

BLOG

SUCCESS KIT



THE ULTIMATE BLOGGER'S SETUP, GROWTH & PROFITS TOOLKIT

The Blog Audience Engagement Checklist

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The Blog Audience Engagement Checklist

You don't just want visitors to come to your blog and read a few posts. Instead, you want them to be thoroughly engaged. You want them to comment on your posts, share them, follow you on social media, join your mailing list, and eagerly visit frequently.

So how do you get this sort of engagement?

By following this checklist. *Take a look...*

Understand Your Audience

Before you start creating content for your audience, you'll want to get a feeling for who they are, what problems plague them, their hopes/desires, and what they want. The more you understand your audience, the better able you'll be to create content that really connects with them.

You can do this by:

- Searching Google for your audience demographics. (Be sure to stick with reputable sources, such as government sites, universities, and reputable organizations such as research firms.)
- Spending time with your audience. Hang out with them on forums, social media, in blog discussions, Quora.com, and other places where they interact. Spend time reading posts to learn more about them.

TIP: *Whenever possible, become a part of the target market. Do what they do to better understand their joys and frustrations in the niche.*

- Surveying your market. You can use a tool like SurveyMonkey.com to quickly create a survey to find out audience demographics as well as their problems and desired solutions.

Next...

Create Engaging Content

Elsewhere in these checklists you've learned about how to create high-quality content that will keep your readers coming back for more, including crafting attention-getting titles, adding value to your posts, and edutaining your readers.

Here are two more tips for engaging readers in your blog posts as well as on social media:

- **Ask questions.** For example, post an article about a controversial topic. Share both sides of the argument and then ask, "What do you think?"

Here are other questions to ask and statements to spur discussion:

- What is your favorite way to [get some benefit]?
- How would you do this differently?
- What is your favorite [topic] tip?
- What is your biggest problem with [trying to achieve some goal]?
- What is your favorite [topic] secret?

- Your turn: tell your [topic/motivational/success] story...
- Some people say [insert what they say]. Do you think [that's true/it works]?
- **Create a series of posts.** Then arouse curiosity about the upcoming post. For example, "Do you know which herb you should never eat when you're trying to lose weight? Find out the surprising answer by clicking here!"

Next...

Call Visitors To Action

Whenever you post content, you should have a specific goal in mind. Your call to action should then encourage readers to take the action which will achieve that goal.

*For example, if you want people to share your content, then you might add a call to action such as: "**Click here to share this post with your friends – they're gonna love you for it!**"*

Or let's suppose your goal is to get people to take immediate action on the how to information they just learned, since reader satisfaction is closely linked to results. You might post a call to action such as

"Your next step is easy – get started right now by [taking some specific step]. And do it now, because [you could have some specific result] by [some specific timeframe, such as "tonight" or "one week from now"].

Make It Easy For Prospects To Take Action

Calling visitors to action isn't enough – you need to also make sure there are no hoops between your visitors and the action you want them to take.

This means:

- Offering social media buttons to make sharing easy when you ask readers to share your content.
- Including links when you want your readers to go to a website.
- Making forms quick and easy to complete you want your reader to take an action such as joining your list.

Next...

Offer Interactive Features

Another good way to engage your audience is through interactivity. Depending on your blog and niche, this may include activities such as:

- Running contests that encourage visitors to participate on your blog and/or social media (e.g., commenting, sharing, liking, etc).
- Offer polls on trending topics. (E.G., Who is going to take the gold in the summer Olympics?)
- Solicit feedback, and then make use of the feedback to make readers feel important and valued.
- Create a "Member of the Week" feature on your blog to showcase a blog reader's success.
- Offer access to a web-based app or tool. For example, if you have a debt management blog, then you might offer calculators that help people determine monthly payments on mortgages or auto loans.

Next...

Interact With Your Audience

Whenever your audience interacts on your blog or social media platforms, reward them! This includes:

- Commenting on their replies and genuinely engaging in discussions with them.
- “Liking” comments they make on your social media pages.
- Retweeting and sharing their content.

Next...

Offer Ongoing Features

Still another way to engage your audience and make your blog and social media pages “sticky” is by offering a series or other ongoing feature.

For example:

- Offer a regular feature such as an “ask the expert” day on your blog, where you’ll take questions live and answer them.
- Create a webinar series where you bring in several guest experts to answer your readers’ questions on particular topics.
- Highlight a weekly flash sale on your blog on a specific day each week to stir up excitement.

- Offer a weekly contest on a specific day of the week so that your readers have something to look forward to. (Hint: Think of radio stations that have daily contests to keep their listeners tuned into their stations. You can do something similar to keep your readers tuned into your blog!)

Now let's wrap things up...

Conclusion

If you use all the methods above, you're sure to grow not only your audience size, but the engagement as well. Just be sure to track, test and tweak your various content and features so that you can find out what your audience responds to the best.