

# FACEBOOK GROUPS UNLEASHED



How To Start, Launch and Grow Your Own  
Thriving Facebook Group For Your Business

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## FACEBOOK GROUPS UNLEASHED

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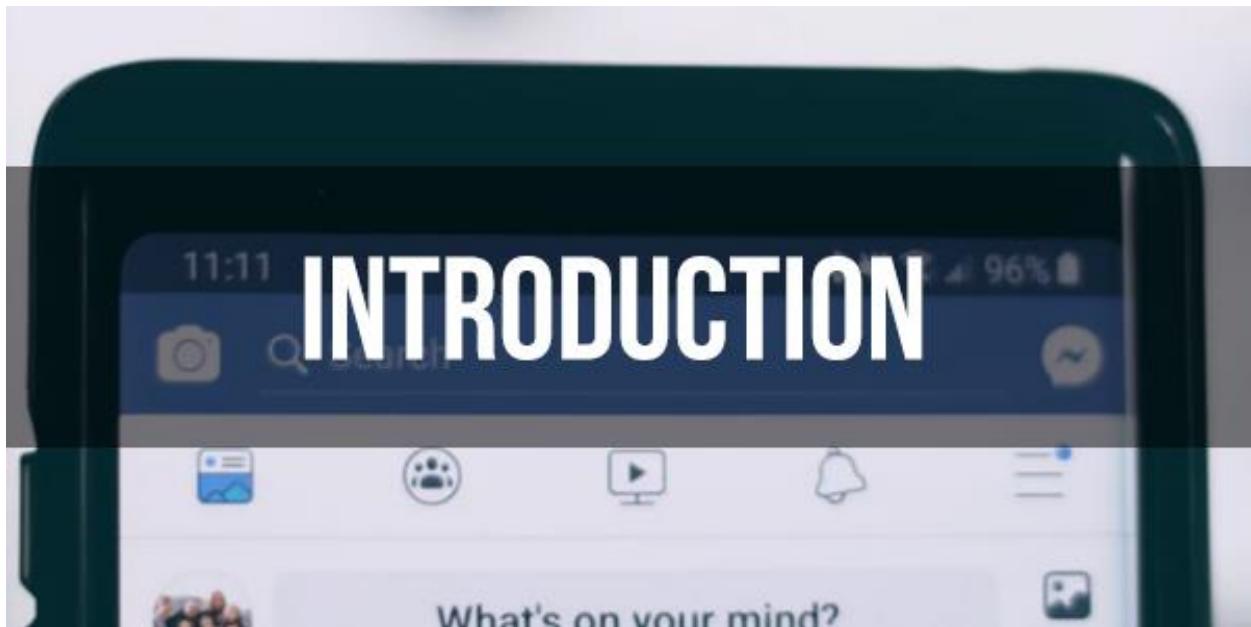
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## Introduction

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What would you say if I told you that you are probably ignoring one of the most powerful features that Facebook has to offer marketers?

Facebook groups – that's right groups, not pages – have huge potential for marketers that all too often gets completely overlooked.

A group has the power to completely transform the way you engage with your audience, massively increasing brand loyalty, conversion rates, and profits.

The power of the Facebook group lies in its more intimate nature. This isn't a case of bringing lots of followers to your channel. Rather it is about communicating with those existing followers in order to build trust, authority, loyalty, and rapport. Facebook groups provide among the most powerful and effective ways to achieve this. And this is what makes ALL the difference when it comes to business success.

Groups meanwhile create marketing and business opportunities that simply don't exist with other forms of marketing. They can even be used as an internal tool for managing your organization and creating more of a strong team dynamic among your employees.

We'll get to all that later on. But even just on the face of it, in terms of pure numbers, there is every reason to create a Facebook group. After all, over *one billion* people use groups every day, which is just under 1/7<sup>th</sup> of the entire population of the planet. More than 100 million people describe groups as being the most important part of the Facebook experience.

This is a strategy that can completely transform your business fortunes in other words. And in this book, you're going to learn precisely how to put groups to work for you.

# Chapter 1: Why You Need a Facebook Group



As we have already discussed in the introduction, the true power of the Facebook group lies in its ability to engage directly with your followers, fans, and customers.

Facebook groups on the surface operate very much like a Facebook page, but whereas posts you share to your page will be seen by non-followers in other networks when they get liked and shared, posts inside your group will only be visible to members. Likewise, a Facebook group won't use calls to action in the same way as a Facebook page and won't allow you to make promoted posts.

We'll get more into the nitty gritty of what sets a Facebook group apart from a page in a moment, but the main thing to know is that

a group is ideal for talking to followers and NOT for bringing new people in.

## **Facebook Group Posts Versus Facebook Page Posts**

Posts will appear on members' home feeds and will be given more importance than posts from pages.

That's because a group is primarily intended for social activities like parties, or groups of people with common interests.

The assumption is that if someone has joined a Facebook group, it's because they want to discuss that topic with people in the community.

This is subtly different from a Facebook page which is a much more business-oriented tool that is more likely to contain promotions and marketing that the followers DON'T want to see all over their feeds.

## **“1000 True Fans” - Creating a Thriving Community Around Your Brand**

The essay entitled “1,000 True Fans” by Kevin Kelly, explains that in order for a brand or business to truly thrive and sustain itself, it needs 1,000 “true fans”. What is meant by that?

Essentially, what is meant is that as long as you have that many genuinely passionate followers, your brand will go from strength to strength. While this might not seem like a huge number in the

grand scheme of things, the reason for this is that TRUE fans are those that consume every piece of content you put out (and buy into it), buy every product, and also act as your ambassadors. These are followers who will tell their friends about your products and will post to forums to share your latest video.

