Facebook Fortunes Webinar 27

Facebook Groups
How To Use Them To Enhance Your Business

Kerry: Hi everyone and welcome to this week's Facebook Fortunes Webinar.

It is Webinar 27 and today we will be covering Facebook Groups and how to use them to enhance your business.

Firstly, I will run through why I am covering this today.

A lot of you have said that you have your Facebook Page up and running and some of you have been asking specifically about Facebook Groups e.g. How to use them in your business and how to set one up and should you have both or one or the other etc.

So, in this training session today, I will be covering what a Facebook Group is and difference between a Facebook Group and a Page and some of the key things that you need to know to set up a Facebook Group/different types of groups and how you can use them to enhance your business.

I'll also go through how I use a Facebook Group.

Is anyone confused about a Facebook Group or do you all know what one is?

Most people know what they are - excellent!

Who is a member of a Group?

I am a member of several!

I will briefly go through what a Group is because you are up with it, but it is realistically, it is more like a community. You set it up in Facebook and it is really like a two-way communication - you can have a two way conversation.

Everyone can post into the Group and you post as your Personal Profile.

When you set a Group up, you set it up as your Personal Profile as well, so it becomes the moderator of the Group and you can control what goes on, but effectively, you are not your business, you are you - your Personal Profile.

A Group is a really good way to do a couple of things.

You can share your interests - it's like a little community of people e.g. sporting clubs and network groups where everyone gets together and they share ideas and information etc.

I use the Groups in a couple of different ways, because I have a couple of key groups.

In terms of using a Group, I use it to add value to my offer. So, when I am selling a program, I will typically say that as a bonus they get access to me, as part of my Private Facebook Group. If you sign up with me for 12-months, it is essentially like having me working in your business for 12-months, as part of my Private Facebook Group.

That is priceless for someone to be able to ask a question and I check it most days and I or one or my team will answer it.

That is how I use predominantly use my Facebook Ads Secrets Group, but if we were talking about my Marathon Girl Group, so Run Marathon Training - I also have a Marathon Girl Group and I typically use that to share ideas and share photos. I get people to send photos in of themselves in with the running tops on.

They can ask any questions about marathon running and share their wins and losses and share any issues that they are having etc., so we can all talk together and help each other and that is more like a sporting club type of group.

Those are a couple of different ways and realistically the short version is that the Facebook Group is a Community.

The person who starts a Group is classes as a moderator and can control what happens inside the group.

Some of the key things that you need to think about when you are setting up a group are:

You need to set up a Banner at the top. You can use any image you want.

You need to know what you are going to call the group and a description of what the group is about and some guidelines, also, because sometimes, if it is a controversial group, you can get some really heated conversations and some people will abuse your group and they will come in and try to sell their stuff without your permission etc. and there is spams and trolls and all sorts of other things in groups.

You want to have some sort of guidelines so that people know what the boundaries are e.g. it is not a group where you can promote your business or the group will not tolerate bullying or abuse or attack etc.

Those are the types of things that you can put in your guidelines. You can say that it is a group where you share ideas and love for running marathons, tips, wins and troubles that we are having etc. People are then well aware, when they come into the group, how they should behave.

When you are setting up a group and I will show you how to do this, you need to invite at least one person. Everyone has that one friend who doesn't mind joining your group.

That is basically the round up on what a Facebook Group is!

Are there any questions about that before I move on to the difference between a Group and a Facebook Page?

The difference between a Facebook Group and Page is essentially, that a Page is Public and can be found through the Search Engine and anyone can join. You can limit them to being visible to certain countries and locations etc. but, in terms of a group, if it is a Secret Group then people cannot find it unless added by a member. If it is a Close or Public Group, anyone can find the Group, but only members can post, so it has a lot more control and a Group is less visible than a Page.

There are a couple of different ways to join a Group. Either someone ads you or you ask to join and the Admin or Moderator of the Group can accept your request, or not.

You don't necessarily have any branding in the Group, so you are in there as your Personal Profile. If I am the Moderator, I am in there as Kerry Fitzgibbon having a conversation with everyone.

I can share things into the group as Kerry and I can share my business page posts and videos and Lives and content, into the Group as Kerry, but effectively Kerry Fitzgibbon is the person who is inside the Group and is the Moderator and it is the same with anyone joining the Group. They join as their Personal Profile and not their Brand or Business.

