



FACEBOOK GROUP GUIDE

ENGAGEMENT TACTICS!

What You Will Learn?

- Why do Facebook groups matter so much?
- 10 tips on how to use Facebook groups to build your community and grow your sales.
- 3 steps of Engagement tactics.
- Example of open discussions.
- How to grow your group?
- How to increase your sales?
- How to monetize your group?
- Tools you can use to collect emails from your Facebook group.
- How do we grow our Facebook groups?

Who We Are

We are a marketing agency that wants to help others grow online by posting sales and social media marketing tips.

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ON FACEBOOK!**

<https://www.facebook.com/Expand2Market>



First of all let's talk about Facebook Groups

Why do they matter so much ?

- Facebook Groups gift you more organic reach
- Facebook Groups provide a direct line to your audience
- Facebook Groups allow you to form meaningful customer relationships



10 Tips on how to use Facebook Groups to build your community and grow your sales!

Whether you're starting a community from scratch or managing a community on behalf of a client, below are the 10 best tips for a great Facebook Group strategy that will lead to organic growth and sales.



1. Make your rules and expectations crystal clear

The most important piece of creating your Facebook Group is establishing your rules.

Ask yourself:

- What are your goals?
- What do you expect members to post?
- What are your guidelines for how members should interact ?

2. Prioritize discussions on a daily basis

The more you can get your members talking, the better.

This not only encourages more activity from your Facebook Group itself but also increases the likelihood that your posts will appear in your members' feeds.



3. Let your Facebook Group know that you're listening (but don't talk too much).



Keep a close eye on your notifications and replies, especially in discussion-related posts that you created yourself.

Your members will more than likely be glad to carry on the conversation, but replying shows that you're actively listening to what they have to say. This is especially important if they've tagged you for a reply.

4. **AVOID** link-dropping and direct selling at the beginning

Nobody joins a Group to be spammed to death with links and sales messages.

Focus on value-adding and creating a safe environment for people to participate in discussions.

For example, if you're promoting a blog post or product to your group, explain why you're posting the link or promotion.

5. Emphasize exclusivity with a Closed Group

Notice that many Facebook Groups are “Closed.” In other words, members can only join after being vetted and accepted by admins.

The popularity of Closed Groups isn’t a coincidence. Groups are often treated like secret, exclusive clubs that promote “for your eyes only” content and offers.

