



FACEBOOK GROUPS

**PART II GROWING YOUR GROUP
AND ENCOURAGING ENGAGEMENT**

Facebook Groups Part II Growing
Your Group and Encouraging
Engagement Published by Creative
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FACEBOOK GROUPS

TARGET MARKET

Ask these questions to determine who is in your target market.

Are they male, female or both?

What is their age range?

What do they do for a living?

What do they do for fun?

Where do they hang out online?

What other brands do they love?

What hobbies and interests do they have?

What is their income level?

What working class are they? White collar, blue collar or both?

Where is your local Target market? Rural? Suburban?
Urban/City?

Are your people parents or grandparents?

Are they seeking out your product or finding your product as an impulse buy?

FACEBOOK GROUPS

SALES BASED OR
COMMUNITY BASED OR
BOTH

A product or sales based group:

You want to sell your product or service in your group. You are primarily or solely the one posting. You provide content to your target market along with products for them to purchase. Produces income but can feel salesy.

A community based group:

You want to create a community where anyone can post. People share ideas and questions and others help solve them. An example would be a DIY or decorating group. Doesn't produce income but allows you to connect.

A product/sales based community:

This is what I recommend. You want to create a group where you sell your product but also use the community aspects to solve problems for your group and make connections with them using your product.

FACEBOOK GROUPS

YOUR IDEAL CUSTOMER

Write a story about your ideal client in first person (using I and me...for example...I am a stay at home mom...") For more details watch the Target Market Training. Don't forget to post your story in the community under the Target Market Post.

GROWING YOUR FACEBOOK GROUP

OTHER FACEBOOK GROUPS

Being active in another group that is related to yours can lead to others joining your group based on connections you make.

1. Follow the rules.
2. Be active in the group.
3. Then later feel comfortable enough in the group to share a link.

This is the most time consuming method, but it is really effective.

FACEBOOK MARKETPLACE

Caution: We are not a buy sell trade...people mostly are looking for a deal. But it is a good place to post an item and say, "if you like this type of item, please join my facebook group" and provide the link. With their expansion, the Facebook marketplace can be a good place for beginners to find their target market. Use the right language.

CROSSPOSTING TECHNIQUE

Only works if you have a Facebook page. You can crosspost on your business page, "Hey everybody, look at this brand new mug. You can't get it on the website, or anywhere else. You can only get this for \$12 tonight in my group.

Link in the comments." This works well if you do this occasionally on your Facebook page.

OTHER MAKERS WITH A SIMILAR MARKET

Partner with another maker that has the same target market. Share each other's pages...shirt makers and sign makers...or shirt maker and jewelry maker...sign maker and a furniture maker. Reach out to other people to do a combined sale, or featured in a Facebook group. Reach out and promote each other's groups or pages.

THE MOST CONTROVERSIAL WAY TO GROW A GROUP

ADDING PEOPLE FOR A GIVEAWAY

This is a controversial method. If you don't like this method, don't do it. But it does work. You get to decide how to grow your business. This is how I grew my sign-making group. More details are in the training video.

The Method:

1. Pick 3 items to offer in your giveaway that are completely different so that you give customers an option of what to win. (more details in video).
2. In the post say "GIVEAWAY!!! GIVEAWAY!!! (See the next couple of pages for specific copy ideas.)
4. As people add their friends, you will be able to see who added people and approve them. Once you see that a person has added 3 people and commented, then they are eligible to go into the random drawing.
5. I recommend having \$10 and under items for the giveaway. You will need to decide if you want to cover the shipping or have the winner cover. I cover the shipping unless it is a very big item to ship. Picking smaller items that aren't a lot of money or time will help you.
6. Put a time limit on when the giveaway is over to create urgency and make sure you follow through. Do not do a giveaway over 72 hours. The sweet spot for me is 48 hours. I post on Wednesday. Promote it again Thursday. (more copy ideas for a reminder post on the following pages.) Don't pin it...just add a new post. Promote it again Friday morning. Draw the random person on Friday.
7. If you are brand new you can do this once a month for the first three months. For the first one you can ask them to add up to 5, but 3 is my sweet spot. Then you can do it 4 times a year. Make sure you are thanking your members for supporting and sharing your business!

