

Grow Your Captive Audience with

FACEBOOK GROUPS



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Grow Your Captive Audience With Facebook Groups

There's a very good chance that you already have a professional or business presence on Facebook. It's quite likely the single most powerful social media marketing channel available to business owners.

According to the latest statistics posted at the Facebook newsroom, <http://newsroom.fb.com/company-info/>:

Facebook has:

- 1.13 billion daily active users on average
- 1.03 billion mobile daily active users on average
- 1.71 billion monthly active users
- 1.57 billion mobile monthly active users

That's a large audience, and while it presents a ton of opportunity, it can also be difficult to grab and hold onto the attention of your audience. Facebook Groups can be the answer you've been looking for.

What Are Facebook Groups?

The best place to go for a quick description about what a Facebook Group is, is Facebook. Here's how they define groups and differentiate them from Pages:

“Facebook Groups are the place for small group communication and for people to share their common interests and express their opinion. Groups allow people to come together around a common cause, issue or activity to organize, express objectives, discuss issues, post photos and share related content.

When you create a group, you can decide whether to make it publicly available for anyone to join, require administrator approval for members to join or keep it private and by invitation only. Like with Pages, new posts by a group are included in the News Feeds of its members and members can interact and share with one another from the group.”

What does it all mean?

Facebook groups are communities of people who have expressed an interest in participating in conversations or learning more about a specific topic. For example, there can be a Facebook group about writing self-help books or there are Facebook groups that are about fitness, health, religion, parenting, and so on.

You can make a group private, by invitation only, or open where anyone can join. There are benefits to all three options.

Facebook groups provide organic reach and more traffic for your business. While Facebook pages and posts rely completely on the Newsfeed algorithm for organic exposure, Groups sends users a notification whenever someone posts to the Group.

This drives traffic to your posts. It's a bit like an email list. You have a group of people who have expressed specific interest in your information. When you post new information, they're notified and can choose to view the post and engage.

That, right there, in a nutshell, is why Facebook groups is a highly effective tool for creating a captive audience. You have their attention and they've chosen to receive your posts. However, the power doesn't stop there. Facebook groups puts you in a prime position to:

- Become an authority in your niche.
- Leverage that authority and position yourself as a problem solver to a focused audience.
- Convert leads and followers to customers.
- Drive traffic to your website or blog.
- Grow your list.
- And much more.

Which brings us to the first question you'll want to answer...

What is Your Goal for Your Facebook Group?

Before you can create a group and start inviting people and posting, it's imperative that you have a goal. Beyond growing a captive audience, what do you want to do with that audience? We've already hinted at some of the possibilities. You can:

- Strengthen your brand.
- Position yourself as an expert or an authority in your niche.

- Drive traffic to your sales page.
- Drive traffic to your blog or website.
- Build your email list.
- Increase your following on social media.
- You can even use your group to increase engagement with your business.

There's really no end to the possibilities. So, step back, take a look at your current marketing goals, and explore how a Facebook group might fit into those goals. If your goal is to drive traffic to your sales pages, then your group might focus on providing unique content (only available to your Facebook group members) to make them feel valued.

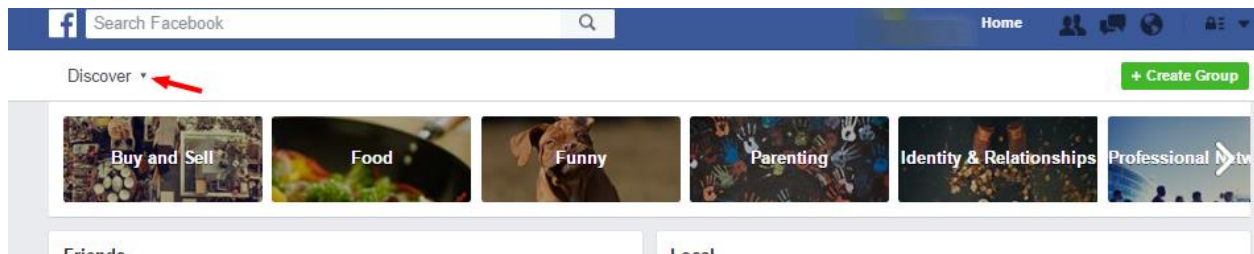
If your goal is to strengthen your reputation as an authority in your niche, then your group may be a Q&A type group, where you answer questions posed to you regarding your niche topic.