Groups don't have the tabs and applications. Typically, you don't have a contact us page or welcome page or offer page or anything like that, inside the Group. You can pin a post to the top and some people out there recommend that you pin the guidelines at the top of the page.

That is up to you! I don't have them pinned to the top of my pages, but my groups are really good and everyone seems to play well together, but I guess if you started to see that people were misbehaving, then you might want to put your guidelines in there.

If you are a member of a Group, you will see posts coming up in your Newsfeed - not all the time and sometimes you miss things, but if you someone makes a comment inside the group then you will get notified, if your notifications are switched on, that Kerry Fitzgibbon commented in Marathon Girl, for example and it will show up in your newsfeed.

It depends how active the Group is, but if I join a Group, I typically switch the notifications off, because I don't want to be notified every single time someone does something inside the Group.

If I am running a Group, of course I want people to leave the notifications on and can ask them to, but it is up to them whether they will or not. It is just reminding people that there are posts inside the group that might interest them.

The difference with this is that people who like your Page cannot see everyone else who likes your page, but members of Groups can see other members in the Group.

Both Pages and Groups can create events. You can do images and allow commenting and liking. You can restrict posts to only Admin if you are a moderator of a Group and you can create Polls and all sorts of other things.

Groups are a really good way to get feedback. You can put things out into your trusted community and ask for their opinion e.g. When I was developing my first products with Marathon Girl, I would put it to the Group first - Hey, I am thinking of developing new colours in Marathon Girl tops. What is your favourite colour?

I also have done stickers for the back of cars, which are not quite finished, but I do have the design finalised. I went to 99-Designs and got all these stickers designed and sorted them down to the last six that I liked best and then put them out to the Group and asked them which one they would like the best on the back of their car and would you vote. The persons that vote go in the draw to win one.

My goodness! A draw to win one! I had people coming in and voting for their favourite one and there was one that was outstanding and was liked more than others and it is a really good way to get the feedback you need from people who have common interests and they trust you and you are giving them value etc.

Essentially, Groups are more like a Private Club or a Networking Group or Sporting Club and Pages are promoting a certain product, service, brand or celebrity.

Now, of course we know with all of the training that I have given to you, we do still try to build up a tribe with our Facebook Page. We still want to add immense value. We want to find out what people want and give it to them.

We want people to want to come to our Facebook Page and see it as a magazine where they can take in all the information, but with a Group, we want to be able to then take where they have learnt to know, like and trust us from our page and take them into our own private little arena and then that way they feel that they have connected with us more and that way, we can add even more value to our one-one basis in a Group, but where we can also get the feedback that we need when we are doing things.

Always encourage these Groups and make the people inside the Group really, really special, because effectively, they are because they have taken the time to join your group.

With that in mind, do you have any questions about having your Facebook Page and Group?

There are three different types of Facebook Groups.

We have Closed Groups that anyone can find and see who is in it, but only members can post.

You have the Public Groups that anyone can see members and posts.

Now, my recommendation would be less towards the Public, but it will all depend on what your strategy is.

Then, there is the Secret Groups, where only members can see the group and posts.

A Closed Group is where people can apply to join and the moderator has to accept them and they are the ones that I typically have, because I offer my groups, especially my Facebook Ads Secrets Group, for people who have bought my stuff. It is a bonus, so that I can work with them. They are my VIP people.

My Marathon Girl is also a Closed Group because I want to invite people in and I do allow friends of friends in and am probably a bit lax with that, but if someone buys a running top or program - specifically a running top, because I do have another group that is my Run Marathon Training Group, for people who buy my program - then, they receive the package and as part of it they receive an invitation to join my Facebook Group e.g.

"Hey, look listen, take a photo of yourself in the top and put it on Facebook and you will go in the draw to win another Marathon Girl top and also, please join our Group!" and give them a benefit of that e.g. want to know how to run a better, faster and stronger marathon and want community support and would like likeminded people to chat to about marathon running, then this is the group for you!

All of us Marathon Girls are in here and we share things about doing the thing that we love, which is running marathons."

That's what I have. I have the two Closed Groups.

