

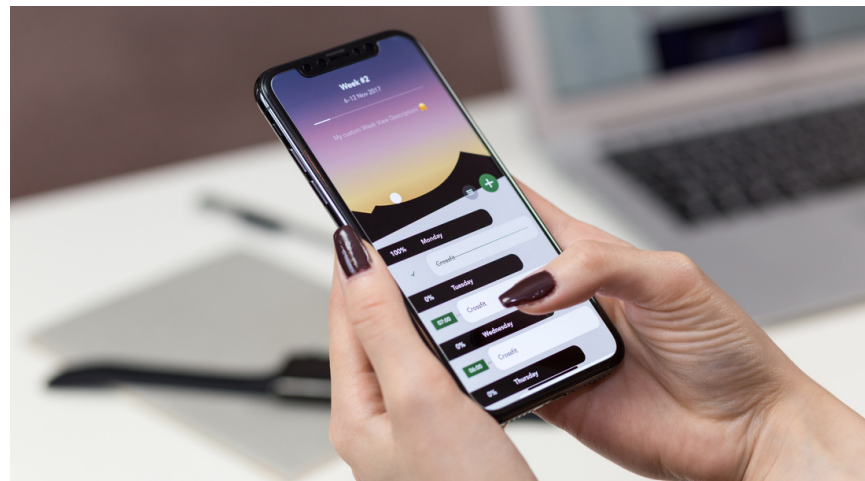


**HOW TO:**

**CONVERT SOCIAL MEDIA  
FOLLOWERS**

**INTO EMAIL SUBSCRIBERS & CUSTOMERS**

# COURSE OVERVIEW



## **SOCIAL MEDIA FOLLOWERS**

Be active on social media platforms like Instagram, Facebook or Twitter and provide creative content to start the process of converting.



## **TARGET YOUR FOLLOWERS**

Create ads and or creative content related to your brand that drives your audience to a landing page, which holds your offer.



## **CONVERT THEM INTO EMAIL SUBSCRIBERS & CUSTOMERS**

Create a sales funnels to attract your audience so they can join your mailing list.

**"EMAIL HAS AN ABILITY  
MANY CHANNELS DON'T  
CREATING VALUABLE,  
PERSONAL TOUCHES-AT  
SCALE."**

**-DAVID NEWMAN**

# OVERVIEW OF STEPS TO CONVERT:

1. Your targeted email subscribers will be new or existing followers of your brand via a social platform like Instagram, Facebook or Twitter.
2. After viewing your page, they see a link in your bio which is either a website for your brand or landing page which will provide them with something they could benefit from, in exchange for their contact information.
3. The potential email subscriber becomes a subscriber to your mailing list and triggers a welcome email.
4. Your new email subscriber is now connected to you via social media and email which gives you the opportunity to communicate with them even more!
5. If the content you provide is interesting enough for them to open and click each week, you can now share other offers to them which may prompt them to sign up for other freebies, products or services you offer. and result in a loyal customer.

