**Simple Changes That Will Grow Your Audience**

Are you currently blogging to pretty much no one? Perhaps you’re a business with a website that is getting approximately one view per month?

How do you change that?

There are plenty of answers to this question of course but here we’re going to look at some of the very best.

**Rebrand**

There’s a good chance that you aren’t building your audience because you aren’t attracting them enough with the quality of your website or brand. A great brand needs to immediately communicate the subject of your site as well as why people should be interested.

To do this successful, make sure to invest money in service providers that know what they’d doing. Don’t try to do this yourself!

**Social Sharing**

A fantastic place to get some more followers is on a forum, a social sharing site or any other kind of online community that is interested in your niche. Post here for some fresh exposure.

Note that you might get accused of spamming or self promotion and the best way to counteract this is to spend time in the community making a name for yourself and building relationships.

**Guest Posting**

One of the very best tools for building an audience is to borrow someone else’s audience by using what is called ‘influencer marketing’. In other words, you need to reach out to other big bloggers or marketers in your niche and then get them to give you a shout out – normally in exchange for you offering the same.

To get this to work, you will need to be smart about getting responses from the bigger names. Don’t start at the top but rather with channels that will be excited to work with you, then climb the ladder. Don’t expect to necessarily get an answer right away but rather keep sending messages to politely remind these busy professionals about your query. And network in person wherever possible – go to networking events!

**Define Your Audience**

To build a massive audience, you need to know who that audience is made up of. Spend some time creating a buyer persona, meaning that you will create a hypothetical profile for the person that would subscribe to your site. Once you know more about your audience, you know where to find them, how to appeal to them and more.

Follow these tips and finally: increase your volume. Post more blog posts, post more social media posts and just don’t let up!