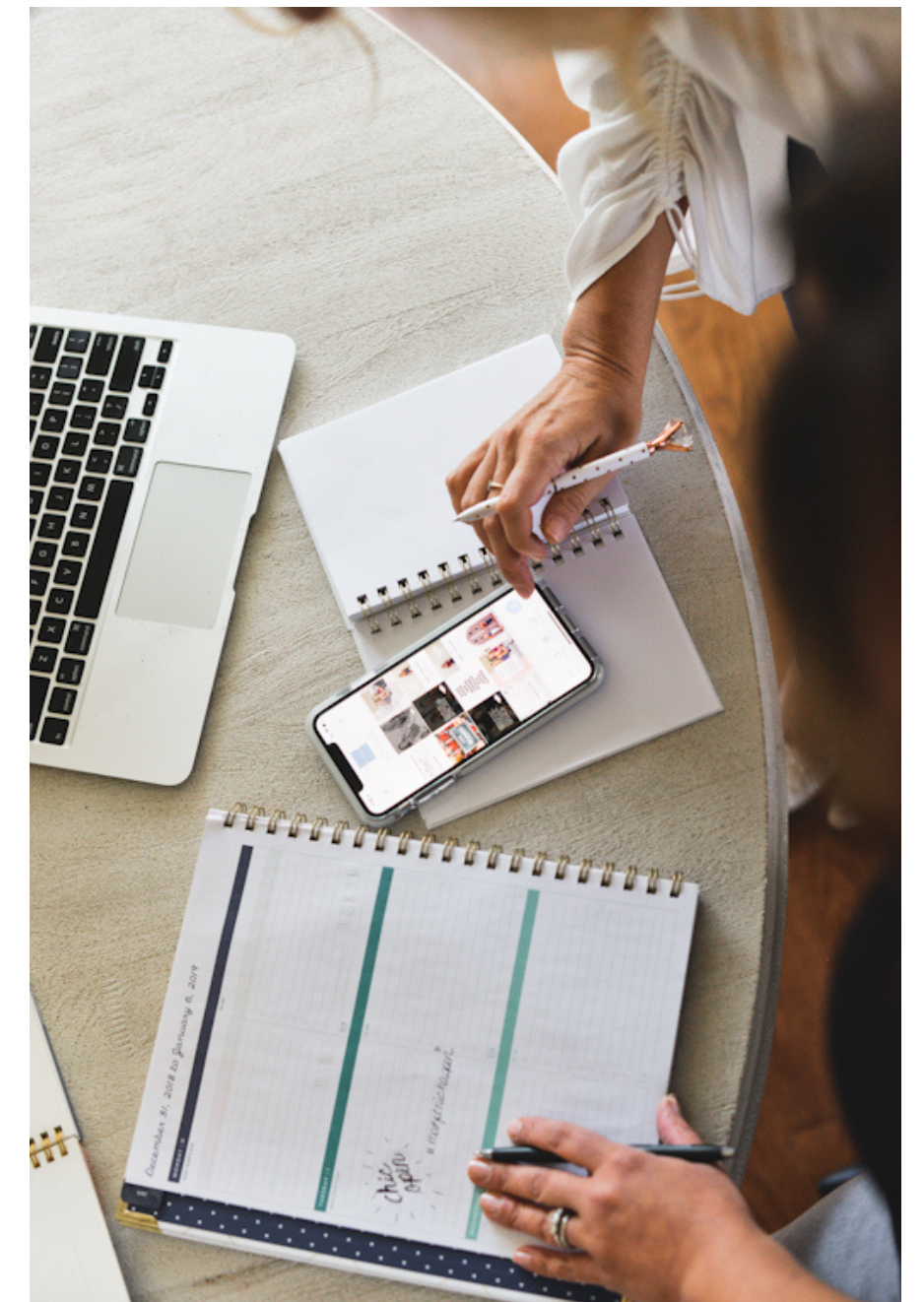
Suggested Content Checklist

- ★ Clear purpose to the post
- ★ Bold Tagline
- ★ Personal connection/story
- Advice/Guided Experience
- Repetition
- ★ Image (Eye Catching and Matches the Story)
- Tweetable
- Conversation Starter
- ★ Call to Think or Call to Act

1. There's a Clear Purpose to the Post

Before we post, we want to ask ourselves, what is the purpose of this particular post?