A Question of Options...

It's important, before we move forward and talk about creating your content strategy, posting strategy, and tips, to talk about the fact that creating a Facebook group isn't your only option.

You can leverage Facebook groups by joining them.

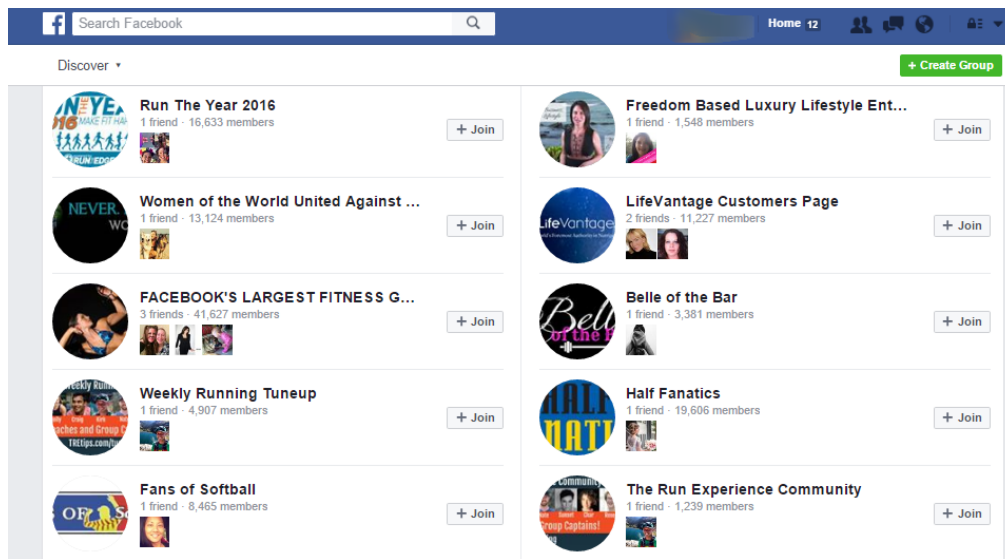
Head over to Facebook right now and click on "groups". If you're logged into Facebook, then you'll click on "groups" in your left-hand side bar. You can then click on it again in your header and you'll see a dropdown menu. Click "discover".



You'll also notice the option to "Create Group" on the right-hand side of the same page. That will come in handy if you choose to create your own group.

Discover helps you find other groups in your niche. You can join the groups and start engaging with your members. This is a fantastic way to research your audience, and to find out what type of group might have the best value for your audience.

A quick glance at any category, like "Sports" will generate a list of results that Facebook thinks are most relevant to your interests and connections. You can then see a bit of information right up front about the group like the number of members.



You can then join the group and start exploring, engaging, and sharing information about who you are and what you bring to the group. It's important to keep in mind that any marketing efforts need to be at least 80% value driven content and interaction with 20% or less marketing efforts, which is to say that you should post information most of the time, and only occasionally market your products or services. You're joining the group to build a captive audience, and you accomplish that by providing value.

You have more avenues to explore. You can, and should, join groups that are relevant to your niche. You can also create your own group(s).

So now, let's return to discussing creating your own Facebook group.

Your Content Strategy and Group Focus

Facebook is a powerful audience builder because it's focused on community. Think about how much time the average person spends on Facebook each day. Some estimate it's as much as an hour a day on average.

Others have it around 40 minutes. Regardless, that's a lot of time to spend with a group of people, and your audience is on Facebook because they enjoy the community. A Facebook group needs to support that concept of community. So how do you accomplish that?

Create a Focused Topic for Your Group

A focused topic for your group means that you'll be in a better position to grab and maintain attention. If your scope is too wide, the group conversations may become less focused. Sure, they may reach more people, however you run the risk of blending in with the crowd.