When you build this kind of following, you have a guaranteed customer base, but also the seed and momentum that can grow into something absolutely huge. Those thousand fans WILL bring in more fans, and those fans will bring in more as well!

The other way this is often described, is that it is far better to have a mailing list with 100 people on it that read your emails, than it is to have a mailing list with 2 million people on it who never open them.

If you have enough engagement and trust with your brand, then you can earn a living with only a very small following.

And this is where so many businesses go wrong. It's what so many businesses miss. That's because a huge proportion of businesses are focused only on numbers, and they therefore don't spend time on 'aftercare' or looking after those members.

Turn your customers into fans who love your brand, and you will be able to enjoy unprecedented success.

How does a group help with all this? Firstly, by letting your customers and followers become part of a community – which has a profound psychological impact – and secondly by allowing them to communicate with you directly, thereby creating a huge amount of trust. A Facebook group in many cases will act as a kind of “insider’s club”, which in turn can gain you a lot of loyalty and enthusiasm.

No longer is yours a faceless organization. No longer do you seem distant and unknowable. And no longer is yours just a bland logo on a useful product they buy.

Instead, the customer has become part of a tribe. They have chosen to get behind your message and to take part in the very direction of your brand. In so doing they feel a kind of ownership of that, and they become far more invested in what you have to say. Your brand becomes a part of their identity even.

This might sound extreme, but it is essentially the difference between a company like Apple, and a company like ASUS. ASUS does well because it makes good products and has a strong marketing budget. But Apple is one of the biggest brands in the world because people get excited every time a new Apple product comes out. And that’s because Apple is MORE than just an electronics manufacturer to those fans.

## Chapter 2: More Uses For a Facebook Group



In the last chapter, we discussed at length the importance of having a Facebook group. Here, we saw that it would allow you to contact your followers and customers in a more direct and intimate manner, which could in turn be highly effective in creating a stronger relationship and more engagement with those users.

But that's just one thing that sets Facebook groups apart as being such useful part of your digital marketing strategy. There are actually a number of different ways that you can utilize Facebook groups in order to mobilize your fan base and potentially increase your engagement and profits. Read on for some of the most effective.

## Top Ways to Make Use of a Facebook Group for Business

### *Membership as a Reward*

One way to think of a Facebook group is as a reward or an incentive. In other words, you can use this as a way to encourage your most loyal fans to take certain actions, and to thank them for their loyalty.

Imagine that you regularly follow a particular blog or vlog and you are a huge fan of the content they put out. You find it exciting and interesting, and you love the community that often enjoys lively discussion each time a new piece of content goes live. You consider yourself a fan, but you haven't quite taken the leap when it comes to signing up to the mailing list or joining the Facebook group.

Then you hear that as a thank you for joining up to the list, users will be given access to a private Facebook group that will discuss the topics tackled on the site in much more depth, that will be given privileged access to new products before anyone else, and that will be able to vote on the direction of the brand. This is a *great* incentive that will encourage many people to sign up right away.

You can likewise use this as a way to encourage people to join your Patreon, to buy particular products during a promotion, or to share your link and encourage more people to sign up!

### ***Customer Feedback/Market Research***

What many businesses forget, is that social media is first and foremost a tool for communication. Many companies think of it purely as a platform or a pedestal from which they can shout about new products or services. They think of this as a one-way means of communication in other words.

But that is to miss out on perhaps the most valuable and important aspect of social media. Being able to not only speak with your audience, but also have them *respond* is immensely valuable, as it will allow you to get customer feedback, to conduct market research etc.

And this is invaluable when it comes to deciding the future of your business. Investing lots of money or time into a new business venture such as a product or a service is always going to involve a large element of risk. But if you first speak with your audience, you can ensure that there are actually people out there who are willing and interested in paying for said product. In many ways, this is one of the closest things to a truly ‘flawless’ business plan: you ask what people want, then you create it!

Likewise, this is an amazing way to get more ideas for content, to get ideas for promoting your site, and to find out more about the people you are selling to. Many companies pay thousands of dollars for market research; with a Facebook group, you can conduct it entirely for free. Just keep in mind that your most die-hard fans are not necessarily the most representative when it comes to reflecting the interests of your followers at-large.

### ***Competitions and Promotions***

We've seen that Facebook groups can be powerful incentives or "prizes" when running competitions and promotions. People who are engaged with your brand will love the idea of being invited to an "exclusive" VIP club only if they should sign up to your Facebook page or like a post etc.

But at the same time, you can also use the Facebook group in order to run future promotions and competitions. This is a great way to reach out to your most proactive followers, which in turn means you can motivate them to take action by spreading the word.

### ***Events***

Many people use Facebook groups privately to run events. This is a perfect tool for creating stag parties and hens, or just organizing trips with friends. Not only does this put everyone involved in one place (making it easier for you to see everyone in one spot and

communicate the plan) but it also creates a forum where everyone can contribute ideas.

This is something you can equally benefit from as a business. In fact, running events as a business or brand is another of the most effective and under-utilized strategies for increasing engagement and even just making direct profit!

It's one thing to run a fitness blog or a make money blog. But if you run an event, this gives people a chance to see you in person and to really feel involved. At the same time, it will allow you to

### ***Special Offers***

If you are cutting the price of one of your products or services, if you are running a two-for-one deal, or if you are introducing any other kind of special offer, then having a Facebook group will provide you with an ideal way to communicate this and to get more people to act on it.

You have to be careful with this, however. After all, Facebook groups are not 'for' promoting your products, and there is always the danger that people will find this off-putting and be moved to leave your group entirely. Groups have 'special access' to the home feed as compared with pages, and you need to treat this with respect.