- How does it benefit my audience?
- Is it aligned with my brand and message?
- Can it align to what I am marketing?
- What do I want my audience to do with this piece of content?
- How am I measuring the success of this particular content:
 - Number of likes or shares?
 - Engagement?
 - Action taken?
 - Comments left?
 - Conversations started?



2. Bold Taglines

A tagline's purpose is to stop the readers scroll and get them to read more of your post.

Triggering emotion

I will never forget how I felt on my wedding day.

She leaned in close, and shared her secret she'd been hiding from the world. It took everything I had not to allow the tears to stream down my face.

Asking a Question

What are your favorite apps for teaching your kids the ABC's?

Do you prefer a mocktail or a cocktail?

Use emojis to show personality

MIC DROP

Did she really just say that? 🤯 🤯

Pain point addressed

I've tried everything and nothing is working



Tip: Often we find ourselves writing the whole post and then going back to do the tagline.

4. Providing Advice to Cultivate a Connection

In this section we give **advice** so that we are positioning ourselves as an expert, force of positivity and change & giving people something they can immediately take away from the content.

Gives the reader the feeling of, "how did she know I needed to hear this today?"



5. Using Repetition to Create Engagement

In marketing this is called message framing.

It's a strategy that subconsciously forces us to want to continue reading content because we actually crave that consistency.



6. Image that connects back to your content

Our image reaffirms our statement.

With a great image that connects to a tagline, we will likely see our audience engage with our content.



7. Conversation through non-marketed content

Engaging your friends/followers in a way that allows them to give advice and insight.
*People love to give you their opinion.



8. Tweetable

Content that resonates quickly,
shareable, and memorable!

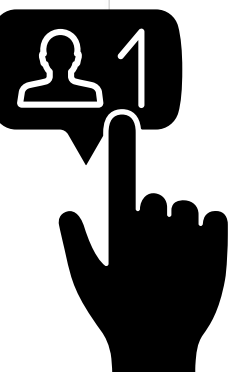
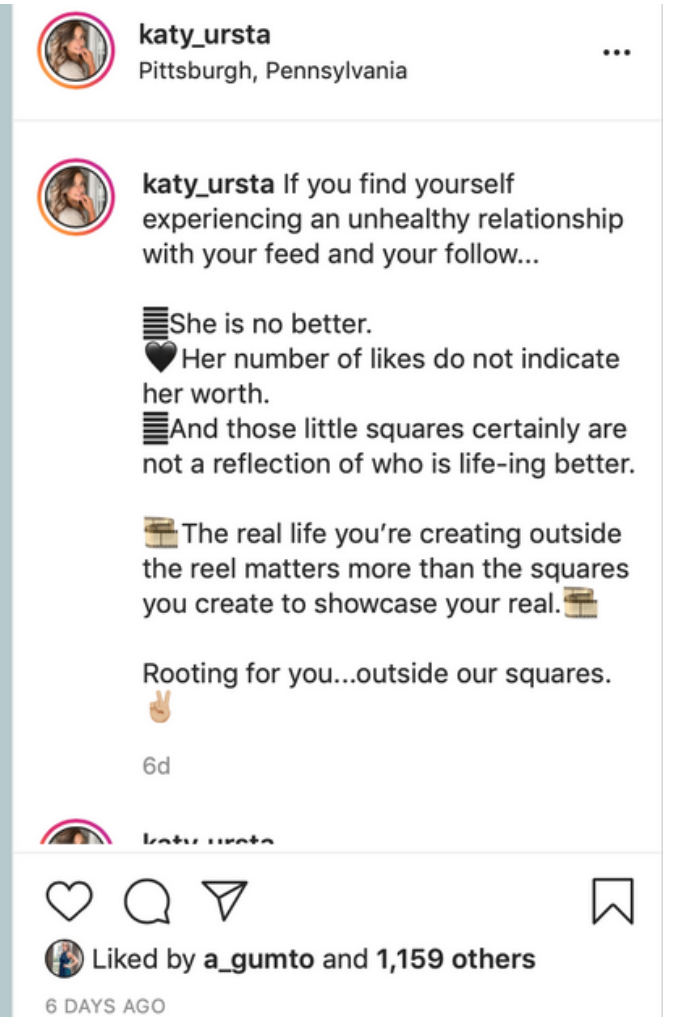
If original, pull from longer content!

