



# 10 Tips How To Catch Your Audience's Attention On *Social Media*

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Attention spans are extremely short these days.

We're bombarded with hundreds of messages every day: commercials on TV, advertising on buses, in train stations, in shops, billboards along the roads, ads in magazines - and on Social Media.

So if you have a business and you're using Social Media marketing to build an audience - and eventually convert them into buyers - then you must make sure your social media posts **stick out and grab the attention of your target audience.**

Your goal with social media is to have an audience that **notice and engage with your posts.** That is, you want your audience to comment, like, share, click on your links, watch your videos etc.

However, to catch your audience's attention, STOP them from scrolling and make them interact with your posts is NOT easy these days with all the competition out there aggressively fighting for people's attention....

Therefore I've put together this cheatsheet of 10 tips you can use and have in mind whenever creating your social media posts and videos.

## Here are 10 tips that will help you grab your audience's attention on Social Media:

### 1. Humor

Humor is always a winning concept to grab attention on social media.

**People are bored** and hang out on social media sites to be **entertained.** So if you can make your posts and videos fun and entertaining they will for sure stop the scroll and viewers will happily engage with them (comment, share, click your link etc).

Get creative, share a funny joke that's related to your product or business somehow!

## 2. Tell a story

Whether the goal of your post is **to sell a product or introduce an idea**, story telling is a very powerful strategy. It's also perfect to use story telling for **branding purposes**.

## 3. Be different, bald and even shocking!

If you can make your post or video different, bald or even shocking - it will stick out from your competitors, and it will definitely get noticed in the newsfeed.

## 4. Be a *bit* controversial

A controversial statement will stop the scroll, but if it's too controversial, it will also **push viewers away**.

So you have to be strategic when doing this. And perhaps you want to push away viewers that probably don't fit in as your target audience anyway?

## 5. Ask a question

Ask questions your target audience can relate to and **provoke their thoughts**. It will stop the scroll and encourage your audience to interact with your post and also **lead to conversation**.

## 6. Curiosity

Curiosity is a secret weapon to get attention on social media. Be intriguing, but **don't tell everything**. Curiosity keeps your audience reading your posts, watching your video till the end, click your links... because they want to know what's coming next.

You can for example **share a benefit or a result** you or a customer got from using your product. But **don't reveal the name of the product**. For further information, they must either click your link, opt-in to your email list or comment on your post and ask for more information.

## **7. Use statistics**

Statistics may sound boring, but starting your post with a compelling statistic or fact that relates to your audience's interests can work really well to get their attention.

## **8. Quotation**

An inspirational quote from the right person can be a good way to connect with and get attention from your audience.

## **9. Pain and desire**

Using statements with pain and desire you know your audience can relate to, can easily trigger their attention.

State something they desire and reveal how to get the results they desire. And with pain - tell them how to avoid it.

However, be careful with how you use pain, because e.g. Facebook dislikes negativity.

## **10. Tips, Hacks and How-tos**

Tips, Hacks and "How To" posts and videos are very effective if you can demonstrate the features of your product or if you want to teach your audience something.

## Thanks for your interest in this Cheatsheet!

I really hope you find the tips useful and that they will help you create posts and videos on Social Media that catch your audience's attention... so that you ultimately will be successful and reach your goals with social media marketing!

Please let me know if you have any questions and I'd love to know if you have other tips to share regarding how to get attention on Social Media.

### Meanwhile, here are some other tools and resources you may find useful for online marketing:

To create attention getting content on Social Media, you have to **know your audience really well.**

Here's a worksheet that can help you to get to know and find your perfect audience and customers online:

**[=> Perfect customers online](#)**

This is an **awesome** tool and system for creating professional looking videos and video ads on social media - fast and easy:

**[=> Video Creation Tool](#)**

Please note: You can even **TEST this system for FREE** if you click the link above!!

For more tips about online marketing tools and resources, visit:

**[=> https://www.go.ckMarketingOnline.com/recommended/](https://www.go.ckMarketingOnline.com/recommended/)**

## Let's connect on Social Media!

Facebook: <https://www.facebook.com/ckmarketingonline>

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Pinterest: <https://www.pinterest.com/ckmarketingonline/>

And don't hesitate to contact me if you need help with anything or if you have any questions: [contact@ckMarketingOnline.com](mailto:contact@ckMarketingOnline.com)

***To your success!***



*Caroline Karlsson*

**Ps: Here's how to create successful videos and video ads for Facebook  
=> [Click here](#)**