BUT there is a way to do this, and that is to make the special offers part of the appeal of your group in the first place. In other words, make it clear when promoting and marketing your group that you will be using it to present special offers and deals. You can do this by saying things like ‘sign up to the Facebook group for exclusive offers and deals. If you get this right, it can work extremely well: if people are truly engaged with your brand and they love your products, then getting to hear more about them might genuinely be seen as a powerful incentive and source of excitement. This is about how you manage your brand, but if you accomplish it, then you will effectively have carte blanche to promote your business and to ‘sell’ directly to your audience.

### ***Topic Group***

Perhaps the most powerful way to use a group and the one that this book has been promoting so far, is to build a private, members-only area for your most dedicated followers. While this can work wonders, another extremely powerful marketing option works completely differently.

That is to create a group about a topic that ostensibly has no particular connection to your brand. For example, if you sell law courses, then you could create a group for legal students. Let anyone create new posts and make the group public. When you notice some of your members are highly involved, promoted them to admin status.

This group will now run itself and you can pretty much forget about it and leave it to its own devices.

But come back in a year and there's a chance it will have grown. It might be extremely large and active at this point. And that in turn means that you can then use it for gently marketing your courses. This gives you a huge, highly targeted, extremely engaged audience to market to and to help springboard any new project you come up with in that niche.

### ***Advertising***

Speaking of which, you can also monetize your Facebook groups directly by using this direct access to promote other products and other offers from different brands. In other words, once you have built a large and engaged audience, you can then sell access to that audience.

Advertising is a good way to make some quick money, and it can even be a long term revenue stream. But again, it's important that you go about this the correct way – which means ensuring that your audience knows they're going to be receiving these offers before you begin, and which means being highly selective and not taking every offer that comes along. Communicate to your audience that they will be receiving only hand-picked, exclusive, and special offers that are likely to appeal to them. Then make sure you are true to your word on those points.

### ***Internal Uses***

Finally, keep in mind that a business can use a Facebook group internally. This can be a useful way to arrange an event, to keep track of your staff, and to generally manage portions of your business. Many companies will use internal portals to achieve the same thing, but using a Facebook group is free and highly flexible.

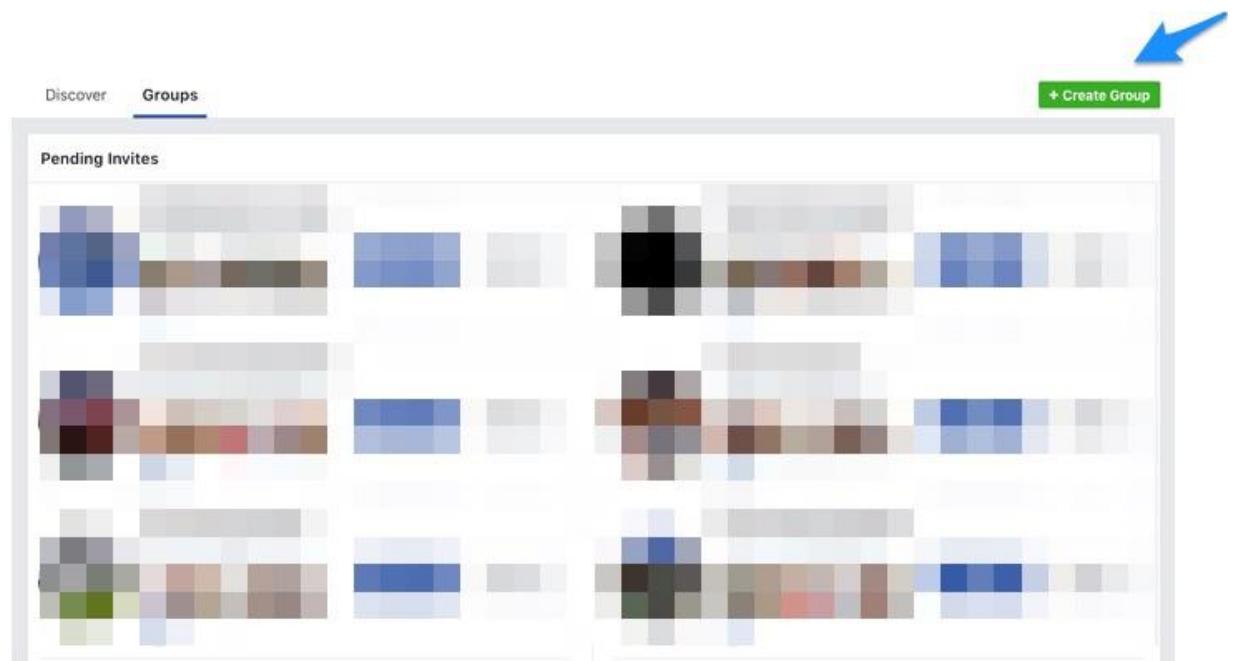
## Chapter 3: Creating Your Facebook Group, Step by Step



The good news is that creating a Facebook Group is a simple and straightforward process.

- From your homepage/feed on Facebook go to the Explore - Groups section on the left side menu and click on 'Groups'.
- Click 'Create Group' as shown in the screenshot below:

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- Enter the name of the group and add at least 1 friend to the group. If you don't add at least one friend, you will get an error.

Create New Group X



Groups are great for getting things done and staying in touch with just the people you want. Share photos and videos, have conversations, make plans and more.

Name your group  ←

Add some people  ←

Enter names or email addresses... ≡

Select privacy Learn more about groups privacy

**Closed Group** ▼  
Anyone can find the group and see who's in it. Only members can see posts.

Pin to Shortcuts Create

- Set your privacy settings.

