

# Facebook group and Facebook page in online marketing

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Today, Facebook groups and pages have been and will become lucrative pieces of online advertising services that bring tremendous profits to marketers and business owners. This is something that maybe a few decades ago no one could have imagined.

Can say marketing communication on social networks is one of the most effective advertising strategies today, just need to make the right choices right from the start, which means you should be careful in choosing online advertising channels that are appropriate for your business or website, so that it targets the right audience and the right address.

This article will help you consider how you will focus on a Facebook marketing strategy.

There is a question that every marketer needs to find an answer before starting to plan for their first Facebook marketing campaign, which is:

Which school on Facebook is the best for marketing? In the group or page? Which environment should I choose? And should I choose both?

Well, the answer will mostly be based on the basis as to what your intention is, what type of product do you want to market? and how are their customers and their usual Facebook-related habits? However, to get the best answers to the questions above, you need to know the information, characteristics, as well as the basic characteristics of these two Facebook channels. From there, make a wise decision to avoid unfortunate losses of time, effort and money.

These two Facebook channels all have different advantages in online marketing. Let's start by understanding how they work and how to start building a marketing campaign on them.



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### **Overview of pages on Facebook**

Pages on Facebook are like personal profiles of every business, a character or some public organization. It was created with the goal of becoming an interactive environment between a business, a character or a public organization with fans or people who care about them. The pages are associated with factors such as the image of the company or organization and individuals, and they will also use the page as an online advertising tool. The difference between a personal account and a Facebook page lies in the fact that pages do not advertise individually. The brand of pages will become known entities, not marketers, CEOs or page owners. If you need an example, try surfing any page related to a certain business on Facebook. Each page will promote brand and news related to itself.

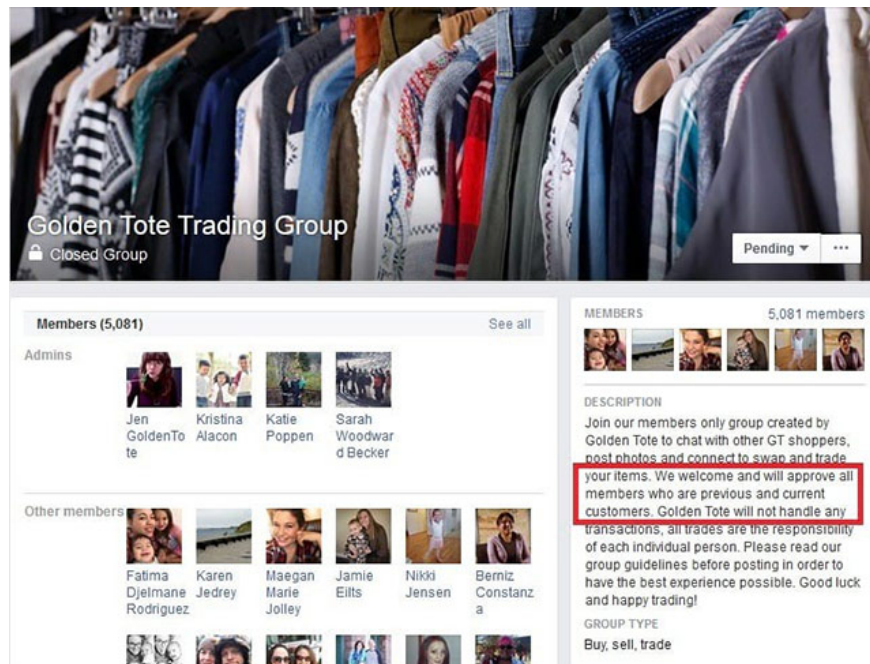
When users like or track a page on Facebook, they can access and update all the page-related news or the brand on that page they love. These pages can also help marketers build trust and brand image with fans.

### **Overview of groups on Facebook**

While the pages act as a personal profile of entities, the operating model of the groups is completely different. Groups play a major role such as communication channels, communities of individuals with the same direction. Based on their own interests and goals, people will participate in different groups, where they can exchange information and express their opinions on an issue that they are interested in, in one environment. The school is safe and can be tightly censored (by group administrators). In addition, each group also has its own rules to ensure the relevance of the articles for the purpose of group activities.