If a shared piece of content credit the
author and make sure it's on brand!

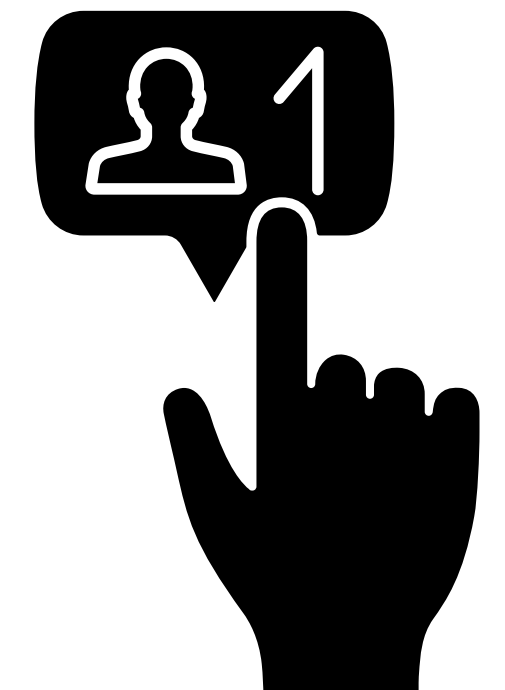
(This becomes a great way to
potentially collaborate.)

**HEY SIS,
SHE IS NOT "LIFE-ING" BETTER
THAN YOU. SHE'S SIMPLY
HIGHLIGHTING HER TOP
MOMENTS INTO TINY SQUARES.**

@kathy_ursta



7. Call to think or call to act



Examples of Calls To Action

Party Invite, Call To Action



Tagline

{ I wonder if anyone would notice if I disappeared for 30 minutes? }

Have you ever thought about locking yourself in the bathroom just so that you could get a little peace and quiet from the chaos of life right now?

🙋 I will be the first to admit that I just need some time to myself. That is one of the reasons that I became a Consultant with Jordan Essentials.

My business gives me the opportunity to get out of the house and interact with other awesome women + give other women time away from home too!

It's a WIN WIN!

We all leave events recharged and in a healthy positive way.

This month I am planning an EPIC girls night out!

The Galentine's Spa Day Mini Retreat!!!

Story & Connection

I am legit GEEKED about this party!

I've planned some amazing spa-worthy desserts.

I've planned an epic tutorial on how to have the best at-home spa experience.

I'm sharing my favorite stress-relieving tips and techniques.

Plus we have a special guest, meditation coach Monique who is going to share 3 ways to decrease stress on the spot.

Each guest will leave with a goodie bag and a heart that is full of positive vibes!

If you are interested in learning more about how to live a little less toxic lifestyle and make self-care a priority.

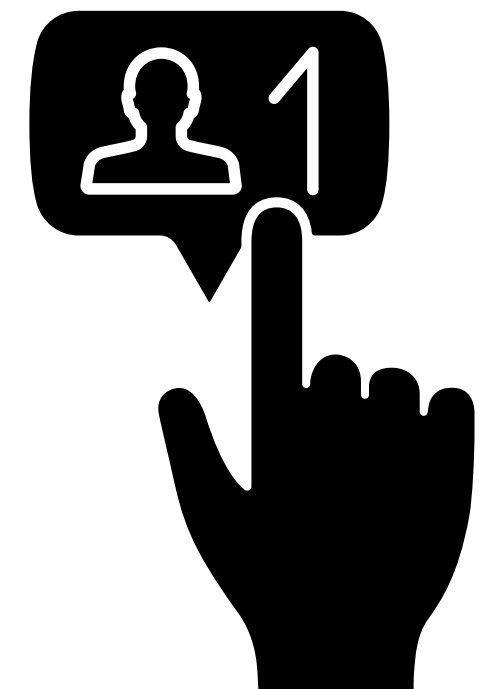
You are invited to my Galentine's Day Event!