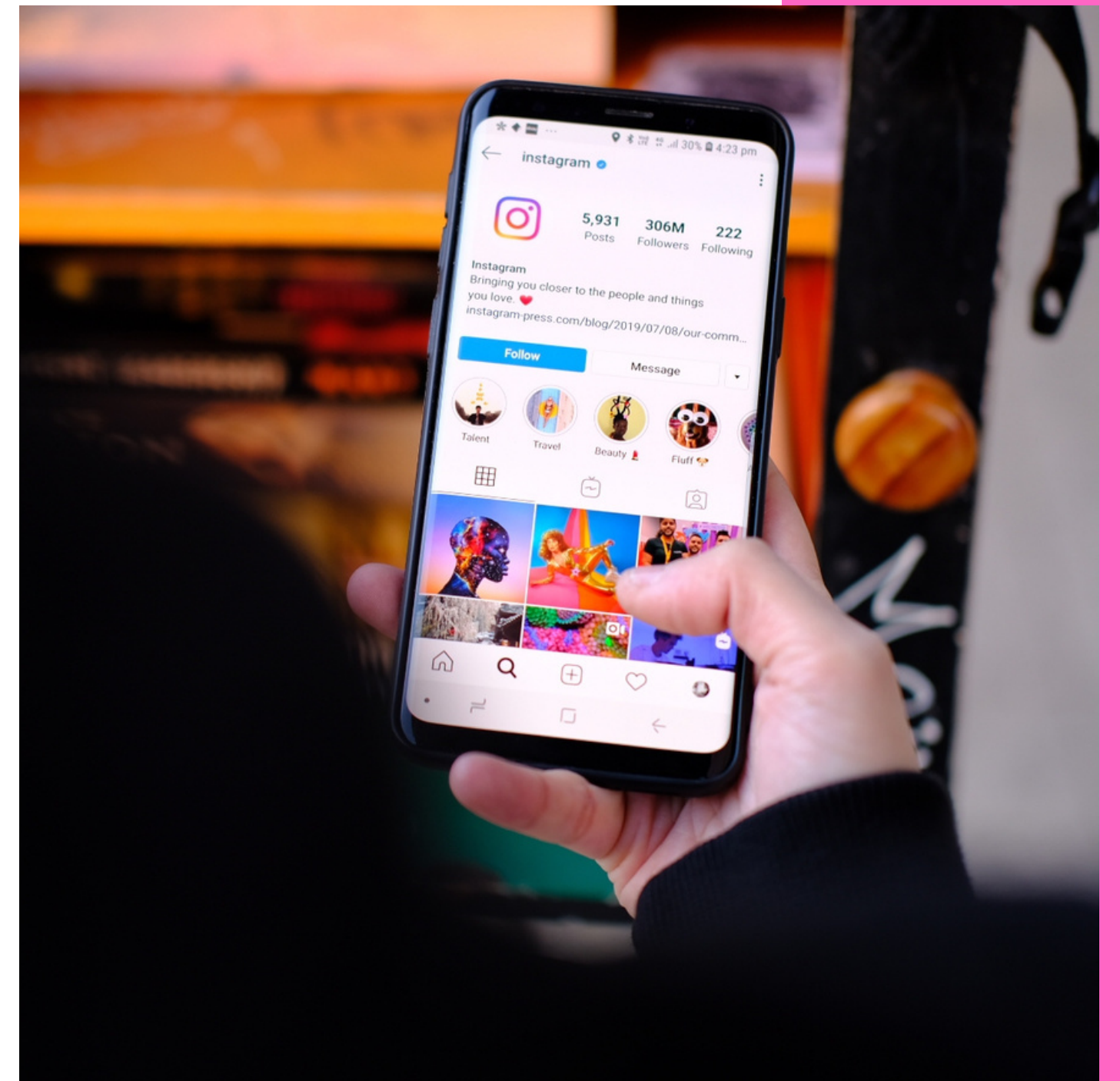
# INSTAGRAM BIO LINKS

**\*\*AVOID INCLUDING A URL UNDER A PICTURE BECAUSE THEY AREN'T CLICKABLE\*\***

Drive traffic to a Link Tree landing page. This option will allow you to house multiple links (unlimited) to other landing pages that you would like to share.