VIP ONLY



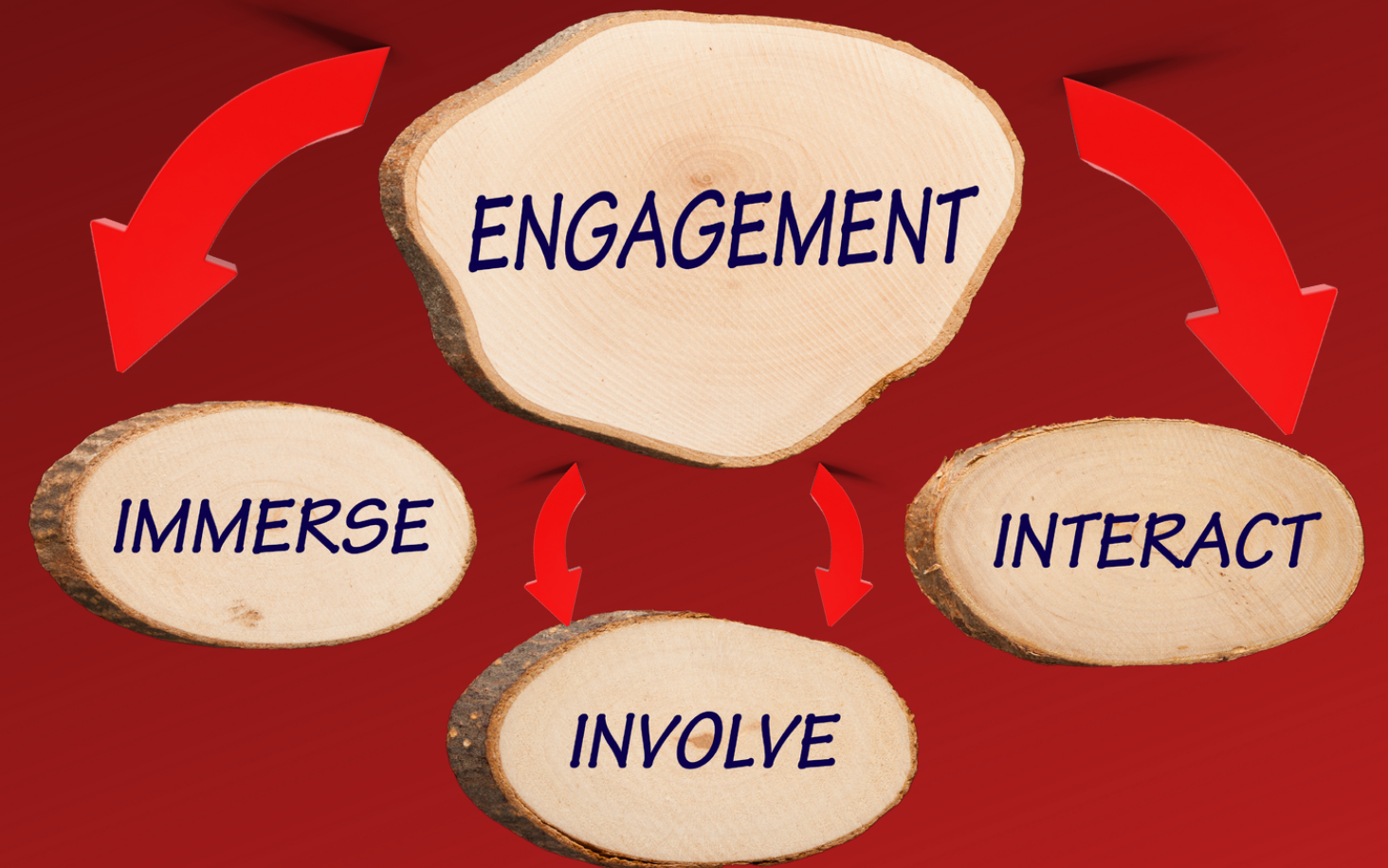
6. Optimize your Facebook Group and content for engagement

- You should pay attention to what drives Facebook Page engagement, similar rules apply to your Group.
- For example, have you completely filled out your Group info to include relevant keywords that your audience might be looking for?
- Does your Group description include benefits and a call-to-action?
- What about any eye-catching cover photo?

7. Experiment with different posts and content formats

Figure out what engages your audience the most, be prepared to experiment with different types of posts.

This isn't just good news for the algorithm: doing so keeps your audience on their toes and keeps your Group posts from becoming too routine.



8. Make sure your admins are up to the task!

When appointing admins, double-check that they're up to the task.

Give clear instructions and agenda of the week.

Build customer relationships by responding to questions from members as swiftly as possible.



9. Search your conversations for common themes and pain points

If you're running out of ideas in terms of what to post in your Group, look no further than your members' discussions.

What are they worried about? What do they need help with?

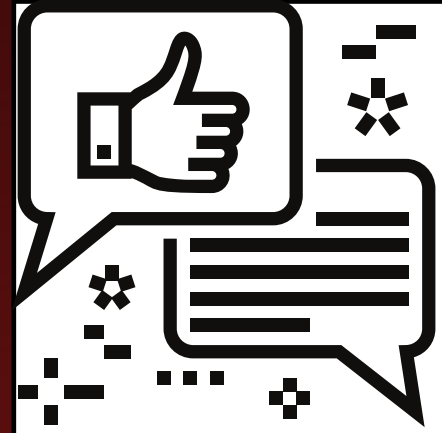
Keeping an eye on frequently asked questions and concerns can be the genesis for everything from blog posts to product ideas and beyond.

10. Promote your Group beyond Facebook!

Lastly, don't expect followers to flood your Facebook Group unpromoted.

If you have an email newsletter or are active on other social platforms, invite your customers to join your Group.