Create New Group X



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 Enter names or email addresses... 

Select privacy [Learn more about groups privacy](#)

**Closed Group** ▼

Anyone can find the group and see who's in it. Only members can see posts.

Pin to Shortcuts Create

A blue arrow points to the down arrow icon next to the "Closed Group" option.

There are three of these:

- Public – Anyone can discover your group and can see what you have posted.
- Closed – Anyone can see the group and who created it. But only members will be able to see the content that gets posted.
- Secret – Only members will be able to discover the group at all.

This is a fairly simple and straightforward process, and from there you will be able to begin posting content to your group and inviting new members.

However, there are a number of different aspects to consider when making these seemingly basic choices.

For one, when picking the profile picture, you need to ensure you choose one that will reflect your brand in the way you want to be seen, and that will help your Facebook page to stand out. In many cases, this will be the first thing that a new member sees, and therefore it will be your first impression. It's your job to ensure that impression is both positive and accurate.

Remember what we discussed in chapter 1: it is better to have a small but highly engaged list of members, than it is to have a huge list of people who don't read any of your posts or interact with the community.

With this in mind, the best way to choose your photo is to think carefully about the type of person you want to attract, which in turn should be the type of person that is most likely to be interested in what you have to say and to buy any products or services you sell in future. In other words, you need to know your brand well enough and to know your "buyer persona". A buyer persona is a fictional biography of your ideal customer – the perfect demographic with the right mix of interests. Knowing who this person is, will allow you to better communicate to that

audience. And to do that, you need to know what your BUSINESS is all about, and your mission statement.

What kind of company are you? What makes you stand out from the competition? What is it people like about your products or services? What kind of person is it who enjoys what you do? And how can you say all of that with your single image? Keep in mind as well that the image is small and so can't be too detailed. Aim to get an impression across, rather than fine details. Think about this with regards to your group name as well.

All these factors will also impact heavily on the choice of name for your group, and also the choice of topic.

As for your privacy settings, this will depend very much on the type of group you are trying to create and what you hope to accomplish with it.

If your group is intended to act as a kind of “insiders’ club” for your very most loyal and engaged followers/customers, then setting the group to private could be the best strategy. This is especially true if you talk about the group on other platforms (through a blog for instance). This way, someone interested in what they’re missing out on will HAVE to join the group in order to find out.

This can also be a very effective way of getting people to like and follow your Facebook page. If you make your group private, then

the only way someone can join your group is through invitation – and that means they need to be active on your Facebook page first.

Then again, if you have fewer resources and your aim is to invest your marketing efforts into one place – such as the Facebook group – then you will want it to be seen by as many people as possible and therefore you'll benefit more from a public group. In other words, if you ONLY have a Facebook group because you don't have time to manage lots of different accounts, make sure it's as easy to discover as possible.

As for the name, this is also of course an extremely important decision and one that will heavily impact on the direction, success, and even topic of your group. The mistake here, is to create a Facebook group that has a very broad subject, as denoted by the name.

Let's say that you want to create a Facebook about dog lovers. Should you create a Facebook group called 'Dog Lovers' or should you create one called 'Poodle Lovers'? The answer should be the latter. The reason for this, is that by having a much more precise and specific niche for your group, you will be able to cater *precisely* to that audience. There are hundreds of groups about dog lovers, but only a few for poodle lovers.

At the same time, the members of your poodle lovers group are likely to be much more engaged than the members of a dog

lovers group. That's because they know they have more in common with the other members of the group, and it's because they know they can share more specific stories.

Of course, honing your target audience in like this will shrink the potential size of the audience. But this matters less when the aim of the group is to create as highly *engaged* a list of members as possible.

All this once again comes from knowing your brand extremely well and understanding what it is that appeals to people about your business, and precisely *who* it is that is likely to buy from you.