In many different ways, it is understandable that Groups on Facebook are descendants of traditional forums (forum) online right from the early days of the Internet system.

Below is an example of Golden Tote, a retail store that has created their own Facebook group and marketed their brand with users as well as connected with loyal customers.



One thing you need to know is that groups and pages are not mutually exclusive. This means that you can create a Facebook page for your brand and use that page to participate in one or more groups of similar interests and areas.

## Page and Group on Facebook: Advantages and disadvantages?

Like many other content marketing strategies, Facebook marketing gives us many advantages and disadvantages, depending on the marketing environment you choose. Let's start by summarizing some of the most important advantages and disadvantages related to these two main marketing channels on Facebook.

### For pages:

#### Advantages:

1. It is easier to install and update information related to brands and daily news on the pages.

2. Page is a great solution if you want to interact publicly with online users, especially if you want to post on a regular basis.
3. You can customize the URL of the page and promote it to fans and customers more easily. You can even attach your URL in promotional materials.
4. It is quite easy if you want to personalize a page for marketing and advertising purposes.
5. Page Insights is a feature only for Facebook pages. It allows you to gather information about the interaction, likes and the impact of the page on Facebook, thereby helping you come up with reform strategies or make more reasonable investments for your page.

**Defect:**

1. Pages on Facebook sometimes have a very slow development.
2. In order for the pages to grow quickly, you need to pump more money for advertising and invest more in each of your posts.
3. You must pay attention to what you post because they will be public, anyone will be able to read your posts except those you blocked.
4. Sometimes it is difficult for you to manage conversations between Facebook users on your page.

**For groups:**

**Advantages:**

1. In groups, you can easily interact with all members. For interactive chat purposes, you can use wall posts like traditional, instant chat, email, instant messaging or through shared documents. So here we are talking about a much more direct marketing strategy than on the page. This strategy is even easier to deploy and much more effective when you interact with members in the group as an administrator of that group.
2. Communication on Facebook groups tends to be more personal than on pages because it allows more direct and private communication among members in the group.
3. You can absolutely promote events through groups, while this is a feature that is not available on the page. This feature is also a great way to implement advertising campaigns on Facebook without spending a dime.
4. Groups on Facebook allow you to create personal connections and expand connection circles related to your friends and acquaintances.
5. Groups on Facebook allow you to send a large number of messages to all active members in the group.
6. You can limit access to the group and select the mode that only accepts members who have been reviewed in the group. There are three types of groups on Facebook: Public, closed and secret. While on public groups, anyone can join and read the group's wall post, even if they are not team members, closed and secret groups allow only new members. reserves the right to view posted content in the group.
7. If you are a marketer, there are 2 ways to make Facebook groups an advantage in your work, that is, you can create your own group and also join other related groups, You can also share posts and news on those groups.

**Defect:**

1. The Facebook insights feature is not available for all groups, so you will lose a useful tool in tracking and statistics on how your group is working, effective or not.
2. More difficult to customize in groups. Some image elements and SEO are on the pages that are not on the group.

3. People will find it difficult to find specific groups, unless they have been connected to those who have joined the group or they know the exact name of the group they need to search for.