3 STEPS ENGAGEMENT TACTICS



- Question post
- Value post
- Promotion post

This strategy is specifically for a Facebook group

When you post , make sure that the members are within your target audience or this will not produce results.

It's all about consecutive action and allowing yourself to test different forms of content, days in which you post and the time.

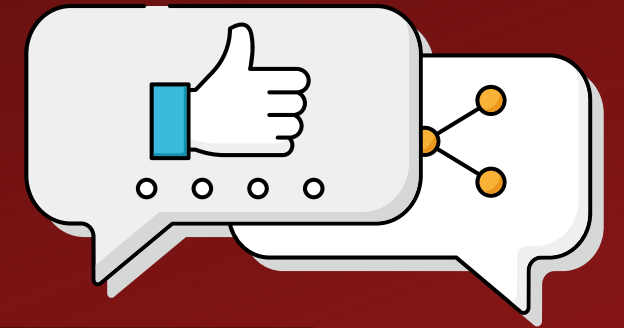


You want to post in the following order

- A question post (open discussion)
- Followed by a value post (offer free tips and advice)
- Ending it with a post that has call-action- (promotional post)

But it's not
WHAT you do,
it's HOW you do
it.

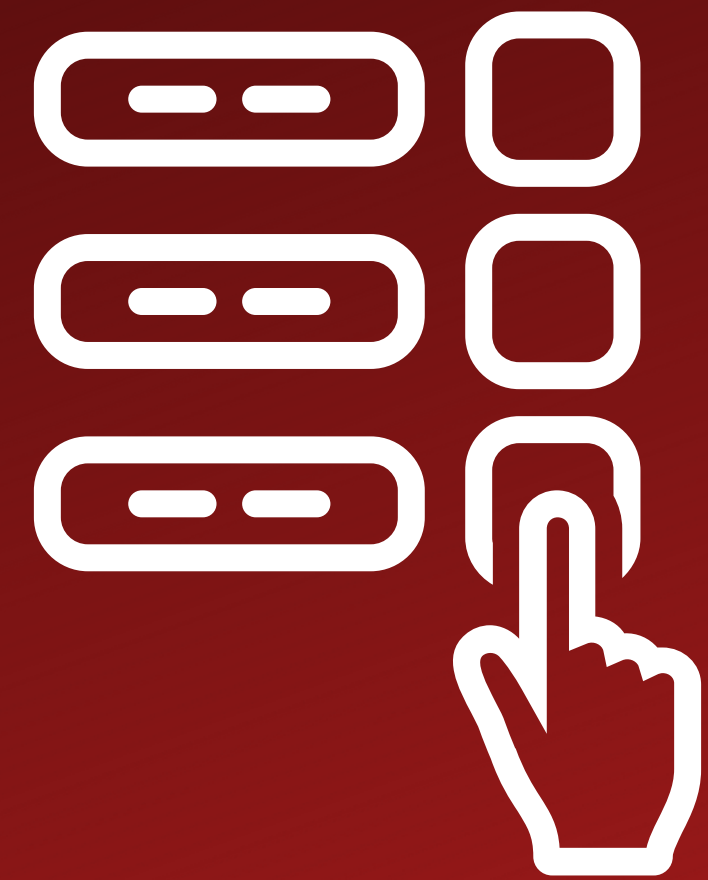
What you want to do is build trust with your audience



It's all about consecutive action and allowing yourself to test different forms of content, days in which you post and the time.

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Week Agenda Example



- Monday - question post
- Tuesday - value post
- Wednesday - promotion post

- Thursday - welcome new members
- Friday - value post
- Saturday - Free Promo post



Take a look on your insight and see when people are engaging, when are they active.

The reason is because you want momentum to build.

The more momentum, the more posts are prioritized by Facebook and that means

MORE ENGAGEMENT

You need your audience to engage on your posts so that the posts that follow pop up within their feed and this will grow the likelihood of them seeing your promotional posts as well.

The first thing that you should do is determine, "what is that I want to promote" OR where do you want to drive traffic?



This is not about picking a "theme" of the week or a "topic" for content.