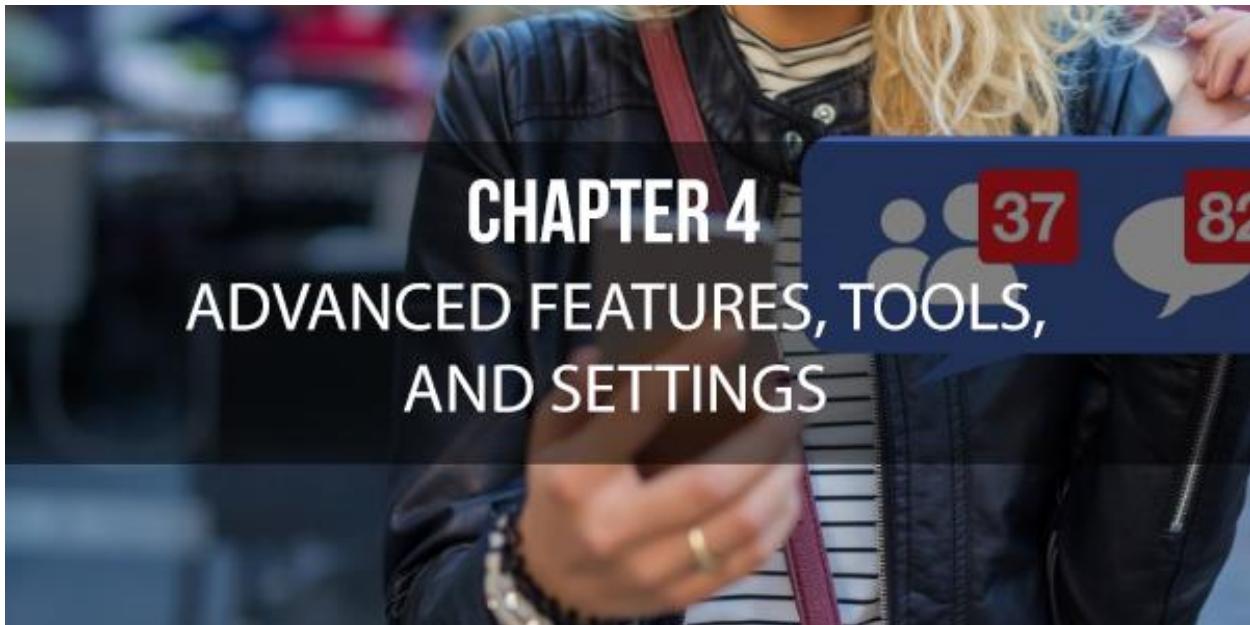
## More On Setting Up

After this point, you're still not done setting up. Some other jobs you need to complete include adding a description to your group, choosing a cover photo, and writing a welcome post.

Your description of course needs to encapsulate what your group is all about. Imagine someone is seeing the page for the first time having just been invited. What could you say to them that would both explain what your group aims to accomplish, while at the same time getting them to want to stay?

Once again, you need to ensure that you know precisely what it is that your business offers and what makes it stand out, so that you can better communicate that through your group description and so that you can get people to sign up as a result.

## Chapter 4: Advanced Features, Tools, and Settings



At this point, you have still only really scratched the surface of what a Facebook group can do and what it can be. There is a lot more setting up and creation to be done.

To edit your group at any point, click on the down arrow at the top right of your page and then choose 'manage groups'. This will bring you back to your group. On the page, you will see three buttons along the top. The button that says '... More' will allow you to change settings and manage your group.

On this settings page, you will find a lot of tools and settings to play with that will change the way the group operates and therefore what is possible. Address the following:

## Facebook Group Settings

### ***Group Type***

The group type describes the category of the group and defines the kinds of things that will likely be discussed. You can choose from four types of group:

- General
- Buy and sell
- Gaming
- Social learning

For most *business* purposes, the most logical fit here is the “general” option. This will allow you to grow and manage the group using the general selection of features available to most groups.

Of course, buy and sell will be useful for those that are using their group specifically to sell products. That said, it is more usually intended for buying and trading used goods among members of the general public. This type of group will let you create sales listings and manage those.

The gaming group type will allow you to link your group to a particular game and then manage tournaments. It's not hugely useful from a business perspective.

Finally, social learning is a group type that you can use to run courses online. You can organize your posts into units or series of units, and these will then act like lessons in a module. This can be a useful tool if you are selling a course or online learning aid as some kind of digital product or service, but it otherwise doesn't have the most obvious application for business. So in most cases, the group type will be general.

## ***Location***

If your business is location based, then setting a location can be a very good idea. You'll want to create a location for high street stores for example, and this can also be useful for businesses like hair dressers, hotels, and more. These groups will be presented more prominently in search for local users, which will help them to discover businesses that are relevant to them.

## ***Apps***

If you have an app for your business, then you can link this to your group. This is a great way to create synergy with what is another very powerful marketing tool.

## ***Linked Pages***

This will allow you to link a page to your group, which is something we'll discuss more in an upcoming chapter.

## ***Color***

Choose a color for UI elements of your group. This is great for strengthening your brand in particular.

## ***Web Address***

This is not the address of your website, as you might understandably have assumed, but rather refers to the address you want for the group (i.e. the group URL). This will help you further strengthen your brand, and make it easier for people to find your group without necessarily going through the Facebook app. You should make this easy to remember and simple.

The good news is that you can change this at any time, until your group exceeds 5,000 members.

## ***Membership Approval***

By default, anyone in your group will be able to invite new members and give them permission to join. However, you can change this setting if you so wish in order to make it so that only group admins can permit new members. This will of course make the growth of your group slower, but it will also mean that it is more exclusive, and therefore potentially more appealing to new users.

## ***Chat Creation Permissions***

Likewise, you can decide whether you will allow members to create their own chats within your groups, or whether this will be something that only you will be able to handle. In most cases, you want to encourage as much engagement and participation as possible, and allowing other members to create chats will mean that content generates itself and people spend more time engaged with your brand.

## ***Membership Pre-Approvals***

Manually approving every single member can take a long time if this is the route you choose to go down. For that reason, you might prefer instead to pre-approve certain members. That might mean allowing members of specific groups for example, or it might mean allowing certain email addresses. This can save time in the long run.

## ***Posting Permissions***

Once again, it is up to you to decide whether members of the group will be able to make new posts, or whether that is something that only you and other moderators will be able to do.

## ***Post Approval***

If you are torn and can't decide whether other members should be allowed make posts, then a compromise solution is to let others post, but to require permission before the post goes live. This method will let you keep control over the content, while also saving you time by ensuring you don't need to start every discussion yourself.

## ***Story Posting Permissions and Approval***

This is the same thing, but for stories. We will discuss more of what stories are in chapter 7.

## ***Icon***

Returning to the top of the page for a moment, you might notice that there is a small icon next to your group name. You can change this by selecting from the drop-down menu. Unfortunately,

the selection is quite limited here, and in most cases, it will make more sense to stick with the default option.

## Chapter 5: How To Grow Your Facebook Group

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Now that you have your Facebook group set up, the next job is of course to get some people in there!

Promoting and growing a Facebook group can be a little different to growing a Facebook page, and this is especially true if your group is set to private or closed. How do you get people interested in signing up to a group that they know nothing about?