## Create a marketing campaign on Facebook groups

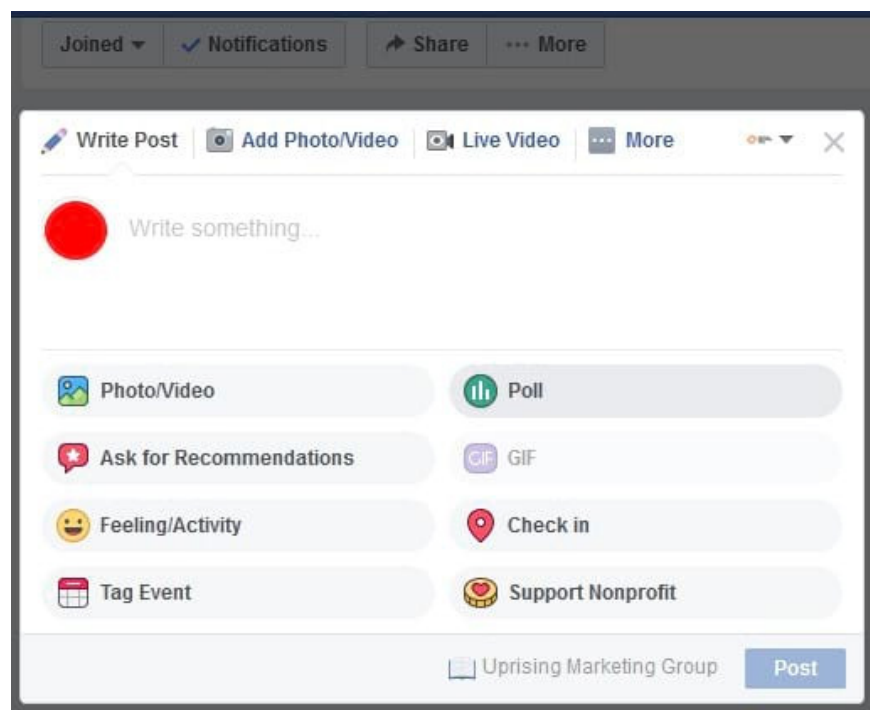
Most of us know how to create a new page on Facebook because the steps are similar to creating a personal account. In addition, the design of the posts is not much different from the fact that you post the status on the personal page, is it possible that you should pay more attention to the content of the post because they will be public on Facebook. So here we will only focus on marketing on groups. Here's what you should know before embarking on building a marketing strategy on Facebook groups.

### Initial steps with a group on Facebook

How can you create your own Facebook group? The first thing you need to do is select a topic for your group. You can create a group on any topic and so if there are a number of topics that interest you, directly related to your marketing project and you can earn profits from it, create a group. Follow those topics. More specifically, you should find a topic that your customer or business partner is interested in. For example, if you are selling a bike, you should create a group about bicycles or bike-related sports or be a bike repair or spare. This group will create a great foundation for your business environment, where you will be able to interact with people with the same passion and love for bicycles, thereby building the right people for the job. Your Business.

Now that you have chosen your topic, continue the process of creating a group by referring to the following article.

Next is to create your first post. As mentioned, posting in a group is similar to posting status on your personal account. Below is a screenshot of how to create a post in the group.



So what should you post first? Yes, you need to introduce yourself and if you are in a branded group, introduce both your business and your business. Tell people who you are, why you are here and what you can bring to the members in the group. You can also design the interface of the group and introduce some images that are attached to your brand to help people better understand who you are and what your value is. You can upload your own cover image if you are the administrator of the group, the image may be similar to the cover photo of your page or personal account. This title section is very important because it can make a difference when it comes to visual design and visual marketing.

Finally, remember that this is not the only group you can operate as a marketer. You can also become a member of a whole group of other related groups. As an active member, you will have access to more new, valuable information and new ways of marketing for your own business or brand.

## Marketing in groups

There are two marketing strategies that you can build in groups. The first strategy is based on content marketing while the other is based on consumer perceptions.

In fact, consumer-based marketing strategies are also relevant to content marketing, but it involves more specific content, focusing more on brand news and news. industry, promotion and sales directly linked to the business website or blog.

Basically, both strategies are similar in form and nature. You need to have access to a group, join the community and post your information. Both marketing strategies are geared towards a certain strategic plan.

### 1. How can you develop your own group? How to promote those groups?

Can you advertise a Facebook group?

The first thing you need to think about is whether you have the budget you need to advertise your groups. If you really set aside a budget to invest in this, you should consider setting up a Facebook page for your team. Why should you do that? Well, if you want your group to grow quickly, the fastest way to do this is to use Facebook's advertising services.