COPY FOR GIVEAWAY POSTS

EXAMPLE 1

24 HOURS ONLY! GIVEAWAY, GIVEAWAY!!

Pick one below or develop one that would fit your product.

Which SMELL would you LOVE to have throughout your home? or
Which one of these would you LOVE to have in your home? or
Which one of these would you LOVE to wear? or
Which one of these would you LOVE to have for your ____?

We are doing a GIVEAWAY starting today! Want in? All you have to do is ADD 3 people to the group (if and ONLY if you feel like they would love our product and want in on deals). Once you do this please comment below with your choice, A, B, or C.

THIS IS ONLY available to enter for 24 hours! thank you for helping us grow our group! We will announce the winner at _____ on Friday.

(You will notice I very rarely on anything put first person, I don't know why but it just feels safer to me, lol).

EXAMPLE 2

More of a simple post: Less reading at times will convert better.

It's GIVEAWAY time! Please help us grow by adding 2 people to our group in order to be entered to win one of these amazing _____.

RULES to Qualify: Add 2 Friends of our yours to our group (IF and ONLY if you feel they would love our product).

Comment below with the choice of _____ you would LOVE to get for FREE!

A winner will be drawn on _____ and announced here.

(Make sure to add SHIPPING if you want to charge that, I recommend not charging shipping BUT if you must you can.)

COPY FOR REMINDER POSTS ON 48 HOUR GIVEAWAYS

3 EXAMPLES

If you are running a 48 hour giveaway you want to make sure you post a reminder and something Simple....

Here are 3 Copy statements to choose from:

A. GIVEAWAY.... Have you entered yet? We posted a giveaway yesterday and it's one you WILL want to have. Find it below this post here and get a chance to WIN!

B. Time is TICKING away! You have 24 hours until a lucky winner will be drawn to win your CHOICE of _____.
Find the post below this one!

C. DID YOU SEE it? YES YES YES! We are having our first ever (or 2nd or 3rd) giveaway, we are excited to grow our group and want to THANK you for helping us grow by giving you a _____. See Giveaway post below to enter to win.

DISCLAIMER

PLEASE READ!

Facebook has terms of use that do not allow giveaways like this in groups. So if you decide to do this giveaway for adding members, you do so at your own risk. Lots of people do them...but I feel I have to warn you so that you know. You can click anywhere in this box to get some more details or go here <https://www.facebook.com/notes/addicted-to-networking/contestgiveaways-facebook-rules-/291002507596530/>

WHEN TO POST FOR SALES AND INTERACTION

SALES

Typically Tuesday, Wednesdays (maybe) or Thursdays are great days. If your target market is involved in Wednesday church then Wednesday might not be the best. Mine are almost always on Thursday nights. Try them and see what works for you. Sunday evening may also work.

INTERACTION

Friday evenings are best for interactions. I do a lot of my paint with me posts on Friday evening. This can be an interaction post but not a sale.

Another time or day is Sunday evening to do an interactive post or a sale.

THE WORST DAY

Don't post sales or interactive items on Mondays. Mondays are hard for everyone. Nobody remembers anything on Mondays. Post memes on Mondays. Mondays are too busy for a sale.

FACEBOOK GROUPS

IDEAS TO POST

1. Picture Contest. "I have some restock bucks. Please post a picture of one of our products below and we will pick a random winner."



2. Games
(There will be a full bonus training on having a Scavenger Hunt during the last training for our Facebook Groups.)



3. "Did you know" posts. You are giving them little bits and pieces about your product, your business and you. Let them get to know you.



4. Themed months. Set a theme for every month and develop content and product around that theme. This is especially easy for service based products...but works well with physical products, too. See the next pages.

5. Coupon posts. You want to offer things to your group that they can't get anywhere else. These are your VIPs.

*How many times to post?
Every other day. Unless you are leading up to a live sale. If you are doing a live sale, keep your 7-14 days of daily posting leading up to the sale.

MONTHLY THEME IDEAS

JANUARY

Blowout Month- blowout sales to make room for the new year.

Winter Month- white or blue items or items to be used during winter.

Martin Luther King Jr.'s Birthday- posts about dreams

FEBRUARY

Love month- Create product that is red, white and pink. Post about Love stories, coupon codes that have love in it etc.