And even if your group is public, you might still wonder how to sell a group that is essentially run by its very members. How do you gain momentum for a community with no one in it to begin with?

## Start Small and Extremely Targeted

While you might think that having a small and private group will be hard to market, this is actually precisely your biggest asset. And the best way to explain this is to consider the strategy used by Facebook itself!

When Facebook first started out, it was a small and unknown social network that was competing against the huge and already very established MySpace. Other social networks had attempted to compete in the past, but they failed to gain traction. You'd get an invitation to 'WewoWorld' or some other obscurely branded social platform, only to find that it was completely barren when you got there.

Even with the best features in the world, a social network cannot succeed without a thriving community. People would always rather share their photos and updates on a platform where they'd actually get seen.

To get around this, Facebook didn't try to take on MySpace directly. Instead, it focused on a much smaller and more focused audience: that being Harvard students.

In most cases, Harvard students would likely already have membership to MySpace, but there was no reason for them not to sign up to both MySpace AND Facebook. And even if there

weren't many people on Facebook, they knew that the people who were would also be Harvard students. This would be a great way for them to meet and socialize with other Harvard students and they could that way be a part of something integral to their student experience. You only needed a couple of friends on the platform for Facebook to now be appealing.

From there, Facebook expanded its membership to also include attendees at different universities. Now people from Yale could sign up and select other colleges. Most people at Yale will know a couple of people from other prestigious colleges, and so they would have good incentive to sign up too.

The membership would then further open up to members of all universities, then to other organizations such as businesses, and eventually it went global. By the time it went global, it already had a **HUGE** and highly active membership that made it extremely appealing to new users.

So how do you go about mimicking this in the microcosmic environment that is your Facebook group? The answer is not to try and explode quickly to begin with, but to instead grow your group slowly and to spend time really developing an active community before you spread outward. This is **ESPECIALLY** important if you only have a limited amount of time to dedicate to growing your group.

## A Model

In fact, one of the very best things you can do with a Facebook group, is to start out by inviting your own friends or business partners and using it as a place to discuss the topics you're interested in. This is also a *great* way to get your members *more* invested in what you're doing.

So let's say that you have a private group all about martial arts. Instead of trying to promote this like a Facebook page or a blog even, you should instead start out by inviting just a few select people. If you have partners who also work on the same blog then that's great. If you have any martial arts colleagues, then that will work very well as well.

In here, you can then start talking at your leisure about things that interest you. Perhaps you could share interesting videos and other things that you find on the web and discuss them. Perhaps you could discuss lesser-known martial arts techniques. Maybe you could ask questions about forms and provide useful answers for each other.

From all this, you'll be able to create a real buzz and interest in your group, and that will then be extremely appealing to outsiders who want to get involved. You can this way grow your group much more effectively than if you had started out with a completely empty group and marketed it that way.

## The Next Step: Discussing Your Group

From here, the next step is to make sure you discuss your group through your other platforms and that you mention it at every possible opportunity. So you might mention it on your blog if you have one, you might mention it on a YouTube channel, and you might mention it on your Facebook page.

The most important thing to do here, is to make it sound extremely enticing. Talk about it using language such as VIP and exclusive. These terms create strong social incentives for people to join: we can't help but want to be members of exclusive groups, it is built into our very psychology through hundreds of years of evolution.

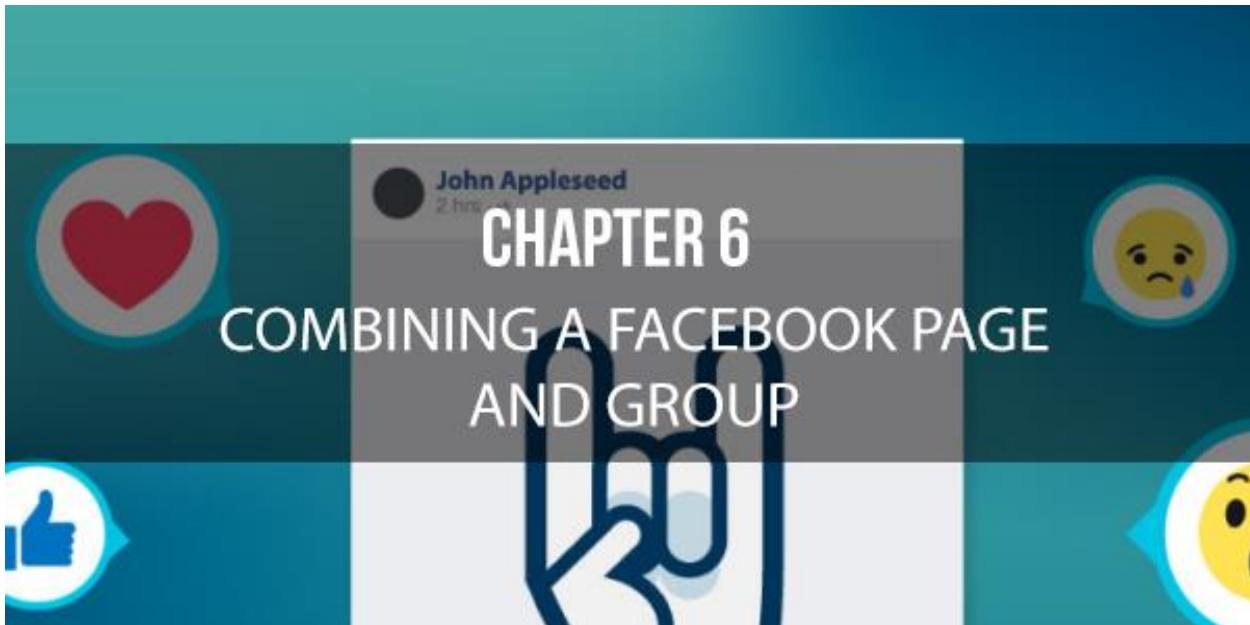
At the same time, be sure to mention the groups as frequently as you can. It is not enough to mention them once, or to have a single page that just shows the link. If you engage in content marketing and post lots of articles to your website (which you should), then look for opportunities to gradually drop your link into the conversation in a way that makes it sound exciting so that people are constantly given the opportunity to become interested and curious.