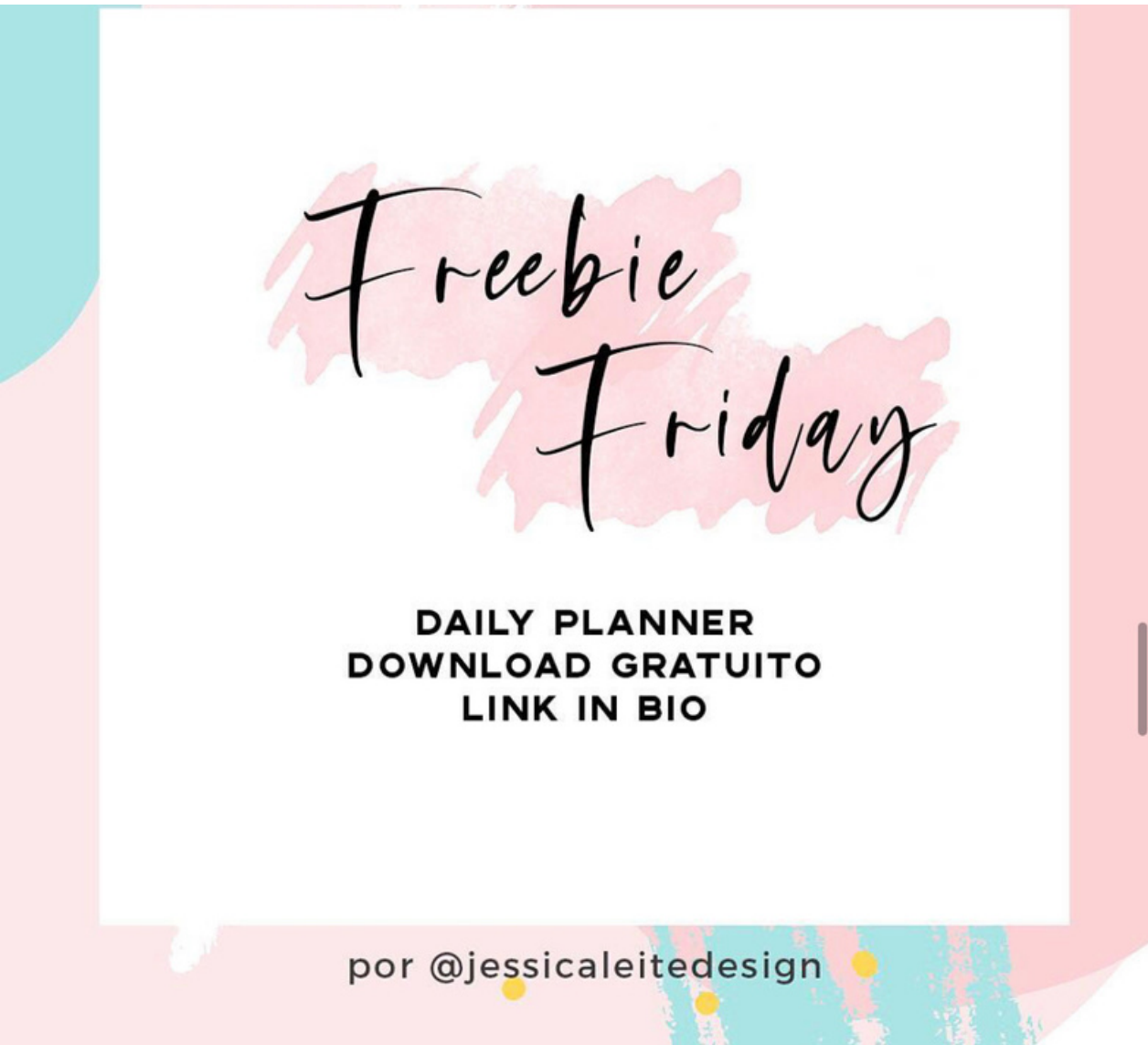
Create a landing page to capture the email of new subscribers by providing a page that details an enticing offer they can benefit from.

Only drive your audience to your site IF there is a clear call to action on your site for the product or service you're wanting to share.

