

# 6 Ways To Better Connect With Your Audience

Are you tired of writing blog posts and feeling as if no one is reading them? It may be discouraging to continually produce content when your audience is barely active. One of the most important factors of having a successful blog is to always keep in touch with your audience, whether that be by asking them what you should write about or simply replying to their comments on your posts. Here are six great strategies to better connect with your readers:

## ***1. Invite Social Media Connections***

Nowadays, social media is an essential part of building a broad and loyal audience for your blog. Not only does social media allow you to always be up to date with news regarding your community and other bloggers' posts, but it also allows you to communicate with your readers. You can use each of your social media posts to promote your blog by using inspiring quotes from your writing or just linking your blog to your social profiles.

Moreover, you can join blogging groups on social media, as well as invite your social media followers to take a look at your blog, which will lead to growing traffic on your blog. Create a profile using your blog's name on every social media platform you're familiar with or think is a good fit. That way, interested people will have a much easier time finding your content. If you have a captivating social media account, people will be more likely to come back for more posts and share your content with their friends or family.

## ***2. Grow Your Email List***

Another way of connecting with your audience better is by encouraging people to sign up for your newsletter. Newsletters allow you to directly communicate with your audience about upcoming new blog posts and promotions.

Growing your email list is something you should strongly consider if you want to keep your audience informed and excited. Some effective email list building techniques are:

- Create bonus content – to gain your readers' interest in your blog with exclusive posts or videos;

- Encourage subscribers to share – Something as simple as a "Share with a Friend" button in your emails, can increase your chances of gaining new subscribers;
- Host contests and giveaways for your readers – This is a great way to gain someone's email address to begin the sign-up process. Simply ask readers to register for the giveaway with their email address, and you've created a fun and engaging experience for readers while also growing your email list.

### ***3. Allow People to Ask Questions***

Being open to questions, opinions, or criticism from your audience is an essential factor in building a strong bond with your readers. People want to feel as if their requests are important, so provide this service whenever possible. Let your audience ask questions about anything that interests them.

Whether it be via comments to blog posts, over email, or through your social media profiles, this is an important step. This can help build loyal readers, especially early on in the process when you may only have a few comments. But that doesn't make it any less important once you have hundreds of comments coming in. Always try to reply to readers and answer any reasonable questions.

Finally, be sure to thank them for visiting your blog. Many people are surprised by how much good maintaining a respectful and friendly relationship with your readers can do.

### ***4. Build a Community***

Who doesn't want a community that is always there to support them, visit their blog, communicate, and share content ideas with? At first, it may be challenging to start building a community around your blog, but all the effort will ultimately be worth it once you start to find a few real supporters.

Having a loyal community means your blog will be shared more often on social platforms, generate more traffic, and strongly recommended by these dedicated fans. Here are a few ways to build a healthy community for your blog:

- Be Open to Suggestions – There are few better ways to understand what your readers want than to be receptive to how your writing makes them feel;
- Have Similar Interests – Ensure your blog is centered and focused on something you and your audience are passionate about;

- Create Community Challenges – Creating challenges related to your niche or blogging for your community will generate more engagement from people. For instance, You could start a month-long content challenge among readers, where the readers who get the most likes on a submitted piece of content are awarded some type of recognition or prize.

## **5. *Have Q&A Sessions***

Q&A sessions can be a great opportunity for your readers to gain a deeper understanding of you and your blog. They are an excellent way for you and your audience to learn new things about each other and strengthen your connection. Furthermore, Q&A sessions are a fun twist on the usual blog post and can be a good way to share your opinions about different topics with your audience and gain their trust.

## **6. *Ask Your Audience for Their Opinions***

Last but not least, another way to better connect with your readers is to ask them for their opinions directly. Receiving feedback or advice from your audience is an excellent method of learning what they think about the content you post overall. Your blog is not only about the things you enjoy but also about identifying what your readers want to see.

You can ask your audience for opinions in a lot of different ways. Whether you just allow comments on posts, or expressly ask important questions, your readers will offer valuable information and let you know what their opinions are.

# **Final Thoughts**

Establishing a strong connection with your audience is crucial for building a successful blog. After all, a blog should be a conversation, where the writer can always communicate with the readers and vice-versa. Opinions and ideas should be exchanged frequently, whether that be through emails, comments, or social media posts. If you want to improve your relationship with your audience, the strategies provided above are sure to put you on the right track.