A Public Group is an open forum, where any type of conversation can happen inside these, because essentially, anyone can jump on.

A Secret Group is where no one can see the group and you have to invite them. Even if you send them the URL for the group, they cannot get into it. You have to add members into them and I know that some people are using these Secret Groups to communicate with their staff members, if they are a bigger organisation, where Admins might be able to chat to each other about things etc. and you maybe able to use a Secret Group if you have a high level coaching type of program, where there is only a small number of people in it and you definitely don't want anyone else seeing what is going on in there.

I think that Personal Development type companies use Secret Groups to talk about the tough issues, that again, they don't want anyone else to see what they are talking about.

Are there any questions about the different types of groups and how you might be able to use them for your business? If you are unsure of what type of group to set up, then ask me!

Some of the things that I am using my Facebook Ads Secrets, Run Marathon Training and Marathon Girl Pages for include increasing customer satisfaction. It is a really good way to have a two way conversation platform and to encourage people to come in and ask questions about what they have just bought or the product or to get help etc.

So, you can use Groups by letting them know that you have a Page, but that you also have a specific group for people who have just bought something from you and me can have that two-way conversation.

You use Groups to reduce refunds, also. e.g. someone has just bought a program or merchandise, then I invite them to my Group and then I get them more involved.

I answer any of their questions and give a lot of tips and give a lot of value and in both of the informational type services and a hard or physical product, you will find that either way, if you have them in the group and are making them feel special and you are giving them information or being a solution to their problem, then they are less likely to tell you that they want their money back. Groups are a really, really good way of reducing those refunds.

If you have a Membership Site or a monthly subscription then you can increase retention to that, because you might be adding things into that Group on a daily; weekly or monthly basis, that encourages them to continue paying a subscription to you to get access to that and actually, technically, you are not allowed to sell off to Private Groups.

That is why we say that it is a Bonus. How many people stick to it, I don't know, but a couple of years ago that is what people were doing. They weren't bothering with membership sites etc. The experts in their field were saying that for $35/month people could have access to them in a Facebook Group. As soon as they stopped paying, they were kicked out of the Facebook Group.

Some people were doing that, but that is against Facebook Rules & Regulations, so you can add it as a bonus to one of your products or services, as I have mentioned.

That is a great way of getting retention and getting people in and I will often find out information and record little videos or I will find out the latest Facebook information and i share it to my Group first. So, it goes into my Group and my Group Members get to see that first and foremost and they also get any update training videos etc. first too.

I also ask people inside my Group to screenshot their ad if they want me to look over it and ask me some very clear questions about what you want to know. I then go into the Group and give my feedback. It is a really good way of people coming in and getting access to me, effectively.

Another thing that you can do if you have a nice little harem of people or VIPs or people that love you and you love them just as much, is that you can increase sales by having a really thriving community and that might be word-of-mouth recommendations e.g. Hey, look at that Kerry! She has the Facebook Group and gives so much value. We are in the Group.

You can get it through this particular program. If we have any questions regarding our ads, we know that we can go to her and she will answer the question really quickly.

I have had many people promote my services through Groups, but also with the Group thing and the Bonus of getting access to me and also, inside the Marathon Girl Group, also. Especially when I launch things. I launch them in the Group first and foremost.

You get special access to it and I give them a special price, also, so it can generate sales, but a really cool to do is to get feedback. Go into the Group and ask them what they think about certain things e.g. what colour do like best for this product? What questions to you want answers to?

Really do use them to get all of that information and not just use it as a sell-sell-sell!

Those are some of the key components inside your Group.

So, here is how I do it and to round this up, typically, I will have a Facebook Page. In fact, I will always have a Facebook Page. I know there are people that just use Groups and build up massive big groups and that is the whole way that they communicate and sell things etc.

You can't advertise from a Facebook Group, first and foremost. It is a great free platform where you can build up followers etc., but it is the building up of the followers that you need to be very, very good at if you are going to just solely run a Group.

So, it is always important to have a Facebook Page, also, because you advertise from your Facebook Page. I have a Facebook Page and my Group compliments the Facebook Page. The Page is obviously where I advertise and put heaps of content with lots of value and I do my Facebook Lives. I do Facebook Lives inside the Group, also, but they will be slightly different to the ones done on my page.

