

Lesson 3:

The Audience That Delivers Results

“How and Where to Find It”

In this lesson, we'll cover

where to find your ideal audience, how to attract them,
and how to keep them engaged.

You'll also learn how to:

- ✓ Analyze your audience
- ✓ Create content that speaks to them
- ✓ Choose the right promotion channels

Where is your audience in 2025?

Social media
platforms

In-person events
and partnerships

Building an audience today takes **both digital presence and real-world connection.**

How do you pick the right platforms for your brand?

It depends on your content and how you position yourself:



Visual content — Think Instagram or Pinterest



Educational or expert-driven — Try LinkedIn or YouTube



A mix of formats — Go for TikTok or your personal blog

Organic **vs** Paid Growth

Organic Growth

— Growing naturally through great content and genuine engagement

Paid Growth

— Using ads to reach specific or larger audiences

The best approach?

Blend both, depending on your goals and budget.

Top Channels for Building Your Audience in 2025:



TikTok



Instagram



YouTube



Email Marketing (yes, it still works!)

Use different platforms to raise awareness, build trust, and drive conversions.

How to attract the right people – not just random followers:

- ⊗ **Train the Instagram algorithm** through your behavior
- ⊗ Use the **right hashtags and keywords**
- ⊗ **Show up consistently** and interact with your audience

Understanding Instagram's Algorithm

Instagram shows users what they're most likely to engage with.

Its main goal? Keep people scrolling.

➡ So start shaping what you see and what you engage with on your feed.

Tips to Work the Algorithm in Your Favor:

- ✓ **Like and comment** on posts similar to yours
- ✓ **Engage with niche content** tied to your brand
- ✓ Be consistent with how and what you engage with — **it teaches the system**

Want better content visibility?

Start here:

If you see a Reel that fits your brand, tap “...” and select **“Interested”** or **“Not Interested.”**

This helps the platform understand what your content is about, and who should see it.

More Ways to Fine-Tune Your Feed:

- ✓ **Use relevant search** terms in Explore
- ✓ **Unfollow accounts** that don't align with your niche
- ✓ **Regularly clean up your follows** to stay focused

Before You Post:

- ✓ Add relevant hashtags and keywords
- ✓ Schedule for high-traffic times
- ✓ Stick around after posting, early engagement boosts visibility

Want Your Reels to Perform in 2025?



Saves and shares matter most



Consistency beats perfection



Create content in batches or series — it makes your flow strong

Content Creation Workflow

1

Come up
with ideas

2

Edit and
optimize

3

Film
and post

**Set up a system that works,
not chaos that burns you out.**

Collaborative Posts = Algorithm Boost

Partnering on posts helps you reach both your audience and theirs.

Platforms see this as high engagement and reward you with more reach.

How to Pick the Right Partner:



Share the same values and message



Post high-quality, consistent content



Have a real, active community

Choose real alignment not just numbers.

Why Collaborative Posts Work:

- ✓ Reach more people
- ✓ Get more comments and shares
- ✓ Build a stronger sense of community
- ✓ Both creators grow together

What Leads to a “Dead” or Misaligned Audience?

- ⊗ Content that feels generic or impersonal
- ⊗ Constantly shifting your brand’s direction
- ⊗ Promoting things that feel off or sketchy

Authenticity and clarity always win over tricks and trends.

How to Attract an Engaged Audience:

- ✓ Share consistent, valuable content
- ✓ Jump into the comments, run polls, reply to DMs
- ✓ Run smart ads — not just random “boosts”

How to Keep Your Audience Hooked After They Discover You:



Send regular updates to stay connected



Post interactive content like quizzes, Q&As, and polls



Keep delivering value — that's what keeps them coming back

What if followers come... but then disappear?

- 01** Check if your content is still valuable and on point
- 02** Rework your engagement strategy

Keep an eye on key metrics:

- ③ **ROI** — Is your effort paying off?
- ③ **Engagement** — Are people commenting, saving, sharing?
- ③ **Growth** — Are you gaining real followers who stick around?



Next Lesson Sneak Peek 🧐🧐

In Lesson 4, we'll dig into brand design and visual identity. You'll learn how to create a look that's stylish, easy to recognize, and unforgettable in your space.

🎨 **Can't wait to see you there!**