



Grow Your Group 10x Faster with More Engagement and Conversions

by Jennifer Henczel

www.inspireinfluencers.com





**Build your community through
connection and collaboration**



*hello
gorgeous*

Get more prospects and sales with Facebook groups

Facebook is an amazing community of over 2 billion active monthly users. Over half of them are active in groups. Groups are super valuable because a lot of them are closed or even secret so there is more engagement likely to happen.

Building a targeted Facebook Group can help you get more prospects and make more sales due to the higher rate of engagement. This will work for any niche you can imagine from individual physical product sales to coaching, to information products, and more.

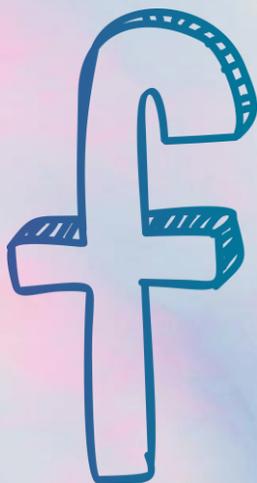
What are Facebook Groups?

A Facebook group is a community within Facebook. Each group is built around a specific special interest, cause, or niche. Groups can be created/sponsored by businesses, organizations, or individuals. There are different types of groups, and you can choose the level of privacy.

For example, if your business offers training and information about marketing for local businesses, you can start a group for a specific location such as a region, county, or city/town. Groups are powerful ways to engage your audience and create raving fans that will help you promote your products and or services.

Generate more engagement and empower your members

Follow these steps to start creating more engagement in your Facebook Groups. You'll be glad you did because this powerful method can transform the lives of your members, and ultimately, your business in amazing ways.





Define Your Group Niche

If you've already identified your ideal audience, this part will be easy. If you aren't sure who your audience is and what problems they have, you'll need to do that first.

Example: You Sell Cat Toys

A general cat lover's group will work great. Name the group something that makes it simple for your audience to recognize the group as being for cat lovers. You might call it Cat Lovers Unite.

Example: You Sell eBook Cover Designs

A group focused on authors who need to make great cover designs is a good idea. You might call it something like Cover Design Tips for Authors.

Example: You Sell Work from Home Courses for Moms

A group for moms that want to work from home will love having a group just for them that they can trust for providing good information. You can call it Moms Who Want to Work from Home.

Obviously, you want to make the group stand out so try to make the name unique and/or related to your website name or brand. Once you choose the right name and focus of the group, you can start building your FB group membership. When you create your new group, you'll be prompted to add at least one person to the group to get started. Go ahead and add a good friend for now. The most effective groups are moderated well and are closed. Once you create the group, choose an appropriate icon from their choices to represent your group.





Branding Your Group

Once you've created the Facebook Group, you need to brand it. You want the group branding to match the branding on your website. Create a cover for the group and add a good headshot for the profile picture so that you are part of the brand. People respond much better to groups when they can see your face. Your business logo can go into the cover design instead.



- ❑ **Group Description** – Potential members will see the group description first. It will help them decide if the group is for them. If your group is closed, this will help them decide if they want to join. Focus on the benefits of the group, what you can do for them, rather than on what they can buy from you.

Example: Moms Who Want to Work from Home

Description: Awesome work from home tips and info for moms who don't want to get a JOB and miss out on raising their own kids.

- ❑ **Group Cover** – This is a great opportunity to ensure that your audience has the information needed to connect with you, outside of the group. Ensure that the cover matches your website branding. Include contact information and images that show your expertise.

- ❑ **Profile Picture** – Choose a picture of yourself, for best results. People are more trusting of a person than they are of a brand/corporation. Showing your picture will humanize the group experience.

- ❑ **Tags** – You can add tags to the group too so add tags that are keywords for your group. Examples of the work at home mom group tags might be: work at home mom, work at home training, earn money from home, moms who stay home and so forth. Use as many tags as it lets you that are relevant to who you want to join the group.