DM me for details or visit the link in my bio!

Spots will fill up fast!

Are you in?!

Call to Action



Examples of Calls To Action

Party Invite, Call To Action



Story & Connection

Who is in need of a girls night out? } tagline

Life has been so crazy lately with back to school, adjusting to new routines and finding a new "normal" that it has been so easy to put myself on the back burner.

TRUTH?!

Stress is at an all time high and I'm pretty sure I haven't seen the sun in weeks. Thank you wonderful PA winters!

But, I'm not going to let that stop me from creating opportunities with some of my besties to get together and create a little of our own sunshine!

Plus, I've been doing some serious research lately on health, living a more toxin free lifestyle and decreasing aches and pains in our bodies.

I want to share it all with you!

I am hosting a Galentine's Spa Day get together on Saturday February 13th.

Call to Action

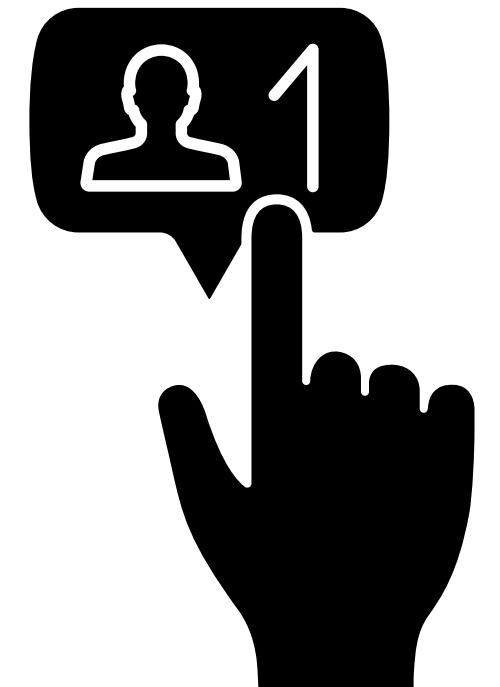
There will be mimosa's
There will be chocolates
There will be relaxation
There will be laughter

And of course, it will be totally decked out in red, pink, and sparkle!
Seriously though....

I am going to teach you how to give yourself the ultimate pampering experience right from home!

I am giving you the inside scoop on how I decrease anxiety, stress, and how relaxation has become an essential part of my overall happiness!

Come join me and some awesome ladies!
RSVP by February 9th to reserve your spot!
Click the link in my bio for all the details.



Creating Engagement

- **How to cultivate a community through engaging with your followers and others like you.**

Friends of friends, common interest groups (organizing group example)

How much time realistically can you spend on daily engagement?

- **What to say when you have a new follower.**

Thank you so much for following me. I see you are a home school mom too! How old are your kids?

Thanks so much for following me back. We have a few friends in common from Mars School District. How are your kids doing this year?

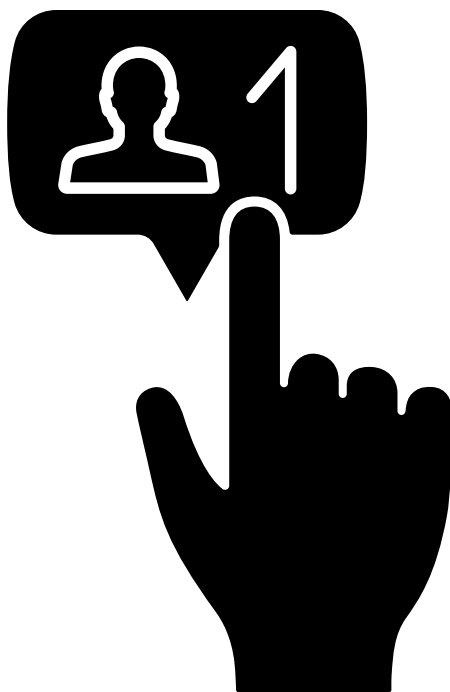
- **Cultivating a new friendship.**

I love your outfit, where did you get that top? I need something like that for my sisters baby shower.