Then I quite often share what I have done on my Page, inside my Group. So, if the people in my Group haven't liked my Page, then I can drive them back to my Page and the other thing that you can use people in the Group for and especially if you are adding value and they like you and you have your nice little tribe, as we know.

So, when you post on your Facebook Page, the more comments, likes, time on page that someone will spend and shares that you get, the more popular that post is, so effectively, that gets more reach.

So, what makes a post get seen by more people is the interaction that people have with it in the first place, so Facebook rewards you for doing good. So, what I quite often do is I will do a post and share it into the Group and then ask them to click on it and go through to my Page and like, comment and/or share this, if they find it useful and typically, they will, because it is useful information.

So, already I have posts into a Group of people who are an awesome community, asking them to come on and give it more reach - they have liked, commented and shared it. The only issue with this is that sometimes people just do it inside the Group and they don't click on it so that it takes them back to your Page. You have to be clear on that!

You can get more interaction on your posts that are on your Page, so they can compliment each other. More interaction on your posts on your Page means that the post will go out to more people in the newsfeed and it brands you a lot better.

I'll use Page, Group, Community and more one-one communication and I use it as an added Bonus to some of my training programs etc. and the framing, realistically is:

"Hey guys! Guess what? You get access to this, this and this and you get access to 12-months private mentoring from me inside my Facebook Group. So, if you are going through my training and you get stuck, then you can go into the Group and ask me questions, but you don't just get access to me. The really, really cool thing here is that you get access to my team.

You get access to SEO experts, Technical People, Web Developers, Copywriters - we have a whole huge community inside this Group that you get access to when you ask a question in there!"

So, that is extremely valuable for someone to get that type of access and those are they types of things that you can promote once you start to build up your Group and you can talk about your Group being your Bonus and a way for people to get access to you or that it is just a really great way.

Like Mike, for instance, I'd have your Prepper Page and then I'd start to drive people to a Group, so that you can start to have those real controversial conversations about prepping or nerd out on it, which would be really cool.

So, you job as the moderator of that Group, is that you are going to connect people with content, people - it is kind of like a networking thing - you are going to connect people with product and you want to moderate and make sure that everyone is abiding by the rules and guidelines.

As soon as a post goes up in the Group that might be seen as dodgy, then you want to be onto that relatively quickly and you want to be getting it down. I know that in some big groups that this does happen and they probably need a full-time moderator, but in all fairness, I can leave my Group for a week if I wanted to and there is not that much trouble going on in there.

My people are very well behaved and know how to play in my playground, so I don't tend to have those issues, but I know that some people do.

Some of the things that you could put in your guidelines are some things that I have taken from someone else, because I really liked what they have. So, in your Guidelines you could put:

Detailed Group Background - detail what the Group is about e.g. we are a Group of Marathon Runners, specifically Marathon Women who have come together and started this Group 3-years ago, in the bid to help other Marathon Girls find each other, communicate and talk about the trials and tribulations of marathons.

You might want to put the goals of the Group in there, also e.g. the goals of the Group are to make sure that everyone gets to the finish line of a marathon, in the safest, most fun possible way or the goal of the Group is to connect as many marathon runners as possible, so we can go running together when we are in each other's neck of the woods and we can share running trails for when people are travelling and that is a massive thing, actually.

I travel quite a lot and it is really cool to be able to go into the Group and ask where the good trails are where you will be going or is there anyone that might like to join me or do a training session.

if you have a regional focus in there and one of the reasons that I put this in there is because I just set up Kiwis in Australia Group. This Group is for members living in New Zealand or are Kiwis, living in Australia. That could be in your guidelines, also.

Give a detailed background e.g. we have put together this Group because we want a whole group of marathon runners, specifically marathon women, together to communicate and share running tracks and stories and wins and issues and marathons and fun times together.

The Goal of the Groups is so that we can connect to each other and support each other. We are all marathon runners.

This one wouldn't be a regional focus. You might want to put a list of the current Admins, with the details of the Admin Authority and what level of Admin. If someone is misbehaving then someone else in the Group can come through and message one of the Admins. I guess it is leaving it open and I haven't gone to that much trouble, but you can list your Admins in there. Most people can see who they are.