- ❑ **Group Type** – When you pick your group type, make sure it matches what you're doing. You can choose custom group type and pick the features you want in your group. In addition, you can also set up the location you want to target, if any.

- ❑ **Questions** – Groups allow you to ask up to three questions of anyone who wants to join the group. This is a great way to weed out possible spammers. It is best to moderate signups rather than letting just anyone join the group. This makes it more targeted, meaningful, and beneficial to the members.
- ❑ **Pinned Welcome Post** – In your group, you can create a post with rules for the group that you pin to the top. That way everyone sees that post first thing upon joining the group.

Setting up your group by following the prompts and sets in Facebook isn't hard. Don't over think it but do think about your audience and what they would want as you do it. Your audience is always first and foremost if you truly want to engage with them and help them.



Create a Page for Your Group



You don't market in a Facebook Group the same way you do on a Page. However, you should create a Page for your group, with matching branding, and connect the two. The last thing you want to do is to confuse people so the Group and the Page should each have covers that clearly identify the area. For example, you can add the text "Group" on the Group cover and have a very prominent link to the group on the Page.

Having a page specifically for the group, lets you promote in more ways and access more features. Once you create your page, you'll use it to post info about the group and add teasers and other info to encourage your FB audience to join your mailing list and your Facebook group.

- 1) **Create a Profile:** Fill out all the information especially the "about" information so that you can fully describe your community. Also, put your page in the right categories so that people can find your page and then through the page find the group. Make everything match the Facebook Group information as closely as possible.
- 2) **Create a Post:** Once the page is made, create an introduction post. Ensure that your post shows a link to your Facebook Group. Add a nice picture that gets people's attention and pin this post to the top of the page.
- 3) **Create a Second Post:** Start using the Page to post general information and tips that appeal to your audience. Do live Facebook events and then use these posts and events within your ad manager to promote the page and the group.

After you've created your group and the associated page, now you can work on growing your Facebook group to get more prospects and sales. The group and the page work together at least for now. There is a chance that Facebook will eventually allow marketing of a Group. However, right now, you need a page to help you market your group because you cannot run ads on Groups, but you can on Pages.