- **Tracking**

When someone new follows me and I want to continue the relationship, I write down their name & a reminder to follow up.

This is something we do every single day. The more you engage, the more your posts will be seen. Engagement around your posting times is recommended. Post and engage for 20-30 minutes after your post.



Different Types of Conversations

Indirect Conversation: Engage in response to a connection made through content. This makes people FEEL invited into your world and cultivates a comeback kind of feel! This IS NOT a replacement to an invitation, but it is valuable for cultivating trust. Hint: the social media strategies we've been using throughout the past few weeks should allow ample opportunity for indirect conversation!

Direct conversation: This is an invitation that results from your marketing efforts (a response to a post about your party, your sneak peek, your collection, etc).

Script vs. Non Scripts

In a voice over or in response Katy might say:
Thank you for responding to my poll about the (FILL in the BLANK.) I would love to tell you more about (FILL IN THE BLANK). But before we dive into that can you tell me a little about what peaked your interest about the (FILL IN THE BLANK.)"

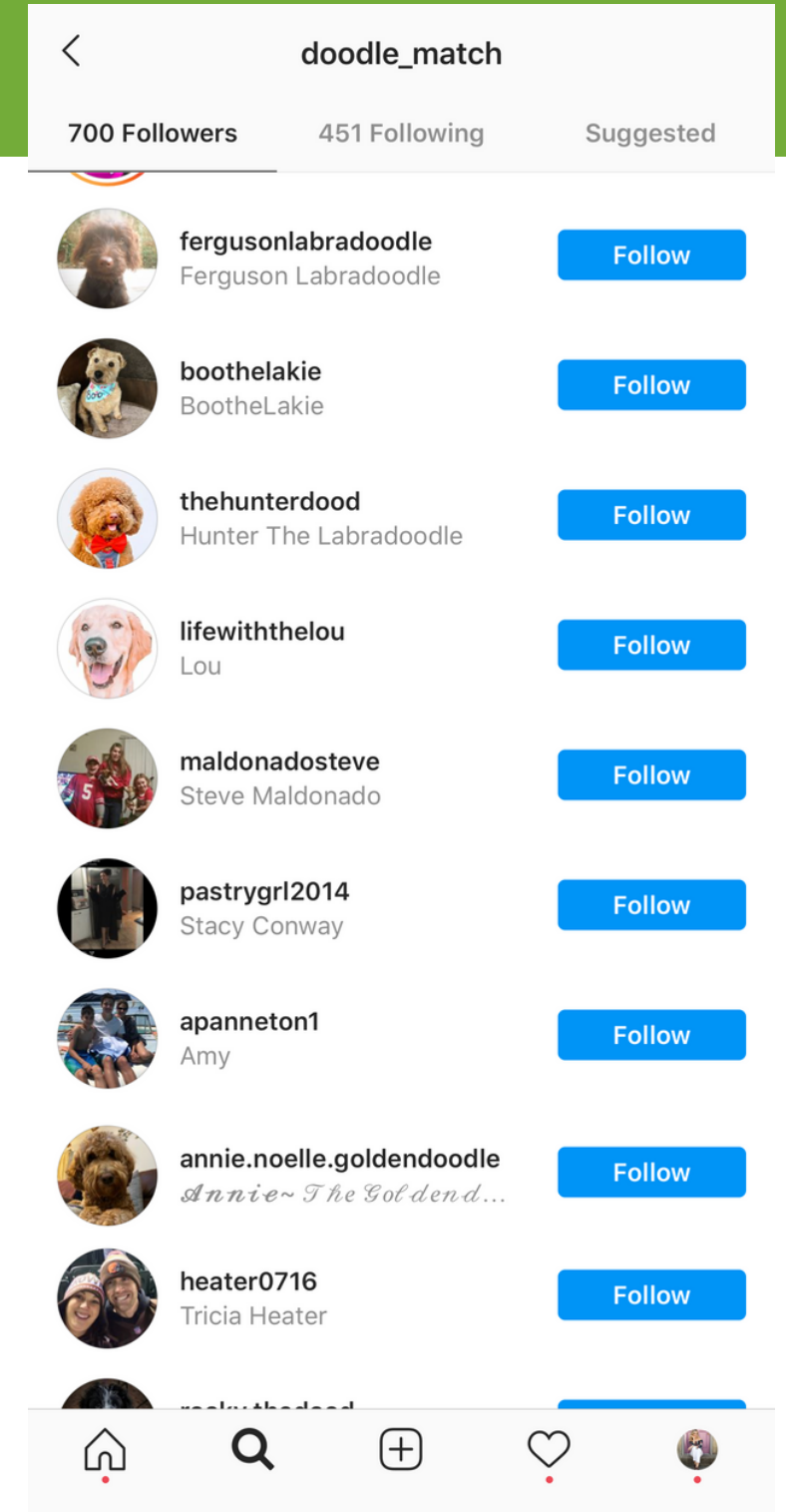
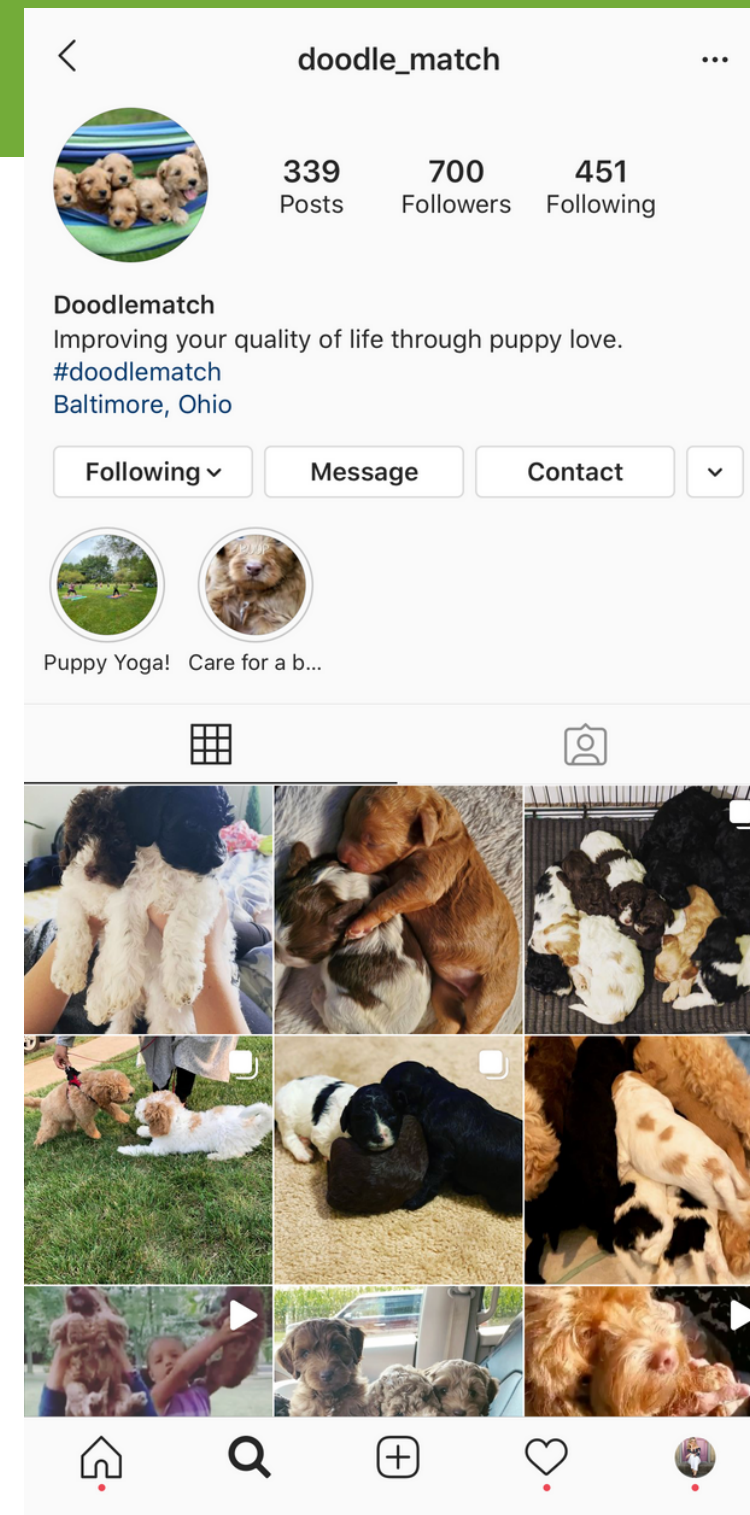
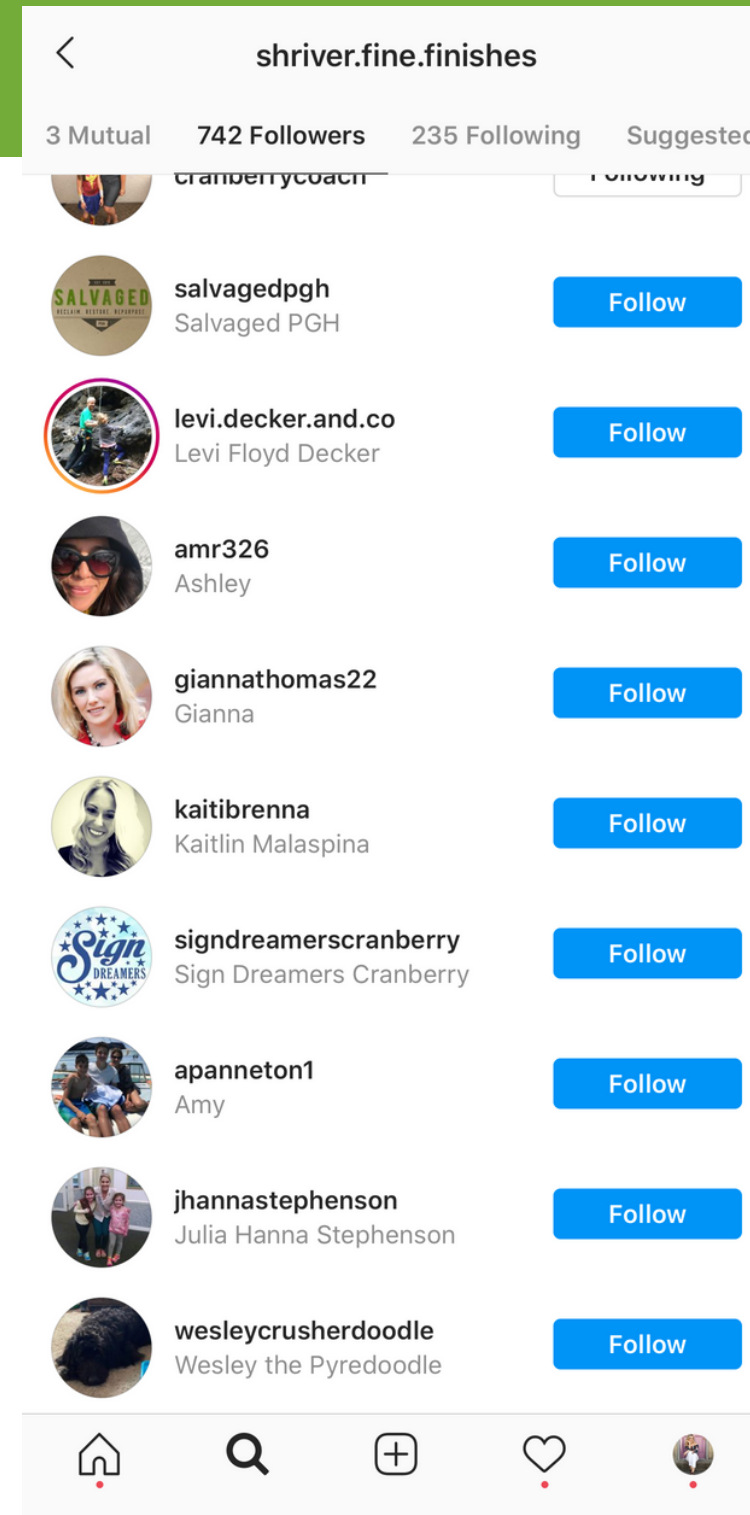
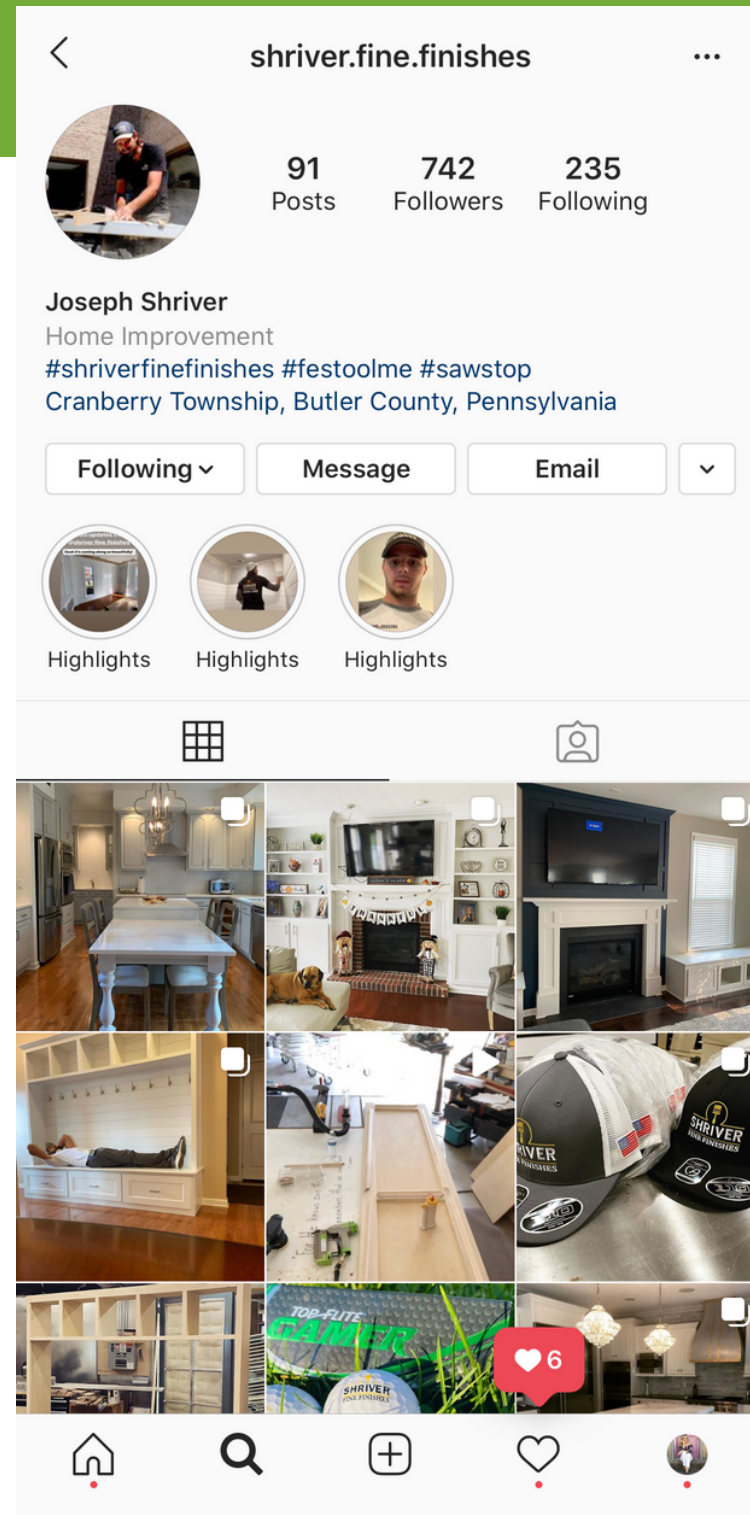
In a voice over or in response Melanie might say:
"Hey Amy! Thank you so so much for responding to my poll. I am reserving your spot right now. Was there anything in particular that caught your eye about the collection? Shoot me a message when you get a free minute today!"



Engaging Through Connection

- Find complimentary accounts.
- Interact by leaving a comment on at least 2 posts.
- Watch stories, comment on at least 1.
- Follow the account.

How to find new people on Instagram



Next Steps!

Questions?