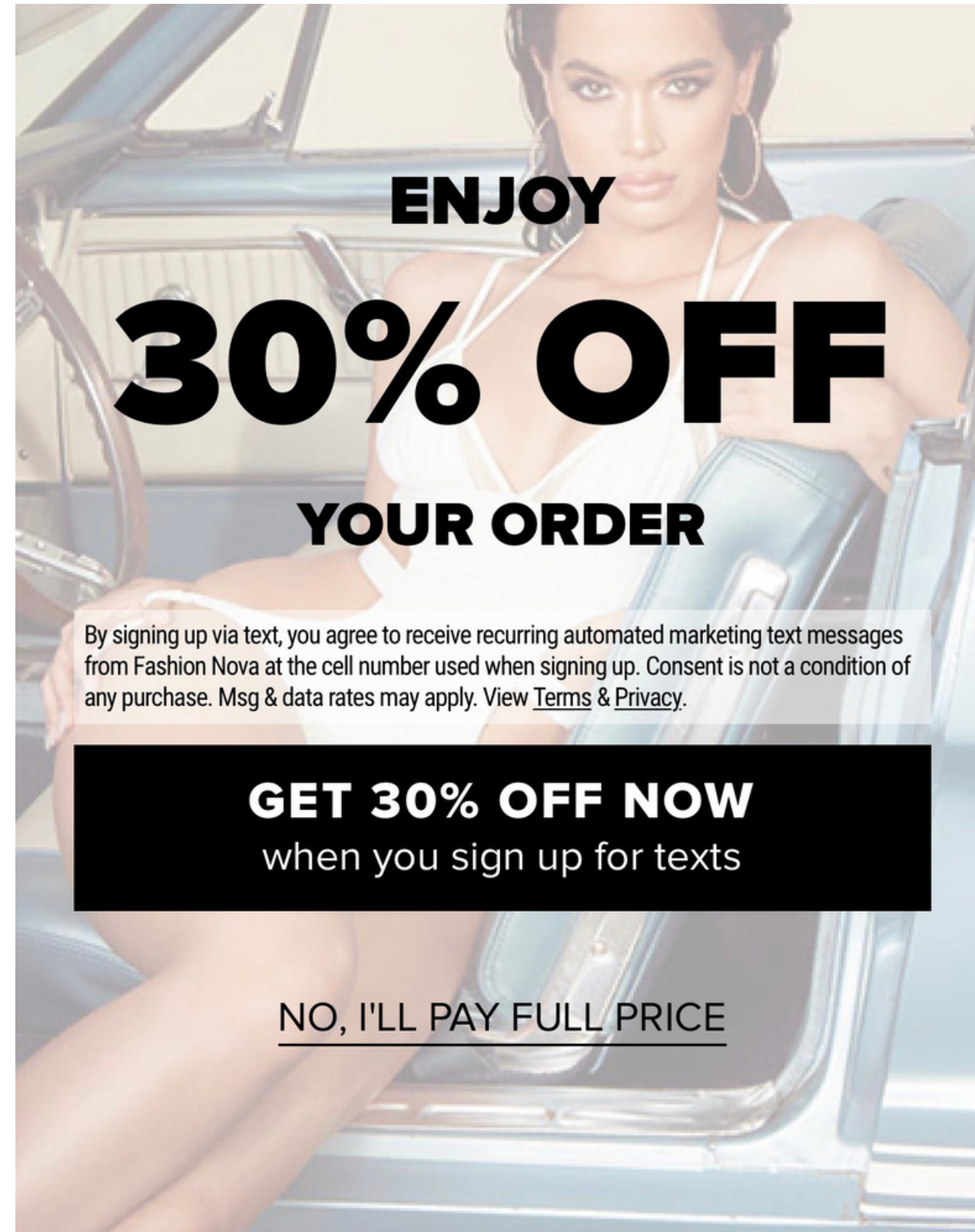


# STEP 1: CREATE AN APPEALING INCENTIVE

## Freebie



## Discount



## Giveaway



165 likes

clutchnails 🌸 GIVEAWAY 🌸

This week's giveaway is an extra special one 🥰

Enter for a chance to win a free subscription to The Clutch Club for an ENTIRE year!! What's The Clutch Club? It's our subscription service



90 likes

hivecriativo New around here! Every last Friday of the month is going to happen and how does that work? Simple, nothing less than treats!