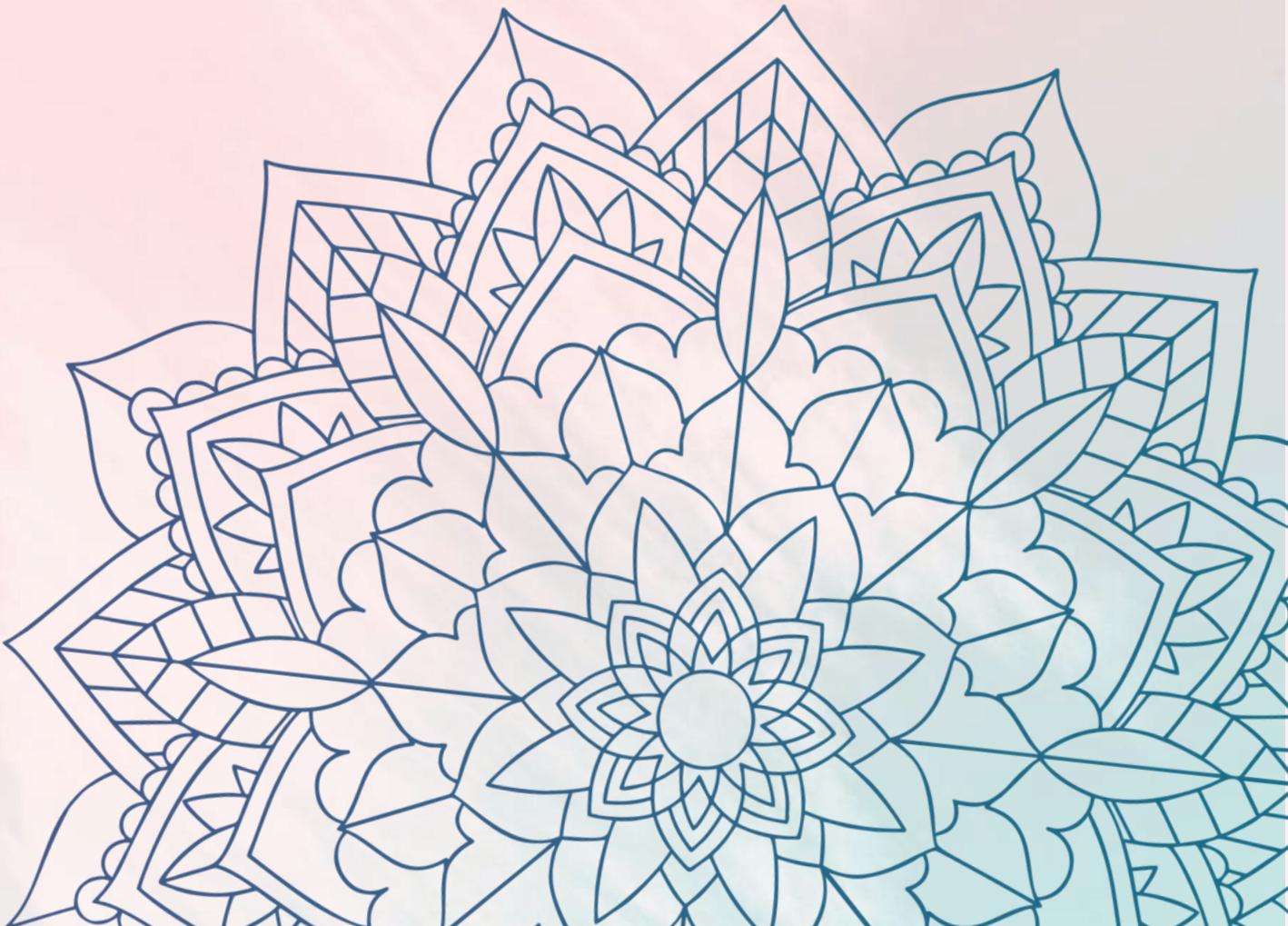
18 Ways to Boost Conversions with Facebook Groups

- 1) **Utilize Pinned Posts** – A pinned post will show up at the top of the group for all members to see each time they go to the group. This is a great place to highlight and link to your opt-in offer, sales pages, resources, and other valuable items.
- 2) **Welcome New Group Members** – When a new member joins, always interact to welcome them. Then, direct them to your opt-in offers immediately. After all, you want them to get on your list. That's the ultimate goal, and can be done by offering a unique freebie (lead magnet) specifically for group members.
- 3) **Upload Helpful Files** – Each group has an area where you can upload files. Examples might include a list of tools and resources, your opt-in, freebies, group rules, and editable members list, and anything else that you believe adds value to the group.
- 4) **Link to a Group Calendar** – Another great thing to put in the welcome messages (pinned) and in the files, is a link to a group calendar like Google Calendar so that you can share any upcoming events all in one place.
- 5) **Cross Promote** – If you have other online real estate, such as an Amazon Influencer account, be sure to cross-promote those using the files, new posts, and the welcome messages.
- 6) **Share Blog Post** – Any time you write a new blog post, share it within the group and invite them to go to the blog to make a comment on it.
- 7) **Ask Members to Promote** – A great way to build your membership is to have a membership drive. Host a contest where your current members invite their friends to the group and the winner can get a freebie of some kind.