Have Guidelines around member business or social solicitation within in the Group e.g. what is considered as spam and how to deal with it. There are some Groups out there that allow you to promote your business within the Group.

There is The Brisbane Business Group and The Gold Coast Business Group and they will say that there are certain days that you can promote your Group etc. and you want to put guidelines in place, to say whether people can or not e.g. we don't allow you to promote your business, unless you get permission from one of the moderators.

That is a rule that you could put in place. Or, it could be something like one day a week they can promote their business, but to make sure it is x, y and z.

You can also have information about group resources available to members and how to access them e.g. files and things like that, that are in the group, can all be in there.

You can put files into your Group. One of the Groups that I had, I had a list of pages inside the Group, so I set up a Group a couple of years ago, for a 3-day social media challenge and one of the things on the fourth day of the social media challenge was to go into the Document and put the name of your page, so that the rest of the people in the Group could go and like your Page.

Those are some of the ideas and you will get access to this document and you can come up with your own. Mine are pretty simple and if people start to misbehave, I'll add to them, but realistically, my guidelines ask them to be nice to each other. They can have controversial conversations, but we won't tolerate bullying or swearing - well, sometimes the odd "f" bomb, but swearing with the intent to abuse someone and no spam and if you want to promote your business and stuff to make sure that you contact me first and I do say that if they have an issue with me or my business,

I do want to know about it, but please do it privately as opposed to putting it out into the Group and putting everyone else off.

If anyone has an issue with me and my business, of course I want to know about it so that I can clear it up, but I don't think that it necessarily needs to be done in a public forum because that can put other people off who are on a roll and doing really well. It is that "chicken little" scenario going on.

Those are the guidelines that I put in place with my Groups.

Do we like Facebook Groups, so far? Who is thinking that they might like to set up a Group as an added bonus to what they are currently offering?

On a complete side note and I will put this into the agenda, the different ways that you can get people to your Group are by inviting them personally; emailing them - if you have an email list, you can send out an email and invite them and give them the benefits of being in the group; or you can add it as a bonus to any of your stuff; you can promote it on your page, but you can't specifically advertise from your Group and can't specifically advertise to get people to join your Group, right at this very moment.

Now, this is going out on a limb, I wouldn't be surprised if that isn't a feature that Facebook introduces at some stage. I would have thought that they would have done it by now, if they were going to, but to me it seems like it would be quite a good feature, so there must be a reason why they are not letting you advertise your Group, specifically.

You could do it in and engagement type of post, but they don't have a specific objective for filling up your Group, like they do for driving traffic to your website or conversions or getting leads or page engagement etc.

That is food for thought there!

I'll go to my Facebook Page and give you a demo on how to set these up.

Click on the Arrow in the top right hand corner. There are a couple of ways that you can start a Group, but it is just as easy to go to this little Arrow and choose Create Group from the dropdown bar.

You give the Group a name. I am doing a mock one here, for now.

I'm not sure if you know, but I have set up a Page for my little man - Kaleb. He is 7 and he has Kaleb's Cookies Page, now and last year he sold about $280 selling his cookies, except his mother had to cook the cookies, but he approached me recently because he wanted to buy some more stuff and he said to me that I hadn't been making his cookies.

So, I told him I would, but he had to sell them and he has already sold a few packets to his family, for now, but when he initially said it, he went out and was asking all sorts of people if they would buy his cookies, so we were making lots and lots.

We have set up Kaleb's Cookies Page and now I am going to set up New Zealand Baking Rocks

You have to add someone into the Group.

You then Select Privacy and I am choosing Public Group. I know that I said to set at Closed before, but I am going to leave it open for a bit, so that it can build numbers, because this is going to be more of a fun group, rather than a Group that is specifically added as a Bonus, which is what I have been typically using Groups for, but this is just to show you how to set them up.

The next step is to choose and Icon.

I wish you could have your own icon made up and sometimes I think that none of the ones there fit, but there usually is something that you can relate to your Group. If you can't find one to suit, you can skip it completely.

Next, you need to Upload a photo from your photos or from other Group photos. I am going to upload one of mine. You can get away with the 1200 x 444, which is the same size as your Like Campaign or a 1200 x 628.

The Banner resizes in.