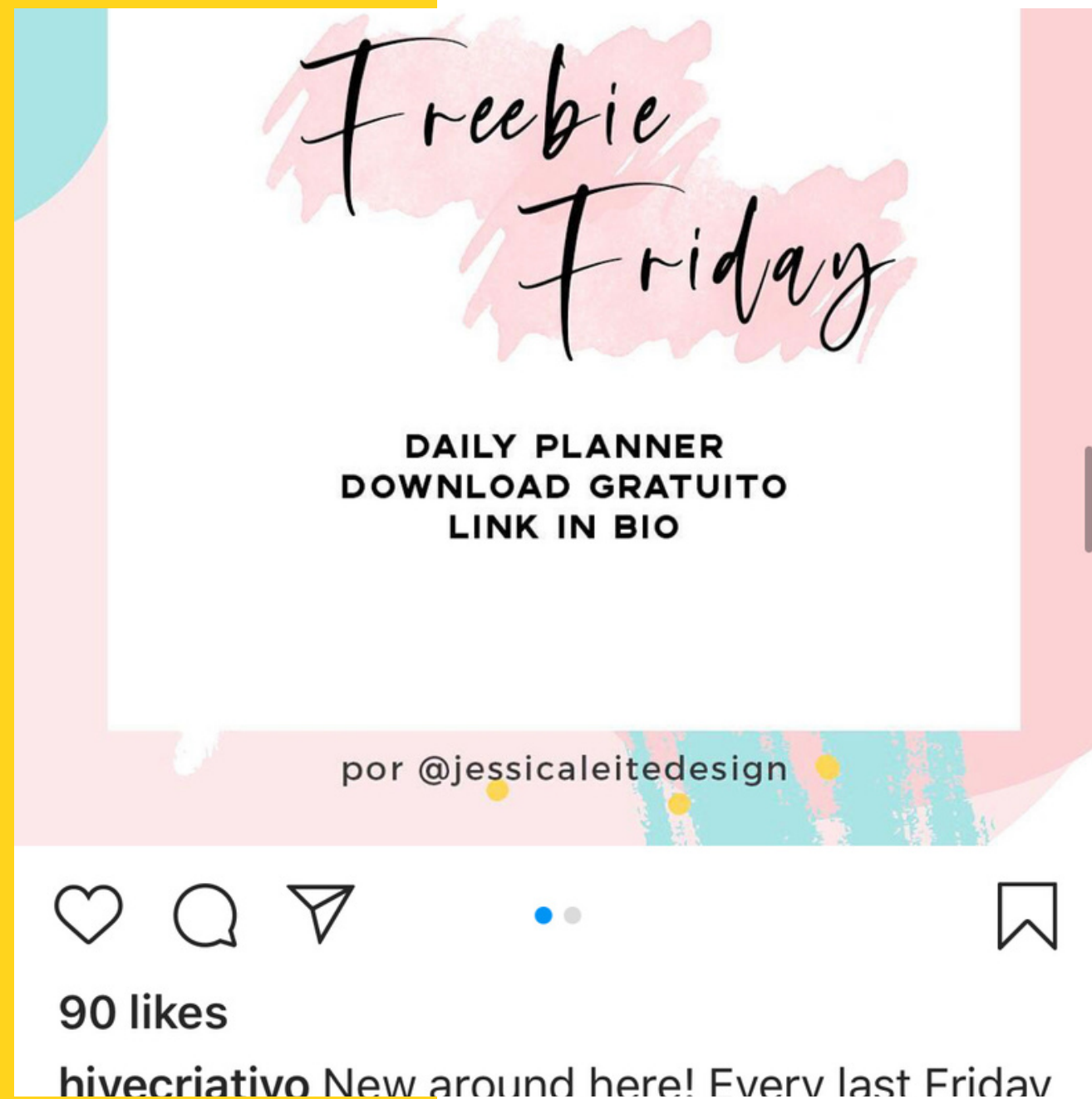
# FREEBIE

## WHAT IS A FREEBIE?

Freebies are most commonly known as "opt-in" or "lead magnets" and are used as an incentive that you can offer to potential clients in exchange for their contact information. Typically, you would be aiming for their email address, first and last name and phone number.

## COMMONLY USED FREEBIE TYPES:

- E-Books
- PDF Guides or Checklists
- Mini Courses
- Email Challenges
- Newsletter Signups
- Video Trainings