Choose what do you want to promote!

- This can be a lead magnet.
- This can be promoting a free call, training, webinar, or guide .
- This can be promoting a course
- This can be a product.
- This can be a service.



You are promoting yourself without asking for anything in return. That's okay too!

The end goal can be what you want:

- You can promote to generate leads.
- You can promote to drive traffic.
- You can promote for exposure



Now, why are you doing this?

The more engagement, the more people you have commenting, which results in the opportunity to create better relationships?

The more relationships you are exposed to, the more value you can provide and that can lead to more leads and eventually sales.



Let's talk about what each of the steps actually means.

The question post

A question post is a conversation starter that is just a question to get your audience talking.

Comment

Do not reply to all comments at once. Reply to a handful and then come back a little bit later and reply to more.

Question examples to open discussions and increase engagement in your group

- What are your goals for this year ?
- What started your passion in(i.e. entrepreneurship) ?
- What are the benefits of being an(i.e. entrepreneur)?
- How many years have you been in the business of...?
- What motivates you ?



Value post

The value post can be done the day after the question post or 48 hours after.

This is where you want to expand on the question in which you asked and WHY this is important.

This is where you state the benefits and what problems you can solve.

Here is what happens



- Those who commented on the question post will see the value post.
- Those who commented on the question post will be more likely to engage on your value post as it will be more relevant.
- **Bonus Tip:** Reply and like the comments in some of the comments in the question post right after you post the value post.

The promotion post

The promotion post can be done the day after the value post or 48 hours after.

Whether you want people to buy, you want to drive traffic somewhere or just increase visibility, the promotion post is your call-to-action.

What if someone doesn't see the value post?

- One of our favorite tips is to tag the people who commented on your question post in the value post if they haven't already seen it.
- Because you spend time building relationships with them, you can even send them the URL to the post in a DM



Actions tasks

Write down 3-5 value post topics.

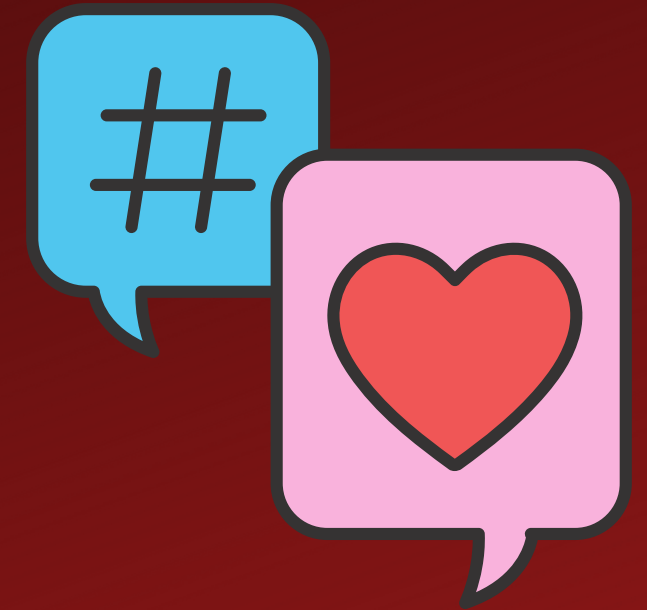
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- ➔ Keep track of HOW you want to post your content.
- ➔ Decide what are you going to expand on for this post.



While it is great to have an increase in engagement, it's all about what you turn the engagement into.

