

FACEBOOK GROUP STEP BY STEP GUIDE

Grow Your Facebook Group to 1000s of Members



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About The Art Party Community Facebook Group

The Art Party started as a Facebook Group in 2010 to promote the Main Art Drift, an annual event of local small businesses supporting local artists along Main Street, Vancouver. Local businesses enhance our community, connect and support us socially, enhance wealth and employment to establish local economies that are economically viable, environmentally sound and socially responsible.

Today, The Art Party promotes Buy Local to Support Local Artists to +10,000 contacts on social media. The Art Party's buy local post was shared 615 times and liked 64 times on The Art Party Facebook network. This inspired the tagline:

"Buy Local to Support Local Artists"

I started The Art Party Facebook Group in 2010. We actually "forgot" about the Group for a couple years until 2012 when I checked The Art Party Facebook Group and discovered there were over 700 Members.

The Art Party Facebook Group allows us to funnel our Facebook Friends into a "smaller space" for social networking and promotions. These Members support the arts in Vancouver, including live painting entertainment events.

I chose Facebook as the main platform to promote networking events, as 86% of social networkers have a profile with Facebook.

It's important to remember that it is not necessarily the people from social networking or at a networking event that can provide you with direct opportunities, but the people they may know for potential introductions.

10 Tips For Facebook Groups

A Facebook Group is an excellent tool for making large numbers of people aware of your business, your products or services, and your message.

1. Search Groups for interests that you would expect your customers to have. You will find many groups that are relevant to your business. Don't hesitate to join them all.
2. Posting more than once a day is helpful. More posts increase the likelihood that any individual member of the group will see your post. Create posts that can be used across the whole range of groups you have joined.
3. Use images in your posts. Images get far more interest and response than simple text posts.
4. Include links to your website or a call to action with images. Your first goal is to build exposure, and a large fan base is evidence of that growing exposure. You want the group's members to go to your Facebook Page, to find more about your business.
5. Create some item that can be emailed at regular intervals. Have a call to action – Sign Up For My Newsletter, for example. When visitors sign up for that newsletter you grow your email list, which can become an entirely separate marketing tool.



10 Tips For Facebook Groups (Continued)

6. Do not post only ads to Facebook Groups. Also create posts that actually provide value, whether entertainment or information to the reader. You want to build a relationship with the reader that makes them more inclined to trust your business.

7. Address problems that your product or service will solve for them. Just making people think about the problem and creating an awareness that you can help contributes to the relationship.

8. Use giveaways to encourage visits to your Facebook page. Giveaways don't have to be costly. An informative report that addresses visitors' interests or can cost you nothing to put together and increase your Facebook fan's interest in your business.

9. In all of your efforts, keep in mind that your success is dependent upon building a relationship with the individuals in the group and with the visitors to your Facebook page. Gear your campaigns to the individuals, not a group.

10. Avoid inaccuracies. Assume the reader will become aware that a claim or promise was false. When they reach that awareness, all of your effort toward building a relationship is at risk. It is much better to promise less and deliver on every promise.



How to Start A Facebook Group

STEP 1:

Talk to a few of your trusted Facebook Friends to create a joint networking event. You will all agree to invite friends to the event and share in the work and costs. Talk to a venue that can provide the space for free during non-peak hours, as they can make money from the food and beverages.

STEP 2:

Register a memorable domain name such as www.TheArtParty.org. You can get a domain name for around \$10 from many host providers.

STEP 5:

You and your Facebook Friends will collectively promote your Facebook Event on your Facebook Profile and Facebook Pages. You will also jointly invite Facebook Friends. If there are five of you and you each have about 100 friends, that's 500 potential guests for your first event.

STEP 6:

Promote your event on Twitter and other social media sites. That's free! You can ask your Twitter followers to retweet, that is RT your message, along with a @Twitter handle for the venue if it is on Twitter and include a hyperlink of the domain name redirected to your Facebook Group or Page.

STEP 3:

Next, set up a free Facebook Group if you don't already have one. Redirect your domain name to your Facebook Group. Then you and your Facebook Friends can add Members instantly and easily. If there are five of you each adding 100 friends, you can have 500 Members in a matter of days! Then start promoting your first networking event on your Facebook Group to create a buzz.

STEP 4:

From your Facebook Group, create a Facebook Event. It's free. Include your joint venture Facebook Friends as hosts on the Facebook Event page. Post an attractive picture along with your logos in the Facebook Event image box that represent the networking event.



How to Start A Facebook Group (Continued)

STEP 7:

You can also promote your event with your email list. MailChimp.com is free for under 2000 contacts. In your email message, include an RSVP email address and also a link to your Facebook Event URL, in case some of your email contacts are on Facebook already. Also, add an auto-responder to your RSVP email with a link to drive traffic back to the Facebook Group Page to continue to grow the Membership. I sent out to over 900 contacts as MailChimp tracks open rate. It was 40%, well over the industry standard, which tells me the subject line was successful.

RESULT:

24 Hours after the Event...48 out of 95 RSVP guests attended. The Waldorf invited us back for a sponsored event. Our Facebook network grew too:

- The Facebook Profile gained 94 new Friends
- The Facebook Group gained 29 new Members
- The Facebook Fan Page gained 25 new Likes

STEP 8:

You can also ask other organizations to promote your event to their list. As joint venture partners, they will promote for free. My Facebook Friends and I belong to a barter exchange. Joint venture organizations are interested in promoting our event as they could also meet potential new clients from the promotions and the event.

STEP 9:

Create a printed gift card with a call to action for guests to email for their free gifts. We used a printer for 50/50 cash and on barter to print these gift cards. This cost about \$50 cash.

STEP 10:

Finally, create your auto-responder email for guests to claim their gifts. The message and theme could be “to your networking success”, with links to PDFs and videos about successful networking. This also enables you to email your guests for your next networking event!



THANK YOU

JOIN THE ART PARTY COMMUNITY FACEBOOK GROUP

We've shared and promoted over 400 live local art and music events on The Art Party Facebook Group since 2010 to help build our community. You can also share your creative events there to make money online!

Join Now: [Facebook.com/groups/theartparty/](https://www.facebook.com/groups/theartparty/)



<https://www.facebook.com/groups/theartparty/>