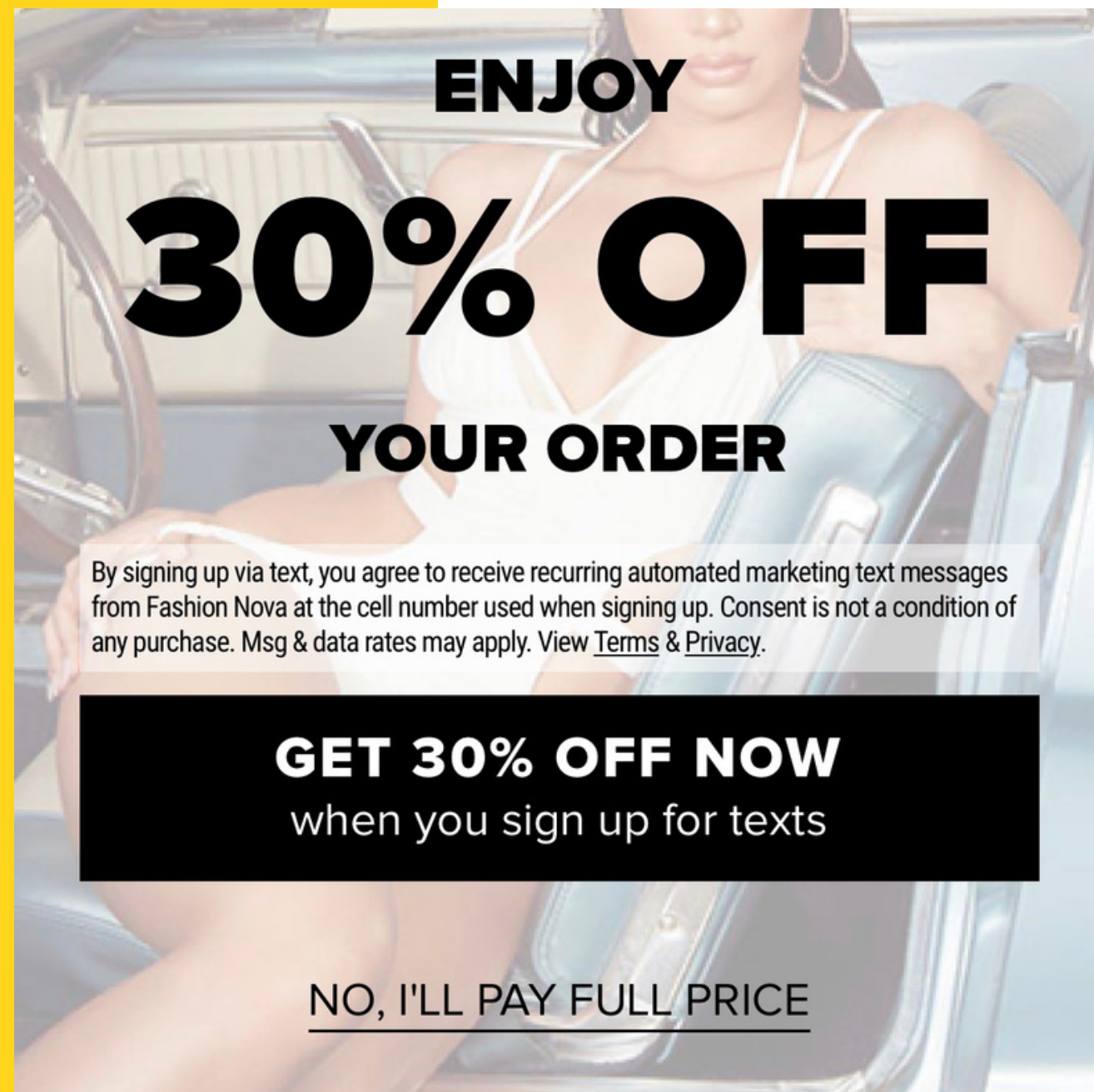
# DISCOUNT

## WHAT IS A DISCOUNT?

A deduction in cost from the original amount of the product or service being offered.

## HOW IT IS COMMONLY USED:

Many businesses use discounts as an incentive for potential customers to receive a percentage off of their first purchase, in exchange for their email address and or phone number for sms marketing purposes.



**ENJOY**

**30% OFF**

**YOUR ORDER**

By signing up via text, you agree to receive recurring automated marketing text messages from Fashion Nova at the cell number used when signing up. Consent is not a condition of any purchase. Msg & data rates may apply. View [Terms & Privacy](#).

**GET 30% OFF NOW**  
when you sign up for texts

NO, I'LL PAY FULL PRICE

# GIVEAWAY

## WHAT IS A GIVEAWAY?

A promotional tool that allows businesses/brands to gain visibility amongst their competition by offering the opportunity to win something at no monetary cost to the winner. Typically, it does require engagement from the audience in order to become eligible by completing things like sharing, commenting, reposting and or liking the photo.