For example, if you are in the dog training industry, you could start a dog training group. However, you'd likely be competing with a dozen or more other dog training groups. However, if

you narrow it down to dog training for senior dogs or for Feisty Chihuahuas, then you'll have a more focused group and audience. It also makes it easier to provide focused content and to initiate conversations.

Keep in mind that your first step was to identify a goal or an objective. Align this goal with your group's focus.

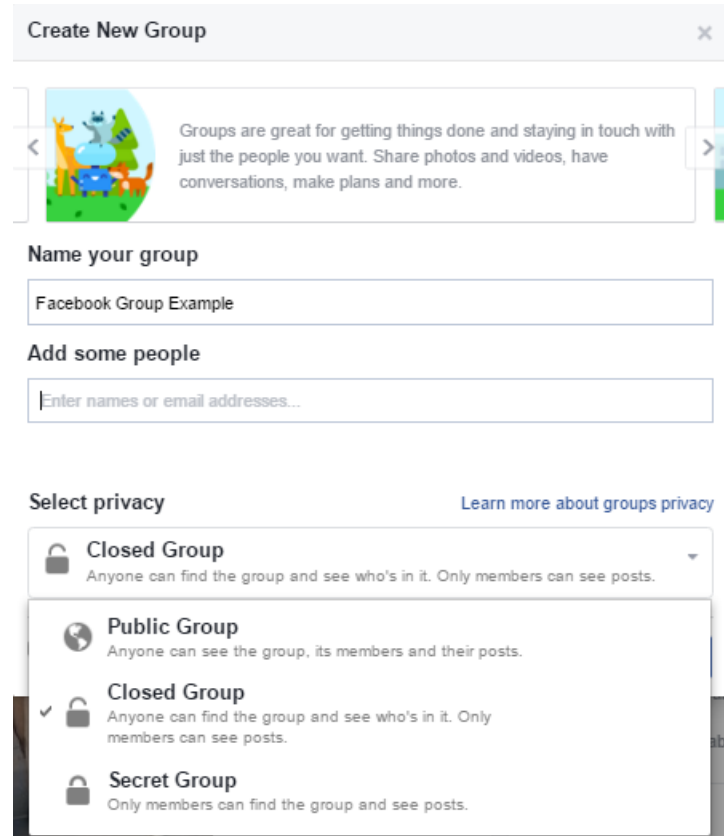
Then it's time to create your group. Rather than go into the step-by-step process of creating a group (which is straight forward), we're going to take a look at a few tips.

Closed, Open, or Secret?

The type of group that you choose depends largely on the goal for your group. For example, do you want it to be part of a membership service that you offer? Then the group should be closed or secret. Making it "closed" makes it seem exclusive which can add to the appeal of joining the group. This also gives you the added benefit of being able to control who is in the group so you can avoid those who might distract from the goal or interfere with discussions – trolls and spammers.

Do you want to attract new members and grow your group? If so, then the group should be open.

You'll also have the opportunity to invite people. Think about your email subscribers, current customers, and your Facebook page followers.



The screenshot shows the 'Create New Group' dialog box on Facebook. At the top, there's a title bar 'Create New Group' with a close button. Below it is a carousel of images with a text overlay: '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.' The main section is titled 'Name your group' and contains a text input field with the placeholder text 'Facebook Group Example'. Below that is the 'Add some people' section with a text input field labeled 'Enter names or email addresses...'. The 'Select privacy' section is expanded, showing three options: 'Closed Group' (selected with a checkmark), 'Public Group', and 'Secret Group'. Each option includes a brief description of its privacy settings. A link 'Learn more about groups privacy' is visible next to the 'Select privacy' title.

Create New Group

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

Facebook Group Example

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.
- ☒ **Public Group**
Anyone can see the group, its members and their posts.
- ☐ **Closed Group**
Anyone can find the group and see who's in it. Only members can see posts.
- ☐ **Secret Group**
Only members can find the group and see posts.

Your Group Description

You want to attract people to your group, right? Your description, in addition to the group name, are an opportunity to accomplish this. Your description should be as detailed as possible so that anyone can understand who you are and what the group is about.

You can also include a link in your group description. Consider linking back to your blog or website. This can help prospects understand your group a little better.