What's your marketing objective?		
Awareness	Consideration	Conversion
Brand Awareness	Traffic	Conversions
Reach	Engagement	Product Catalogue Sales
	App Installs	Store Visits
	Video Views	
	Lead Generation	

If you don't have enough budget for advertising, can you still develop your group and benefit from your marketing campaign?

Of course, you can, by the way, you can still use your page to direct people to the group. Here is a small example:



As you can see, they post to invite people to join the group right on the timeline on their page. You can do the same, so use this method often to convince as many people as possible to join your group. Of course it will be more effective if your page has a good amount of interaction.

You can also use third-party advertising tools, such as Hootsuite, to advertise and develop your group through pages.



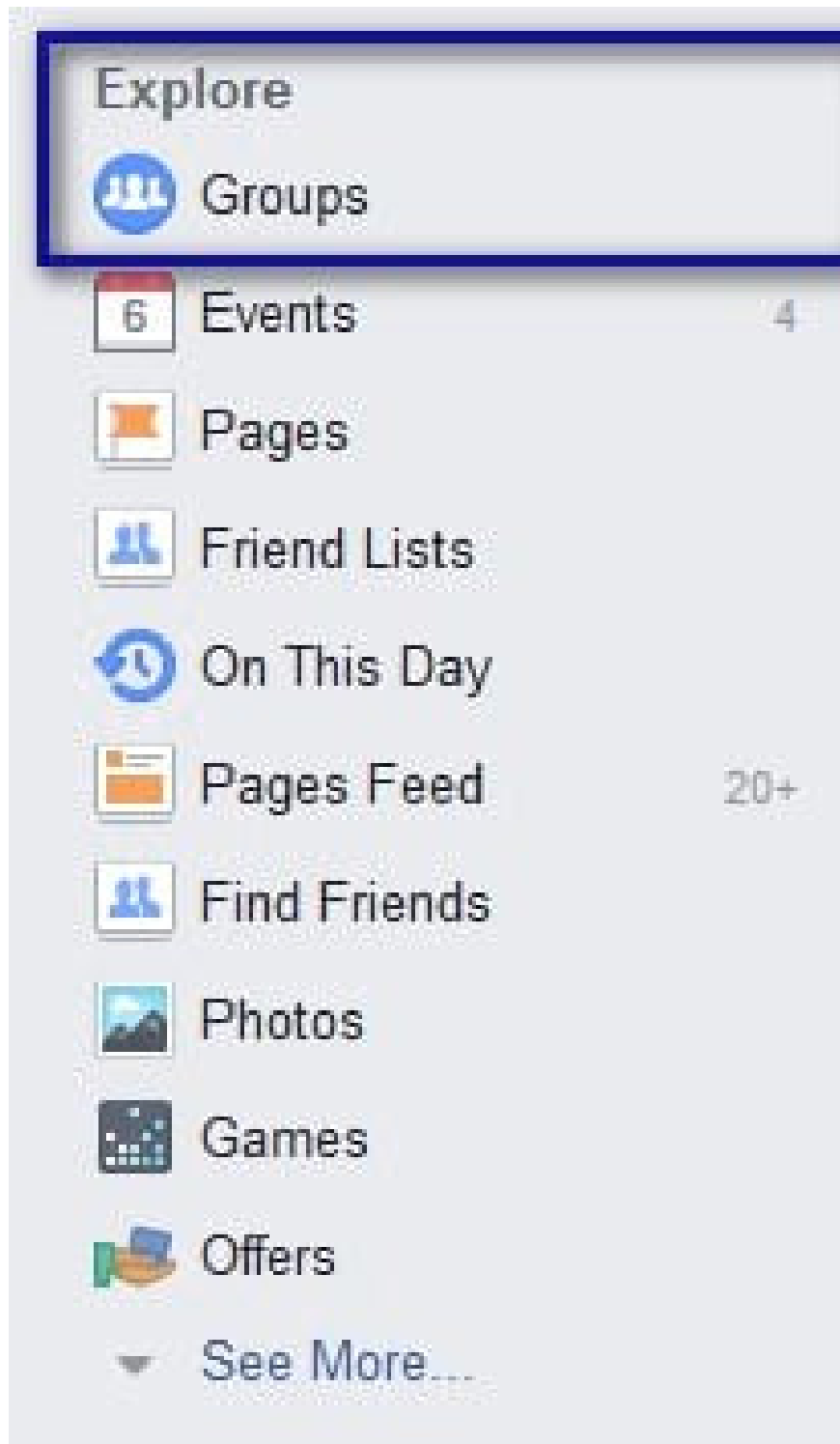
In addition, you can also advertise your group through other groups. When you receive a review as a member, you can post free to those groups. As long as you do not spam other members with inappropriate messages, your post is accepted in other groups.