## BENEFITS:

- Generate more engagement on your posts.
- Produce user-generated content from reposts
- Traffic to your site, landing page and or signup form
- Grow your social media following



165 likes

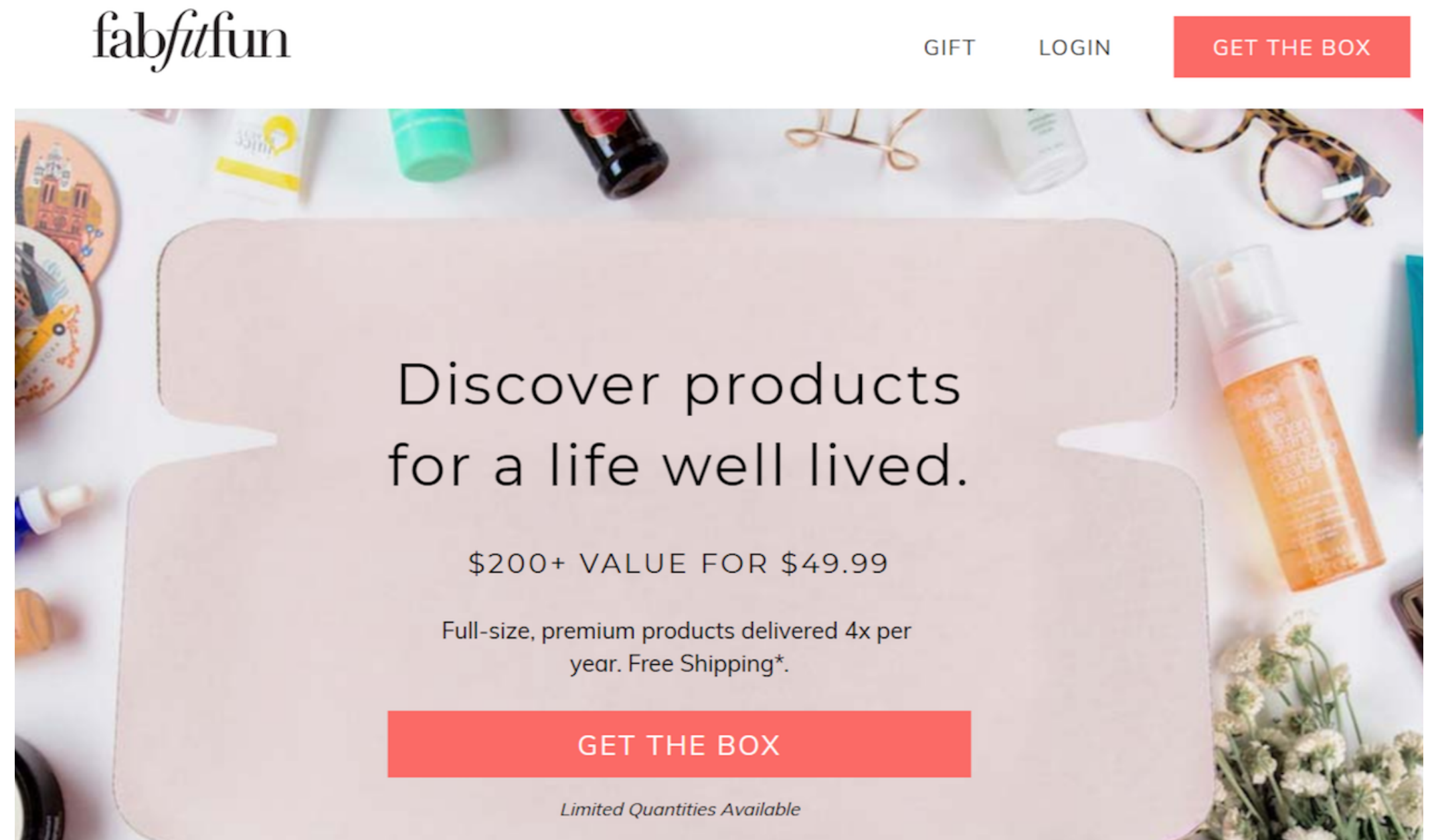
clutchnails 🌸 GIVEAWAY 🌸

This week's giveaway is an extra special one



# STEP 2: CREATE A LANDING PAGE

- **UNBOUNCE**
- **MAILCHIMP**
- **VIRAL SWEEP**
- **CLICKFUNNELS**
- **LEADPAGES**
- **INSTAPAGE**



# WHAT IS A LANDING PAGE?

Landing Pages are web pages that stand alone. They give your potential contacts and or existing contacts a page to land on after they click on a link you've shared via a social media post(not clickable)/story, social media bio, email, ad and or anywhere the link is placed.