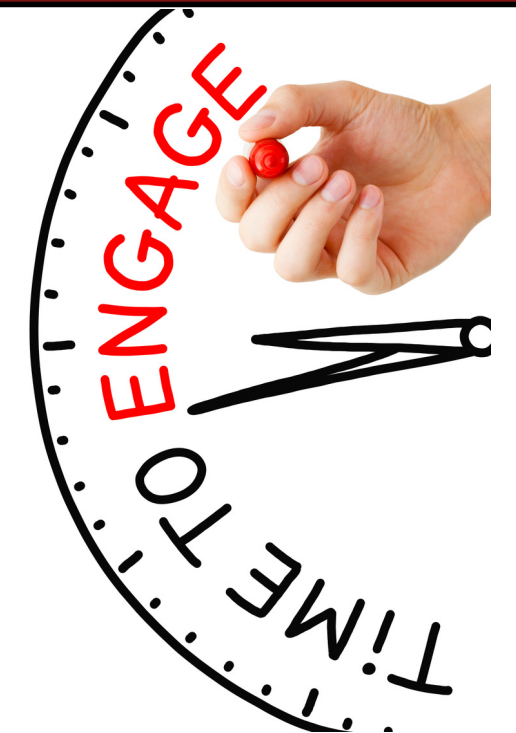
- Do you want to generate leads?
- Do you want to grow your email list?
- Do you want to scale?
- Do you want to help others with a non-profit?



This is where you can introduce what you have to offer (paid or free), share a story around it, social proof, maybe even a little virtual tour and include call-to-action for people to take the next steps!

Pull everything together

- The question post.
- The value post.
- The promotion post.



Mention the initial question to spark interest, share why and then how is your call-to-action, otherwise known as the promotion post!

Examples of Question- Value- Promote Post in one of our groups

Question



Value (Tips & Advice)



Promotion Post



Actions tasks

Write down your call-to-action.

- Decide how you want to present the promotional post.
- Create the content in advance (unless it's a LIVE video)



So, get creative with your content and don't get discouraged if you don't see the results you hoped for right away.

Think of this as a challenge. We suggest having the mindset of a 30 day or 90 day challenge and see what works and what doesn't.

EXTRA



Growing a wildly profitable Facebook group comes down to you having & implementing these 3 pillars:

- Growth
- Content
- Monetization



When each of these 3 pillars are done right inside of your group, your group can become a powerful client acquisition machine.

PILLAR 1. Growing Your Group.

The mainstream group advice is that you should grow your group “without spending money on paid advertising.”

In the beginning that is correct but as you make more money, you need to run ads with the target audience you are trying to attract to your group.

PILLAR 2. Providing Content to Your Group.

The mainstream group advice when it comes to content is to “provide as much value as you possibly can.”

But publishing that much content, might actually *hurt* your chances of landing premium clients.

If you publish too much content in your group, if you're too available inside your free group, why would your group members become paying clients when they've already got access to you right there in your group for free?

What we've found is:

Over-availability & providing too much value to your group creates friction in your ability to incentivize & enroll paying clients.

Because they see less need in your paid programs.

Instead of high volume content, we create a high-impact content.

We only publish a few posts per week

PILLAR 3. Monetizing Your Group.

Our group's Monetization Strategy is focused around one thing :
GENERATING CONVERSATIONS WITH US.

Our group is designed to get people to raise their hands & say "hey, I'm interested in what you guys got, can I hear more?" From there, we qualify them.

So make sure you have a clear action item and process flow for how to get the leads, qualify them into prospects, and close sales.

A photograph of two people shaking hands in a meeting. The person on the left is wearing a light-colored sweater, and the person on the right is wearing a brown sweater. The background is bright and out of focus, suggesting an indoor setting with large windows. The text is overlaid on the image in a bold, black, sans-serif font.

The only thing worse than struggling to get clients is getting clients you don't even like.

We are the gatekeeper of our programs. A credit card doesn't get someone in the door with us, they must genuinely be a good match for what we have.