## 2. How can you discover more groups?

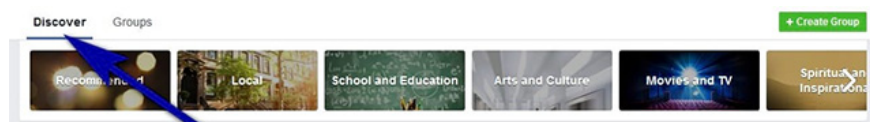
Groups on Facebook are miniature communities, the 'residence' of people with similar interests collecting and exchanging valuable information. According to statistics from Bloomberg, there are more than 1 billion different groups on Facebook. Therefore, it is not difficult for you to find the relevant groups for your marketing strategy.

All you need to do is log into your account and search in the Explore menu (**Explore**).

Here, you can find the "**Groups**" section. Click it.



The next step is to select the **Explore** tab and search for groups related to your interests or goals.



You will be able to find public and closed groups. Read the description, learn about the group's mission and make sure you can comply with the rules of that group (to ensure that you will not be kicked from the group after a few posts) before asking to join. .

### **3. Can you use the group to build your brand identity?**

First you create a group of your own, then join the other related groups and proceed to post simultaneously on those groups. To be more effective, set a strategy and schedule your posts.

However, keep in mind that the information / products you provide must be valid or relevant to the members of the group. Do not just post a few information, a link and disappear, people will feel you are not trusted because they think you are here just to promote yourself or your business.











The most logical strategy is that you should post at least five posts and let people know who you are before adding the advertising information and attach a few personal links. In addition, you should also participate actively in conversations in the group and answer some questions of other members, this is a great way to build relationships and trust with potential customers. your power.

Proactive, enthusiastic, friendly and spiritually shared. That's all you need to implement a sustainable marketing strategy in Facebook groups.

### **4. How to sell products in the group?**

People like to bargain and buy items at bargain prices, which is why groups, communities and promotions often attract a large number of participants. If you are holding an e-commerce website or a commercial business, the Facebook group will be an effective communication channel to help you grow your business compared to other marketing channels. Because in the groups, customers will be more directly exposed to your brand, from which the confidence will be strengthened. In addition, the online business in general and on groups in particular often saves you quite a lot of costs for advertising, human resources, and premises. So please give your customers the most reasonable price possible. In the long run, you can not only sell more products but also friends, loyal customers and even fans.

Another important thing for you to sell your products in groups is to choose the right audience at the right time as mentioned above. For example, suppose you are selling toys to toddlers. In addition to participating and posting in trade groups in general, you should also join the gossiping and sharing groups of 'milky' mothers. They will always care about the good and cheap products they can buy for their children. Note, however, that you should also observe the rules of the group to see if you are allowed to trade in the group. If done well on the marketing strategy above, sales from the Facebook group will make you surprised.

