



# Social Media Outcomes

Attract Clients Online & Increase Your Income!

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## 6 Strategies to Leverage Facebook Groups

Facebook is ubiquitous. Everyone accesses it. One flaw is that people tend to rely too much on connecting with people through their business and personal pages. One missed opportunity is to use Facebook Groups. Granted, this strategy tends to be more challenging. For one, you have to avoid posting anything that could be considered spam, which could get you banned.

**Here are 6 strategies to leverage Facebook Groups:**

1. Comment on a group post
2. Ask a question
3. Share a blog post (not your own)
4. Ask for support
5. Create your own Facebook Group
6. Create a Facebook Event in your group

The simplest thing you can do in a group is simply to like and comment on other people's posts. Let others drive the conversation and then jump in to interesting conversations.

If you want something easy to post that will attract people to you, simply ask a question. People love to share their thoughts. And there is little chance of your post being considered spam.

Find good blogs online and then share their content in a Facebook Group. Don't overdo it though. Too many posts to a group could draw the attention of the moderator. Mix it up. From time to time, ask for support. People love to step in and help out. Another technique is to share a problem that people are likely to have an answer for.

Finally, you can build your own influence online by creating your own Facebook Group. Pick a topic, select a name and get started. Be sure to post to your own group on a regular basis. You will need to drive the conversation until you have a core group of participants.

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Rick Cooper is an Online Marketing and Social Media Trainer. Rick is President of Social Media Outcomes which provides training to business owners who want to grow their business online. Rick is a National Speaker on Online Marketing. He was featured in Comstocks Magazine and has been interviewed by The National Networker, AllBusiness.com and the East Bay Times Business Journal. For a Free Report on 10 Ways to Monetize Social Media, visit <http://SocialMediaOutcomes.com/10Ways>