Using Facebook Groups to Make Your Income Online by Penny Mena

Article published on January 18th 2012 | Marketing

One of the many free Internet marketing strategies that people like today in their own marketing efforts is the use of Internet marketing through Facebook groups. This is not only just a free method of generating traffic but it is also a very effective method. Once you have started generating traffic from the groups, you will just get into a steady flow of traffic and keep on using it. This article will show you how to set up your Facebook groups and how to use it effectively for making your income online.

Facebook is great for sharing something productive like finding new leads and customers. Unfortunately, you simply can not post a bunch of motivational quotes all over Faceboook every day and expect anyone to want to be your "Friend" or "Like" your business anymore. It is important that you take the time to understand these Facebook groups and their personalities. Get some Subject/Title choices that relate to their problem in life and you may catch their attention.

Below are some benefits of using Facebook groups.

1. Branding

Setting up your own Facebook groups is a great way for you to brand your business. You can easily set up the group to include your company name, address and photograph, as well as a link to your website and contact details if you so wish. This sets you apart from group members and can be quite a powerful marketing strategy.

2. Contact

After creating your own Facebook groups, you are able to contact all group members directly through the groups message members tab, as often as you like in fact with no upper limit. The great thing about this system is that it allows you to message all your group members up to 5,000 people. You can grow your group to as many people as possible, however you should keep your groups to under 5,000 people. The most important factor of having a Facebook group is the ability to message all it's members. If you can't message the members, you can't share your sales message with your target customers.

3. Web Traffic

Be entertaining and post a few topics in the group discussion board to get the conversation going in your direction. Not only will you have the opportunity to post a link to your website on the groups home page but you will also have the chance to control discussions within the group, to add content and message members with useful links to information on your company website. If you don't get a response contact the group admin and send him or her a friend request. Tell them that you have joined their group, you love it and wanted to hear what they had to say about your topic in the discussion board. Trust me, people love having their feathers fluffed and you'll get a response. If you do this well, you could see an ever increasing flow of traffic to your website.

4. Sales

Facebook groups are a great tool to help you build your business on Facebook. It is a great place to meet potential business partners and find prospects for your business than by setting up a great group in a particular niche and inviting people to join or even promoting your group with a social

advertisement within the Facebook platform itself. Build a good relationship with this audience and the next time they think about buying the product or service you offer they will also think of you. Take the time to understand how to use them and plan your group activity like a military campaign and before you know it you will start to turn a profit from your social media marketing activity.

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Article Keywords:
facebook groups, facebook, groups

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