

9 Ways to Build Your Audience

This is an extra resource to go along with the original article:

[How to Turn Your Service or Process Into a Digital Product](#)

Digital products are great for Squarespace freelancers and agencies. You can expand your client base at-scale, without being overwhelmed with extra work. To be successful, you'll want to grow your audience. Here are some ways to do that:

1. Create free, high-quality content. For example, by publishing regular blog posts and posts on social media channels.
2. Get featured in guest posts on other blogs.
3. Get your product (particularly software or apps) discovered on sites like Product Hunt.
4. Make your posts and products easily shareable by your audience, such as by including social media buttons on pages.
5. Grow your email list. Make it easy to join, and keep in regular contact with your list.
6. Post to social media groups that you either own or belong to (within group rules, of course!).
7. Get featured on third-party marketplaces. For example, SQSP Themes sells themes and apps that other designers have created.
8. If you have a budget, run some paid advertising on social media or via PPC.
9. Hone your messaging and engage with your audience, wherever they are. This can naturally help you to build momentum. (For example, don't let social media or email go stale).