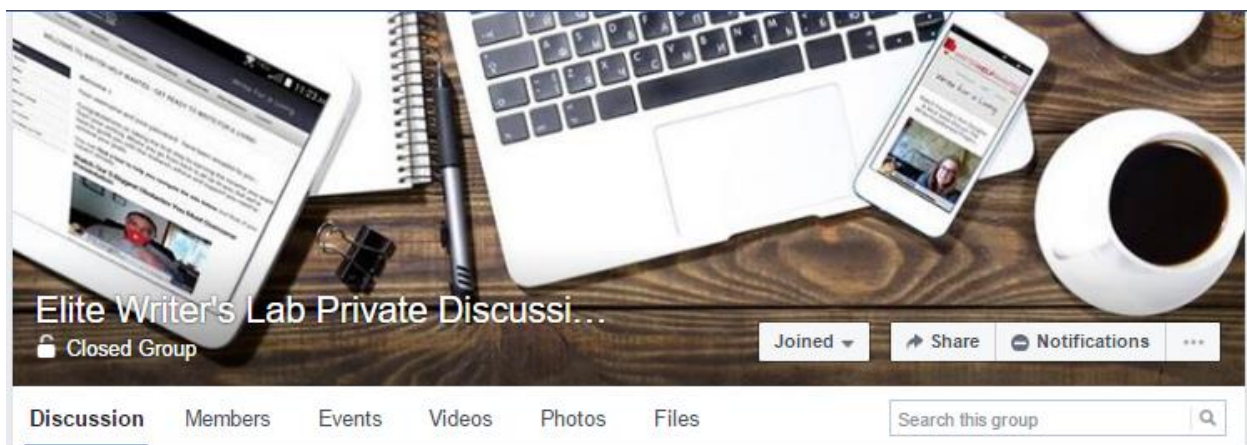
For example, here's a description for the closed group, Elite Writer's Lab

DESCRIPTION
Private VIP support and networking group for the Elite Writer's Lab Members of WriterHelpWanted.com and EliteWritersLab.com

Including your website or blog links in the description also helps drive traffic to your site, and can help increase engagement and awareness.

Visuals are important, too. You can add a header, and you should. The header should represent the topic of the group. You may be tempted to add your company logo and that's fine, as long as it is still apparent what your group is about.

Here's the header for Elite Writer's Lab. Notice that the header is all about writing. No logos.



You'll then be guided through a series of steps to finish creating your group. Choose the settings that best fit your needs. Keep in mind that for most of the settings, you can go back and change them. They're not set in stone. You do want to take a few minutes to add keywords or tags to your group to help prospects find you. Think about how your group members will search for your information and your community. What words would they use? Then use those tags.

Once your group is up, it's time to start adding content.

Creating Your Facebook Group Content

Generally speaking, Facebook groups run themselves because the members generate the content. However, you as the group founder do want to be ready to start conversations. There are of course a number of ways to do this. You can:

- Publish a quote or a tip and ask what people think.
- Share an image or a video and ask for thoughts or questions.
- Pose a question to your group and respond to answers.
- Ask for advice or insight.
- Pose a “would you rather...” type question.
- Share jokes, opportunities, tips or other useful resources.
- Provide member only benefits including downloads, coupons, and information.

Pay attention to what your audience responds to. What really sparks conversations? What creates the most engagement? And don't hesitate to ask your members what they want and need most from you.

Make sure to post often and respond to comments. The only way to keep your audience captivated is to make sure there's something for them to engage with. As conversations fade, be ready to spark a new one. And participate as much as possible with your group members.

Finally, let's talk a bit about promoting your Facebook page. Depending on how you set it up you can:

- Advertise the group.
- Share an invitation to join the group with your Facebook followers, with your email subscribers, and with your blog followers.
- You can also promote your Facebook group in your downloads and your other content. Tell people how they can engage with you and what the group has to offer.

Creating a Facebook group is a relatively simple marketing tactic that can yield tremendous results. Highly focused groups with specific and specialized content often produce the most loyalty and the most engaged communities. Look at your audience, what type of group and content would they benefit from. Create that group and start engaging.