Groundhog Day

President's Day

MARCH

Green Month

St. Patty's Day, luck of the irsh--great theme for giveaways this month, Pot of Gold winner

Women's history month- most influential woman and quotes are great for this month.

APRIL

Pastels- create product all dealing with pastel colors.

Easter--- Scariest Easter bunny you have ever seen post, hidden Easter Eggs

Earth day, create products and inform customers about natural products or ingredients.

MONTHLY THEME IDEAS

Brainstorm your own ideas.

JANUARY

FEBRUARY

MARCH

APRIL

MONTHLY THEME IDEAS

MAY

Cinco de Mayo
Taco Tuesdays posts,
recipes,

Mother's Day. run a sale on
Mother's day gifts., mom
stories

Memorial Day
Run a high discount for
veterans families.

JUNE

Fathers Day gifts, dad
stories, bad dad jokes and
puns

Summer begins- Product
relating to summer, summer
reading list, summer recipes

Make product and sell for
4th of July- Sold in June if
not May.

JULY

Independence Day and
Canada Day: Create RED
and WHITE product, or red
white and blue product in
observance of
independence day.

History month- American
or Canadian history trivia

Primitive items for the
summer

AUGUST

Back to school: products,
first day of school pictures,
count down for mommy
breaks, mommy self care

Start promoting all things
fall.

MONTHLY THEME IDEAS

Brainstorm your own ideas.

MAY

JUNE

JULY

AUGUST

MONTHLY THEME IDEAS

SEPTEMBER

Labor Day- work related posts

Grandparents Day- special deal for grandparents

Autumn begins. Pick Fall as your theme-

OCTOBER

Halloween- Scary Stories, Hay rides, pumpkin patches,

DIY Lives are big,

Fall home tour.

NOVEMBER

All about food, recipe sharing, pie, turkey.

Create promotions for Black Friday and Cyber Monday or Cyber week.

Prepare for the RUSH.

DECEMBER

Christmas- DIYs, decorate with me, recipe sharing, traditions, go live at any events.

New Year's Goals- especially service based want to have content in place for after Christmas.

MONTHLY THEME IDEAS

Brainstorm your own ideas.

SEPTEMBER

OCTOBER

NOVEMBER

DECEMBER

FACEBOOK GROUPS

PSYCHOLOGY OF THE CUSTOMER

Use 2 examples in posts leading up to a sale to create urgency.

Tonight ONLY

Today ONLY

We ONLY have 3 of these available...

These are ONLY available tonight.

These are ONLY available for 2 days.

You can ONLY get this deal today.

You can ONLY get this deal in my group.

LIMITED time offer for 1 day only.

LIMITED quantities...

PRICE GOES UP after....

PRICES GOOD THROUGH this week only.

FACEBOOK GROUPS

PRODUCT DEVELOPMENT

During a restock sale, I use the following wording...

"The first person to comment on this is going to be the winner, however if the sale falls through and you would like to be considered for it next in line, please comment below "me or next". Please continue to comment so I can see if this is a product that you would like to have."

When you go back through the comments, and you have a product that has many comments under it, then it tells you that this item is a good selling product! It is one that would be good to take orders on or list on Etsy or Amazon or use to funnel order to your website or another platform. If it has no comments or only one comment, it might not be a product that would be worth that much effort.

*******THIS ONLY WORKS IN AN ALREADY ENGAGED GROUP.**

If your group is not engaged or has just begun you may not have a lot of comments only because of the newness or lack of engagement.

FACEBOOK GROUPS

5 TYPES OF SALES FOR A GROUP

1. Order Only Day
2. Restock
3. Auction
4. Live Sale
5. Funnel to a sale

FACEBOOK GROUP SELF CRITIQUE

IS MY DESCRIPTION
FULL?

What is group about, how to purchase, what do they get for being a member, rules, contact info?

HOW IS MY COVER
PHOTO?

AM I POSTING
CONSISTENTLY AND
WITH A PURPOSE?

MY NOTES

HAVE I CLEANED
OUT OLD STUFF?

HAVE I CLARIFIED
ITEMS THAT ARE NO
LONGER AVAILABLE?

HAVE I TURNED OFF
THE SALE FORMAT?