## Spread the Word

Finally, in order to see true exponential growth for your group, you want the members to become brand ambassadors and start

inviting more people. Once they are highly engaged, you can accomplish this by simply asking for their help, or by running competitions.

## Chapter 6: How To Combine a Facebook Page and Group



One of the most powerful ways to promote your Facebook group is to connect it to a Facebook page. Your Facebook page is likely the first thing you considered when you started marketing your business on Facebook. A page often acts as a kind of shop window, where you can promote your products and even quickly convert visitors by including a call to action.

As we've seen, the value of the Facebook group is quite different, but neither is better or worse than the other. And moreover, you don't need to think purely in terms of either/or. Instead, you should be thinking about how you can use both a Facebook group and a Facebook page together in order to drastically increase the success of both.

## **Linking Your Facebook Page and Group**

The first step will be to link your Facebook page to your Facebook group. This is very easy to do, just jump into the settings for your group, and then click ‘Linked Pages’. Here, you can link the pages that you own.

What this does is firstly to allow your page moderators to also moderate the group and to create posts. Secondly, it will mean that your Facebook group will now appear on your Facebook page. Depending on the settings you’ve created for your group, this can lead to members immediately joining your Facebook group and provide an easy way for them to join up. You might choose to pre-approve those members for example.

Keep in mind that it is also possible to link group

## **Why Combine Both**

As mentioned, there are a lot of differences between Facebook pages and groups. A typical use for a Facebook page is for a business to allow customers to learn more about their business and to get in touch in order to start a transaction. This can work in tandem with a website, or it might replace one entirely. What’s more, is that a Facebook page can be useful for promoting content from your own blog, or around the web. You can provide

value this way, and hopefully use it to drive more people to your sales channels.

A Facebook group invites more in-depth conversation around a topic, and shows more posts on the user's feed. It's not a particularly useful way to let visitors *discover* your business, but it will allow them to interact more closely.

Those that are familiar with marketing, might now start to notice how using both together has similarities with another popular marketing strategy: the sales funnel.

The idea of a sales funnel, is to entice people into your business and to then gradually increase engagement and investment until they are ready to buy big ticket items. This normally starts with free content, and will eventually develop into small purchases and commitments (such as joining a mailing list).

The mistake that a lot of businesses make is essentially to try and sell their products 'cold'. Imagine that you are a relatively little-known expert on a particular topic and you decide that you want to sell tickets to a talk you're going to do for \$1,000 each. If you were to advertise on Facebook Ads and try to sell that talk, how many people do you think would sign up?

The answer is 'probably none'. Why? Because those people are not going to want to spend all that money on a completely

unknown quantity. Even with AMAZING advertising and an AMAZING product, it will be hard to get high conversions here.

I often liken this to walking up to a woman/man in the street and asking if they want to come back to your place. In most cases, you're going to get slapped!

The sales funnel works differently. Here, you provide a little bit of free content in the form of a blog post, or perhaps a video. Anyone can watch that, and if they enjoy it, they know where they can get more. They might visit your site a few times by accident and eventually decide they really like your point of view and what you have to say. Therefore, they might join up to a mailing list. That is step one in your sales funnel. You now have their contact details.

From that mailing list, you might now provide other useful information and free content. You will then mention that they can buy your affordable ebook for just \$15. That's a bigger commitment but if they love all the content they've enjoyed so far, they might sign up.

You follow this sale up with another email, inviting them to a special one-to-one consultation. They loved the ebook, they know that you can be trusted to deliver on your promises, and they love the information you provide. So they accept and put aside half an hour of their day. And in here, you sell them your \$1,000 course. THIS is far more likely to work.

And a Facebook Page > Facebook Group can work in very much the same way. Someone finds your Facebook page having found your blog online, or by searching for local businesses. They enjoy seeing the content you share and they find it interesting. As such, they become MUCH more likely to join your Facebook group. And by doing that, they become far more invested in your brand and much more interested in what you have to say. This is an ideal place to sell tickets to an event, or to announce a big new product launch.

If you're selling a big ebook for instance, then you can even share preview copies with a few members from your group. Not only would this generate a huge amount of buzz for your book, but it would also encourage more people to sign up to your group, and it would help you to iron out any mistakes and improve your end product. The same thing just wouldn't work from an advert or even work as well from a page.

But for each step on this ladder to work, it is absolutely crucial that you share the best type of content possible. You need to show that you can provide VALUE to your audience. This is why the next chapter is extremely important.

## Chapter 7: What to Post and How to Engage



So you have your Facebook group, and you are successfully funneling people here from your Facebook page and your website. What is next?

Well, the short answer is to start providing highly targeted value that is designed to encourage conversation.

Here are some examples of the types of content and post that will work extremely well.

## Exclusive Content

Remember: a large part of the interest in your group will come from the fact that it is private and exclusive. Therefore, you will want to consider adding additional exclusive content that you create for your audience. This can act as a ‘thank you’ for joining the group and being committed to the brand, and it can also help to increase engagement.

## Interesting Finds from the Web

You probably don’t have time to create a huge amount of exclusive content for your group, so instead you will need to turn to other sources of content that you can find.