- 8) **Host Private Group Live Events** – You can run a Facebook Live event within your group rather than on your public page. This gives private group members some VIP treatment and information that others won't get.
- 9) **Ask Questions & Post Short Answers** – You can ask your own question, use a customer question, or go from a group member's question to pose a question for group feedback while also answering the question with a short answer linking to a longer answer as a blog post or in the form of an information product that you link to within your answer.
- 10) **Let Your Members Promote** – Schedule a specific time when members can share resources or promote their businesses or a freebie. This enables members to get subscribers and buyers too.
- 11) **Add Videos** – People love videos, so if you create any for other platforms you can upload them to your Facebook Group. You can also make super short videos teaching your members about your topic. For example, don't assume they know how to find the files section in the group, post a short video to show them where they can find the good stuff.
- 12) **Offer a FB Group Member-Only Upgrade & Coupon** – Membership has its privileges so make them feel the love. Offer specials that will only be offered to these members. They'll feel special and they will reciprocate by bragging about you.
- 13) **Share Your Progress** – If you're creating a new product, planning an event, or doing something that will eventually be offered to the group tease them by letting them in on what's coming, giving them an opportunity to get on the list to find out first.
- 14) **Ask for Feedback** – As you create more products, use your group to get into their heads. The audience will still feel as if you read their mind. Ask their opinion on cover images, titles of programs, even group rules. The more you make them feel part of something the more engaged and loyal they'll become.
- 15) **Share Tips & Encourage Opt-ins/Buys** – If you have a tip to share related to something they care about, do it. The more valuable assistance and resources you offer, the more likely they are to opt-in and buy what you offer.

- 16) **Share Quote Images** – A great way to boost your content is to create memes with quotes relating to your freebie, products, or services. They can be quotes from testimonials, from inside the product, or from famous people related to your niche.
- 17) **Create Customized Headers** – Every group has a custom header. A custom header can do double duty by welcoming everyone, but it can also be a billboard for your current offers, email options, and promotions. To your custom cover, add your email opt-in or advertise a freebie.
- 18) **Plan Community Events** – As a Facebook group leader, you have a unique opportunity to plan both online and offline events. These are great opportunities to get to know each other better and to boost profits.

These tips offer you the means to directly influence your audience in a Facebook group to convert into a list member, promote your group or website, and buy more products or services because you're offering them so much value.





Growing Your Facebook Group Members

When it comes to growing your Facebook Group, you have quite a few options. However, depending on your niche and the purpose of your group, some methods may produce better results for you than others. Let's look at a few strategies that work well for most groups.

- **Post Updates Often** – Post updates to your page and your group often. You can schedule memes and other posts to appear on your Page in advance. Short tips, questions, polls, cute pictures, and so forth (if they relate to your ideal audience) will all work to help grow the page.
- **Run an Ad to Get More Views** – Facebook allows you to run ads with a Facebook Page. You can run all sorts of ads to get more likes such as by boosting a post, using the ad manager to promote one of your posts or a video inviting people to your group.

- **Cross Promote Across Channels** – If you already have an email list don't forget to invite them to your page and your group. In addition, use the email addresses to create a look-a-like ad set on your Page so that it will attract them to your page. Once you build your page to a few hundred likes, you can use the likes in a look-a-like advertisement too.
- **Share Blog Posts** – Write a blog post about your new Page and Group then share it to your FB Page, Twitter, LinkedIn, Pinterest, Instagram and any other social media that you're on. The more people you tell about your group the more people who will join. In fact, anytime you write a blog post share it with your Page & Group.
- **Other Groups** – When allowed, tell people in other groups about your group. Some group owners don't like that so be sure to ask or read the rules first so that you don't get banned from the group. Even if you can't promote in a group, if you participate in the group your group will start showing up to the members of the other group. They'll join your group just because you're helpful.
- **Ask Members to Promote Your Group** – Ask members, as they join, to tell other people about the group. Use this to your advantage by telling members to add their friends. Be sure to give your members tools and a good reason to promote the group. Provide newsworthy info for them to share and great deals to repost on their pages.
- **Approach Influencers** – If you follow influencers in your niche, it's likely you have some great resources that could provide some specialized, topic related info to your members. Ask the influencers to join the group. If your members have friends that would be interested or are an expert in a related topic, get them to invite them to join the group.

If you have been engaging with your members since day one, and continue to do so daily, you will have a group of people who will want to be first to buy the things you recommend. It's never too late to start!

