How to Build an Audience

Welcome to the University of Montana’s guide to launching and building an audience through your website and through social media channels.
What some people think social media and content management look like:

1. Open Computer
2. Go to Facebook: Click on UM link.
3. Follow, like, share, donate, register.
What it actually looks like:

Open computer: check out news, social, email, blogs.

Average person sees 400 links before committing.
-Moz.com

Selects content that adds value. Remembers great content producers.
RedBull, Lululemon, Nike
See, Think, Do Strategy.
Are you speaking to each of these audiences?

- **See**: Everyone interested in anthropology.
- **Think**: Everyone interested in anthropology and interested to learn more.
- **Do**: Everyone interested in anthropology and wanting to register for a class or webinar soon.
• Ten ways to stay healthy this winter (Curry Health Center)
• Five videos of Missoula bikes being stolen (Campus Safety…the videos could be campus safety showing how easy it is to cut through cable locks, etc.)
• Luck doesn’t matter during a job search (Career Services)

Example: Blogging Post
Target: People who are interested in networking
• Six things you didn’t know about the Curry Health Center.
  **Target:** All people on campus that might want to take advantage of their student fees.

• What happens when you push that big safety button on campus (images)?
  **Target:** All people that might be on campus and concerned about safety.

• List of recruiters coming to campus and when.
  **Target:** All students that might be on campus and interested in meeting an interviewer.

**Example:** Facebook
  **Target:** All people with creative writing skills
  And a desire to improve.

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How to Force Creative Thought
3. Pseudo Reading
Pretend you’re going to read. Get a good book, find a comfy spot at a calm time of day or night, make sure the lighting is just right, then don’t actually open your book. Just sit there for a while and see where your mind takes you.

THEWONDERJUNKIES.COM
Do/Act

• You’re five clicks away from a Curry Health Center Teeth Cleaning.
• UM Alerts … are you receiving them? Sign up in five minutes.
• Resumay re-vue wirkshop. Sine up hear two avoid career crushing type-o’s!

Example: Display Ad

Free Guide: 17 SEO Myths to Leave Behind in 2014

Separate SEO fact from fiction & stop wasting your time on SEO strategies that don’t work.

Get My Free Guide
Index: Other Examples

Video content: YouTube

Blackstone Launchpad at UM:

https://www.youtube.com/watch?v=ElsyPVQbXA0&list=PL6IhGLInoTC3jrPiEEgT4KTqdeEBx2cNR
Index: Other Examples

- **Facebook**: Sharing relevant content for your audience

  Tip: Boosting your posts audience reach for $5 is a great way to get more attention.
Index: Other Examples

- Twitter: Re-Tweeting

Tip: Tweet and Re-Tweet Often
Index: Other Examples

Instagram: Post great photos a few times a week!

Tip: Use popular hashtags and UM's hashtags.
Extra Resources

- http://marketingland.com/
- https://www.facebook.com/business
- http://www.contentmonkeys.com/