 <p><b>Temple, Belton, Killeen, Copperas Cove Free Market Garage Sale</b> 221 members This site was created to help free thinkers of Temple and surrounding areas connect You...</p>	 <p><b>Consignment, Yard sale, FREE, Barter Bell (Temple Belton Killeen Texas )</b> 3,326 members Sell what you want. No businesses Ads! People selling their stuff! Have fun!</p>
 <p><b>Fl Hood/Killeen Mommy &amp; Baby Shop</b> 1,314 members Sell, buy, trade baby stuff, toys, kids cloths, breast pumps, maternity cloths, anything...</p>	 <p><b>Freecycle: Temple / Belton / Killeen TX</b> 4,654 members The Temple / Belton / Killeen Freecycle Network is an environmental movement where you...</p>
 <p><b>Woodway TX Area: Buy-Sell-Swap</b> 1,022 members Please use this site to buy, sell or trade your quality merchandise in the Woodway, Texas...</p>	 <p><b>Killeen &amp; surrounding area Garage Sale</b> 338 members Best place to find garage sales in your area. Enjoy your treasure hunt.</p>
 <p><b>Killeen Baby And Kids stuff Sell Or Trade</b> 419 members Easier way to sell or trade baby stuff.</p>	 <p><b>Killeen Buy, Sell, Trade</b> 1,439 members UPDATED PLEASE READ: Welcome to Killeen Buy, Sell, Trade! This group is designed to help...</p>
 <p><b>Hewitt, Texas: Buy, Sell and Trade</b> 1,367 members This page is for anyone in the area to post items they would like to sell or trade, items...</p>	 <p><b>Buy,sell,trade temple,belton,killeen,waco,salado,bell county area,</b> 4,316 members This group is only for buy or sell or trade or ask for item keep it clean and be friendly...</p>

In addition, it is important to write a description for your product to make it interesting, less boring, but to be honest, not to hide important information. It is also important to use words in posts, how to make your articles really funny and friendly to customers.



Amanda

January 11 at 5:42pm · Gatesville, TX · Edited

Set of 3 candle holders! New in box never used! \$10



Note on how to write descriptions for products: Short, easy to read but at the same time, must provide the most basic information about the product being sold.

What information should you include in your descriptions?

1. Status of the product
2. Size
3. Price
4. Amount
5. Color

And one of the most important things if you want to have a long-term business on Facebook, is to ***be honest with customers!***

Yes, honesty is the best pr for your brand. Remember that Facebook groups are created and developed by real users, not by advertisers, marketers, and group administrators. So never lie about your products, tell the truth about the features and condition of the product. Just a small 'seal' of deceit will cause your brand to collapse in the eyes of consumers. Remember, customer trust is **invaluable** in business.

## 5. How to enhance brand influence through groups?

If you don't sell but still want to market your business and brand in groups, one of the best approaches is to provide customers with valuable information and build a reputation.

What benefits can be gained from reputation?

As mentioned, you need to prove that you have expertise in your field. You need to provide the community with valuable advice, extensive knowledge of the common area of interest in the group so that the members see that they need to be consulted by you whenever they encounter difficulties. People will feel admired and love the experts in the fields they care about. Once you achieve this, your reputation will increase and your business will grow better, regardless of your field of activity. A small example, you own a brand that sells audio devices such as headphones, music players, etc. You create a shared audio knowledge group. In it, you help new players, give knowledge sharing articles, and give accurate advice to other members. Then there is no need for you to post products directly in the group, but customers will be willing to find your brand.

## 6. How to build trust with other members in the group?

In addition to the aforementioned factors, here are some tips that can help you build trust with your customers:

1. Attach your photos in your posts as often as possible. At the same time post questions, comments and answers. Show that you care, and you have a broad understanding of that area.
2. Let other members know that you are an expert and they can rely on you when you need advice.
3. Engage influential people in the field to your group or participate in your posts. Thus your brand will be more appreciated in the eyes of the members.

## Conclude

Facebook gives us the opportunity to create effective marketing and branding strategies quickly. The most powerful marketing and sales channels available on this popular social network are pages and groups.

While the pages work similarly to personal accounts that people can read and track your brand and business intelligence on Facebook, the group is the forum that brings us. The Association promotes its brand as well as conducts direct business with a large customer base.

The business environments are already there, the tools are there, the advice is also available, so whether your Facebook business is convenient depends entirely on your ability. Good luck!

See more:

1. Notes when implementing online marketing
2. 7 ways to combine SEO and Content Marketing to create quality traffic
3. Size, size of the standard image for Facebook Fanpage is how much?
4. Instructions on how to create Facebook Fanpage for online sales

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