

THREE WAYS TO CREATE CONTENT THAT WILL ENGAGE YOUR AUDIENCE #BUYFROMABLACKWOMAN

CREATE CONTENT THAT WILL CONNECT

Getting an audience to talk not only back to you, but with each other will really get your engagement going.

You want these posts to be interactive.

Make sure to respond to your audience and engage in the conversation.

CREATE CREDITABLE CONTENT

Come across as an expert in your field.

Show your audience that you do know what you are talking about.

If you borrowed information from another site or person, give reference to this site or person. This not only shows that you do your homework, it also shows that you are honest.

CREATE CONTENT THAT SHOWS YOUR CHARACTER

Share who the person behind the business is!
Your audience will connect with you AND see how creditable you really are.

Hang this page as a reminder.

Tag @buyfromablackwoman in your picture to share you workspace.



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www.buyfromablackwoman.org

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