7 Ways to Convert Group Members into Prospects & Buyers

After building the group, make it super successful. Monetize it so that you convert more prospects to customers. The engagement level that is possible in your group is priceless, in terms of gaining trust.

Remember that groups can become overwhelming, if the group gets too big. You'll need to moderate it frequently, so you don't end up with spam. Keep in mind that if you promote too much, without focusing on info and resources, the value can go down in your members' eyes.

You want to focus on providing value and the rest will come as members grow to know, like, and trust you.

- **Set Up Moderation** – Set up your group so that new posts are moderated. Ask active members or people you trust to volunteer as moderators. Give them set guidelines so that it's clear and not based on opinion or friendships.
- **Provide Useful Information** – Within the group, provide information that your audience can act on and improve their lives. You can schedule posts to groups. If you know your product promotion schedule, set up a content marketing calendar for your group using your other content marketing calendar as your guide.
- **Conduct Live Events** – You can do some live public events on your Page but also do special live events for group members. A live event can be as simple as 30 minutes of questions and answers. Warn your group before you go live so they have a chance to get there. Then wait a few minutes before you get into the meat of the event so that people will be watching.

After the recording is posted, go back and edit the thumbnail. Add more information in the text box above the video, including any links you mention.

- **Post Questions** – One good way to get engagement is to ask your group questions. You can set up each day of the week as a different type of engagement day. For example, if you have a mom’s group you might ask for Sunday Pictures. Even if this has nothing to do with what you’re promoting, it will make them feel closer to you, especially if you share too. If you can link the activity with something related to the group, it will be even better and more beneficial to everyone.
- **Provide a “Promote Your Biz Day”** – Whether it’s a business or not, give your members at least one day a week to promote what they’re doing and involved in. That will make them feel special and useful. In addition, you never know when someone else has something you can use too.
- **Include More Video** – Facebook users love video. They like the live video and they like recorded video. The ability to see your animated face and tone of voice makes them feel comfortable and helps them trust you more.
- **Build Your List** – Offer content upgrades, checklists, and freebies to your group that converts them to list members. Then, once you have their email addresses you can promote to a look-a-like audience on your Page to get even more members. You can also directly promote other paid products to that list.

Running a Facebook Group can be very lucrative. A group of just 500 to 1000 targeted and engaged members is enough to earn a full time living. If you’re promoting your products and services, providing valuable free information, and cross-promoting to get them onto your email list too, you could end up becoming well-known influencer in your niche.

Have fun with it!

You may can start a specialized Facebook Group on almost any topic. The best course of action is to start with one group, build it up to at least 500 members, and then repeat for each segment of your audience, so that you can encourage more engagement and more conversions.





Watch this video to find out my “5 Majestic Mindset Shifts for Getting Unstuck” that finally helped me to breakthrough that took me from PT entrepreneur to generating my own full-time income, month and after month.

<https://www.inspireinfluencers.com/queen>

Also, I was wondering, have you ever wanted to write a book? Or have you ever thought of turning your ideas into a journal or planner that you can sell on Amazon? Or have you ever wanted to help others through a transformational process? Or have you ever wanted to start a movement with your message? Check out my “5 Day Book Bliss Challenge” where I’ll show you how to publish your book, workbook, journal or planner in 5 days!

<https://www.inspireinfluencers.com/book-bliss/>





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I'm an Influence Strategist and Founder of Inspired Influencers & Story Academy. I work with leaders who are ready to level up to create more impact, influence and income.

My superpower is accelerating people's journey towards finding their voice and increase visibility.

I help business owners navigate all of today's top tools and strategies to create a client attraction system that works.

Most importantly, I lead people through the process of creating harmony and abundance for themselves, while serving the world with their purpose.

I've planned and promoted over 500 events. I have many years of experience in training, and delivering workshops and seminars for Universities, Government Funded Training Centers, and Corporate clients. I offer online and offline live in-person events of all types and size, with both local and international audiences.



Jennifer

I hope you find this guide useful.

Jennifer Henczel, Founder

Inspired Influencers

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that might interest you:

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