Ideally, that means looking for things that you find fascinating and that members of your group will do too. Look for content that is likely to stir up discussion, that is trending in your niche, and that people outside your group might have missed.

Let’s say that you have a self-improvement blog and business. In here, you might share posts about techniques to ‘massively enhance productivity’, or you might share posts about the ‘dangers of the entrepreneurial lifestyle’. These kinds of posts will encourage a response for your followers, while also providing real value.

Not sure where to find this type of content? A great option is to use BuzzSumo ([www.buzzsumo.com](http://www.buzzsumo.com)). This site will allow you to see the most shared content on the web in particular niches, which you can then use in order to find content you KNOW will perform well. This is also very useful for pages of course.

Another tip is to share *other* pages and groups that post on similar topics. This way, you can get more ideas for things you should post yourself.

Of course, you should also invite your members to share these kinds of posts too. And if you get this right, then you can hopefully gain a large following

## Community Posts

While sharing exclusive and thought-provoking content from within your niche is a great way to increase engagement with your group, it's also not using the platform to its fullest. To remind you once again: Facebook is primarily a tool for communication. Thus, it is paramount that you use it in this way and that you use it as a way to communicate with your audience.

Do this by:

- Asking for advice and ideas re: content
- Asking for tips on good things to read etc.
- Welcoming new members
- Running polls and questionnaires to get the group's opinion

## Stories

Stories work on Facebook in just the same way they work on Instagram. You can upload a picture or video and then add to it with effects, stickers, drawing and more. Stories tend to be used mainly for sharing personal experiences. So a group about music might see its members share stories from live events, or perhaps from their own jamming sessions. As a brand owner, you can do this as a great way to make people feel more involved with your business and help them better 'know you'. Groups also allow you to create 'Group Stories' which let multiple members contribute.

## Creating New Posts

When you create any new post in your Facebook group, you will do so by clicking the 'Write Post' box at the top of the page. You'll then be invited to create a number of different types of content, which can give you even more ideas for things you can create and share.

Examples include:

- Photos/videos
- Gifs
- Polls

Video can be a great way to wake up your audience and to engage with them. Photos can work well, but only so far as they facilitate conversation. Simply posting attractive images won't be a good fit as it can clog up the newsfeed.

Live video is an option that is particularly well suited to Facebook groups, as it will allow you to directly communicate with your audience in a way that drastically increases engagement and trust even more.

## Chapter 8: How To Manage Your Facebook Group and Maintain Regular Content

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Now you know the types of content you can share; the next requirement is to ensure that you post regularly to your group. An ideal amount is about twice a day to begin with, which will ensure that your posts appear frequently on newsfeeds without saturation.

Maintaining this constant flow of content can be difficult, but one useful feature is the 'Schedule Post' option. When you go to make a post, you will see there is a small clock icon next to the post button. If you click this, then you can set a post to go live at a certain time.

The best time of day to post to your group in terms of engagement is 6pm. More useful though, is being able to

## **Moderation and Letting a Group Run Itself**

The best part of a group is that it will eventually run itself though. Once you have enough members and they are frequently posting to your group, you can start to step back a little and let it manage itself.

This is the end goal, but what is also very important is to make sure that the health of your group is strong, even when you aren't taking a hands-on role at all times.

This has never been more important than it is right now. Facebook has recently come under a LOT of flack for 'fake news' and for the impact that negative Facebook groups can have on the direction of our entire culture. Many groups on Facebook exist to spread hate speech and misinformation, and Facebook is coming under a lot of pressure to stamp out this kind of thing, and as such, it is coming down hard on groups that are seen to be guilty.

Your job then, is to ensure that the content shared in your group is not in violation of terms and conditions, and that it is not seen to be inciting or encouraging antisocial behavior. You also need to do this for your own sake: a group that is argumentative and toxic

will drive away potential new members and even risk sullying your brand.

There are a few ways to moderate a group.

### ***Create Rules***

From the ‘Moderate Group’ tab found on the left, you will be able to select a number of different options to help you keep things civil. One option is to Create Rules, which will help you to set the tone for your group and create boundaries and guidelines for the interactions here.

### ***Set Moderators***

Another good option is to give members of your group moderator status. This will allow you to ‘offload’ the work of banning and warning members, as well as of approving content.

### ***Automatically Flagged***

This option shows you content that has been automatically flagged. You can also find another tab called 'Group Quality', which will show you information regarding breaches of Community Standards so that you can take action.

Familiarize yourself with the Community Standards by following this link: <https://www.facebook.com/communitystandards/>

# Conclusion



At this point, you now have a good idea of how to use a Facebook group, how to manage the settings, and how to fill it with great content.

There are lots of technical aspects with regards to setting up your group and managing the settings. However, the main takeaway should be that a great group is one that has a clear purpose and that facilitates genuine, honest conversation about a specific topic.

This way, you can create a kind of insider's club of people who share the same interests passionately, which can then become a fantastic incentive to increase engagement with your brand, as well as a platform that can be directly monetized via sales.

A simple model for success then is:

- Create a strong brand with a clear mission status and buyer persona
- Create a Facebook page that acts as a shop window for your business or service
- Create a private group for your ‘VIP’ followers that targets a specific niche or subject
- Start out by keeping your group private and inviting friends, active fans, and colleagues
- Share interesting exclusive content from your own site and interesting things from around the web
  - Engage in thought-provoking conversation
- Talk about your group on other platforms and incentivize people to sign up
- Begin expanding the reach of your group

Do all this and you will be able to enjoy engagement with your audience like never before. One thousand true fans? That’s just the beginning!