If you know people or you have a whole heap of clients, you can add them or you can send them an invite, which I will show you in a moment. It also suggests people, too. I don't know how it comes up with the suggestions, but it does.

You can add a Description and Save it.

You can add some Tags if you want to e.g. Baking; Cookies and Save.

It also makes suggestions of groups etc.

There are 3-dots that are on the Tab Bar, under the Banner Photo and next to the Share button.

Click on the 3-dots and a dropdown menu will show where you can Add Members; Mange Groups; Edit Group Settings; Archive Group; Pin to Shortcuts; Create New Group.

I am going to choose Edit Group Settings and this is where we can put the rest of the information that we want in.

We can choose a Group Type or you can leave it. You have probably seen a lot of Buy and Sell Groups and Close Friends or a Club etc. I am choosing Custom and you can put a Custom Address, which is really good, because then you can invite people. It would be facebook.com/groups and then the name of the group. I am going to put kalebscookies.

You can then send out and post this link e.g. I can post it on a page and ask people to come and join the group and share recipes and have two-conversation or you can email it out to people, also.

You are allowed to change the address, but we won't need to.

You can change your Privacy Settings, so that is where you can go Secret or Closed, if you want to.

You can choose that any member can add or approve someone or Any member can add members, but an admin or moderator must approve them. I'm going to choose that Any member can add someone, but an admin has to approve it.

In the Posting Permissions Section you can choose Members, moderator and admins can post the the group or Only admins can post to the group and in this type of group you want members to be able to post. If it is only admins that can, you effectively might just have a page, to be honest and then if you are super secretive or concerned, you can choose Post Approval where all gorup post must be approved by an admin or a moderator, but I will leave this, at this stage.

The next thing that we can do here is Manage the Group.

That is pretty much it, in a nutshell. Your Group is pretty much set up now.

In the Write Something box, you can Add File e.g. this is the file for recipes and people can find it later.

You can Sell Something; Create Poll; Create Photo Album; Create Doc; Create Event; and you can create a Live Video, also.

One of the things that I might want to do in here is Create Doc and I can create a Recipe Book.

You Publish it and it is Published inside the Group as a Document.

You could Add File and create a document with the rules and regulations of the Group or you may want to do it in the Description Box on what the Group is about.

One of the things that you can do as a side note, with Groups, is to go and find Groups in your industry, also and join them. Watch what goes on in them. I find Groups that have quite a few members e.g. my running. I type Running in the Search Bar and click on the Groups Tab in the Tabs Bar and you can browse through.

I am a part of Running Mums Australia and I think that I have shown you how to do this when I spoke about Managing your Page.

So, I go into the Running Mums Australia Page and have a look at some of the questions.

Now, as a marathon runner and selling running programs and tops etc., I am not going to go in here and spam, but I might go in and add value in someone else's group.

This is another sidenote that is a really cool strategy that you can use where you might want to go through people's groups and see what they are doing and see how you can mirror them with your own group, but also go in and start answering questions on the other pages.

The more people that see you are answering questions, then the more you are branding yourself and putting yourself out there, as well.

These are some things to think about when running a group and you might want to have a daily feed.

Monday might be Motivational Monday and you might want a post asking about their weekend and what is the one thing that they want to achieve, today? Or, you can give them a great quote.

Have a them each day e.g. Ask a question Wednesday.

The some of the really key groups that I see being really successful, tend to have a theme, all the way through where people are expecting certain things at certain times of the day and you can add immense value by overseeing and overlooking and starting the conversations, as the moderator. By rights, you should be in there the most.

I hope that has helped you understand a bit more about Facebook Groups and what you want to do with them and how you should use them and the difference between Facebook Groups and Pages and why there are many of you that might need or should have, both. One to do most of your promos on and the other to build a bit more of a community and a bit more of a closer one-one with people and to add value to your courses etc.

That rounds it up for today.

Let me know if you have any questions and if you don't, let me know that, also!

All Good! Excellent!

Thanks Team! I look forward to speaking to some of you over the next week and in the meantime, if you think that a Facebook Group is good for you, but you are not sure, then go into Base Camp and ask and I will let you know.

Have a good Thursday and fantastic weekend and I will be back on again next Thursday.

See you later!