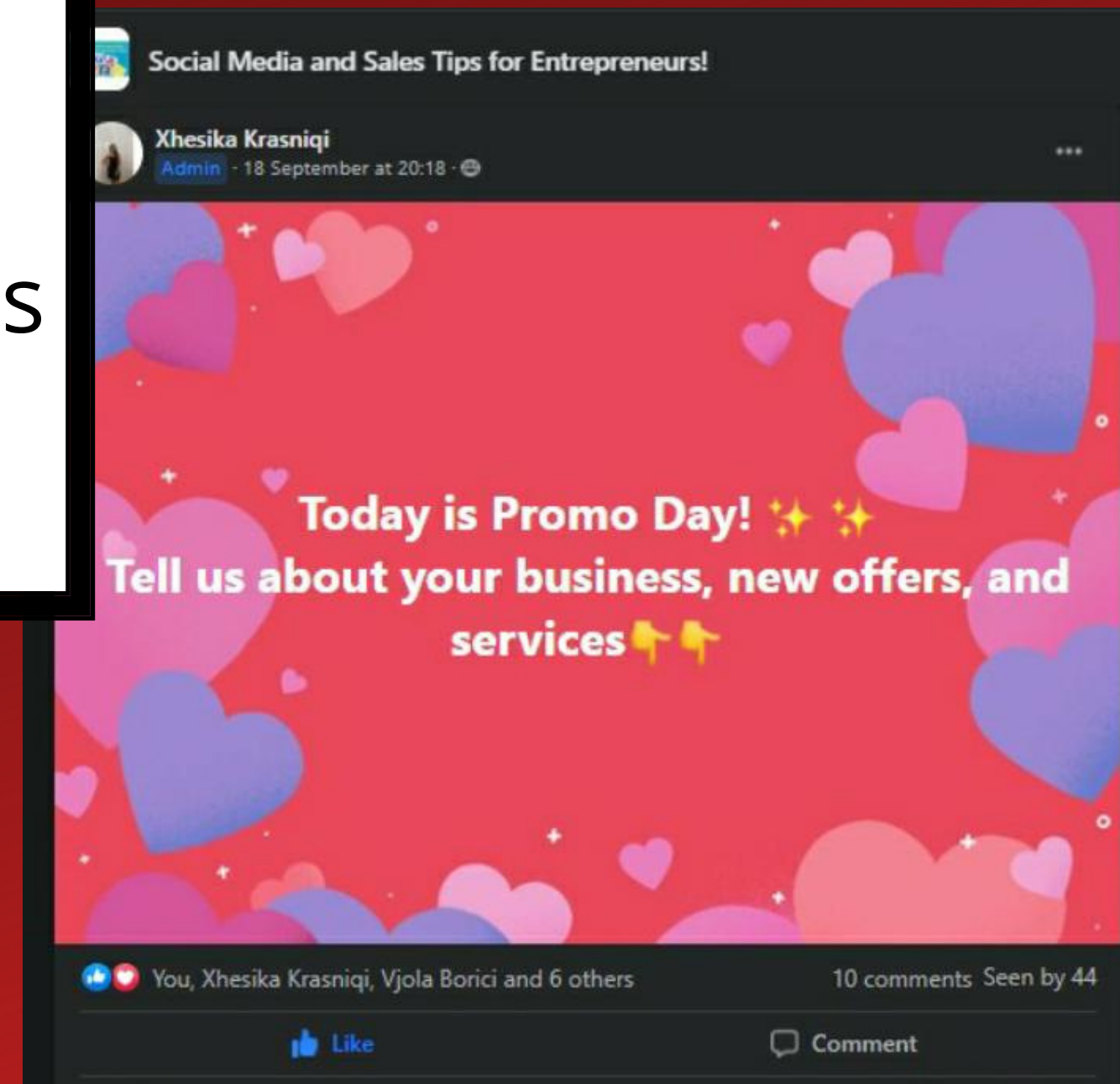
Tools you can use to collect emails from your Facebook group

- OptinMonster – They offer a 100% No-Risk 14-Day Money Back Guarantee If you don't see results over the next 14 days
- AdRoll – Competitive pricing for companies of all sizes
- Sumo – A free basic plan, with upgrades available with their “Pro” package

How do we grow our Facebook groups

- Inviting the right Target Audience
- Sharing relevant content, tips, tutorials or trainings
- We offer free promo days for our members
- We open discussions and do polls

Post Example



JOIN OUR FACEBOOK GROUP IF YOU WANT TO LEARN MORE TIPS ON SOCIAL MEDIA, DIGITAL MARKETING, AND SALES STRATEGY!

[HTTPS://WWW.FACEBOOK.COM/GROUPS/EXPAND2MARKET](https://www.facebook.com/groups/expand2market)