Landing Pages are the perfect way to promote limited-time offerings, giveaways, product pre-sales, up-selling products, new products, events, live workshops and much more. This marketing resource will not only help you build customer loyalty, but it can also increase profits!

English

NET-A-PORTER  
*The world's premier online luxury fashion destination*

Enter Keyword

DESIGNERS CLOTHING BAGS SHOES ACCESSORIES LINGERIE BEAUTY

## SIGN UP NOW FOR FASHION AND BEAUTY UPDATES

Details below to start receiving new product alerts, chic styling tips, best buys and the latest trend news straight into your inbox.


And, you can personalize your What's New updates, create the lookbook, and never miss out on the most desirable pieces again. What are you waiting for?

\*Fields are mandatory

password\*

Country\*

[Sign Up](#)



# IDENTIFY YOUR CUSTOMER PAIN POINTS

**A customer pain point essentially is a problem that your potential customer is experiencing during their buying journey.**

**Financial**



**Productivity**



**Process**



**Support**



# FINANCIAL PAIN POINT

## GETTING THEIR MONEY'S WORTH...

It's important that the customer can see the value in the product or service they will be purchasing from you. By joining the mailing list, they are expecting the product or service to be something they probably have been wanting for a while in hopes of meeting the satisfaction they are needing. OR, they found your offering appealing enough to purchase and based on what is received, that will be a determining factor on them returning as a customer and or staying on your email list. A purchase at the end of the sales cycle is an investment for the customer, so make it worth it!



# PRODUCTIVITY PAIN POINT

## ARE YOU SOLVING A PROBLEM?

You'll want to make sure that your product or service is solving the issue of being productive. Some questions to ask yourself would be:

1. Is what I'm providing going to create an inconvenience in anyway for my customer or create a convenience?
2. Will it be something that requires my customer to learn something brand new that takes them out of their comfort zone and will cause them to lose interest, or will it provide a level of comfortability that doesn't require much effort on their end?
3. Will it solve an everyday issue that my customer is facing and is there longevity in my product or service?



# PROCESS PAIN POINT

## **DON'T MAKE IT DIFFICULT**

Be clear in your communication to let your customers know when you will be available for them. There are millions of businesses out there in the world, and the chance of your acquired customer deciding to walk away because of a difficult process is as high as 75%.

For example, if you're a business that sells drop-shipped products originating overseas, be transparent in the shipping section of the site to set the expectation that shipping will take longer than if the product were shipping directly from your home country.



# SUPPORT PAIN POINT

## CAN YOU HELP?

Will you have the ability or willingness to help your customers after they join your email list or purchase from you? If so, it is important that every interaction is an experience. Nothing turns off a customer like an impersonal experience with support.

Yes, at times people just want an answer but if you put some effort into providing knowledgeable insight into their concerns and recognize an opportunity that they can benefit from, that not only helps your business but it will also help the customer. **Churn is very real. Retention however is possible!**





don't forget!

CHERIE'S  
CHASE  
METHOD

# DON'T JUST SELL THE PRODUCT. SELL THE SOLUTION.

1. **Consider** your customer's pain points.
2. **Highlight** how your business is different than competitors.
3. **Always** keep your customer in mind when creating your product or service.
4. **Sell** the value of your product or service being offered.
5. **Educate** without expecting anything in return. (Free content such as blog posts, social media posts, ads, emails, social media stories, free webinars, free masterclasses, etc.)

*QUESTIONS? EMAIL: [HELLO@CHERIEMOORE.COM](mailto:HELLO@CHERIEMOORE.COM)*

*See you next  
week!*