L'BRI
PURE n' NATURAL

FACEBOOK SAVVY
PART 2
Build A VIP Facebook Group

6 Reasons You Need A VIP Group

| Nurture relationships & stay top of mind | Serve your customers and add value | Gain feedback and answer questions | Generate leads and referrals | Announce updates & breaking news | Get in the news feed |

L'BRI
PURE n' NATURAL

"

People are craving to be part of good communities, from where they can find a lot of useful ideas, insights about a product they love, and where they can talk with others that like the same things they are interested in, too.

source: Facebook marketing blog

L'BRI
PURE n' NATURAL

5 BEST PRACTICES

Define who your Group is for

Include a description and rules

Don't auto-add people

Follow the 80/20 Rule

Only tag when relevant

L'BRI
PURE n' NATURAL

HOW TO BUILD A BOOMING GROUP

1 Invite Your Ideal Client
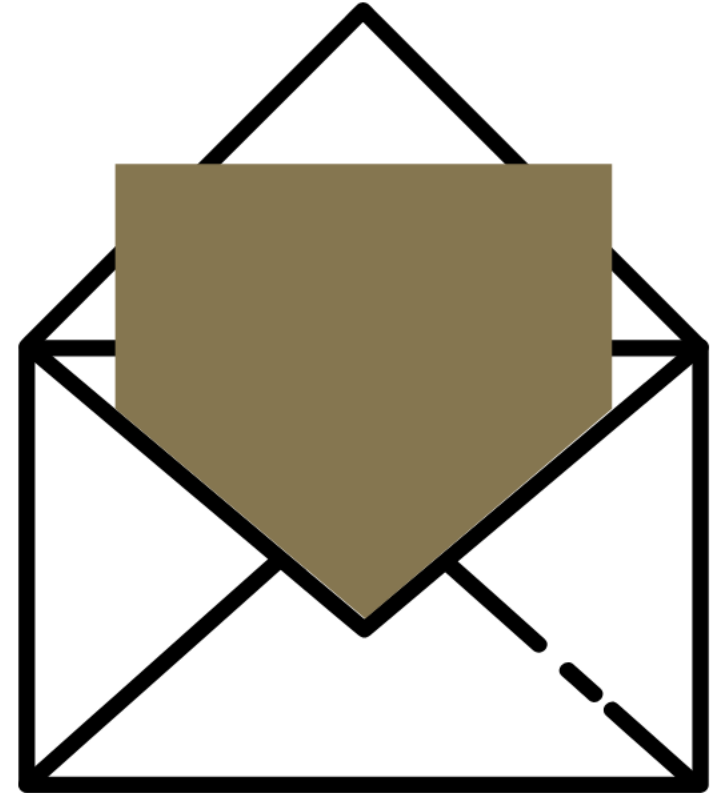
Home & online parties
Vendor events
Networking Groups
Ask members to share
Other social sites & profiles
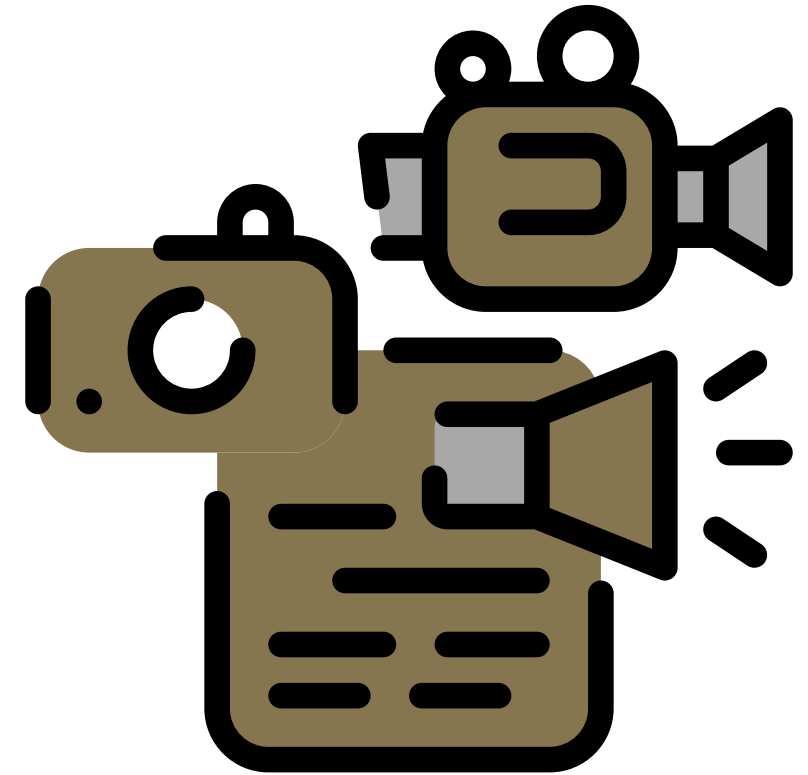Email signature
Catalog sticker
Pinned post on Facebook Page

L'BRI
PURE n' NATURAL

2 Share Valuable Content

Use a lead magnet
Solve problems
Get feedback
Make people laugh
Share resources
Provide customer service

L'BRI
PURE n' NATURAL

3 Use Daily Themes

Monday: Mindful, Motivation, Makeover
Tuesday: Transformation, Travel, Try It
Wednesday: Welcome, Wellness, What's New
Thursday: Thankful, Thoughts, Thrifty
Friday: Friend, Facial, Fun, Feature
Saturday: Specials, Savings, Selfie
Sunday: Self Care, Spotlight, Sweat

L'BRI
PURE n' NATURAL

4 Increase Interaction
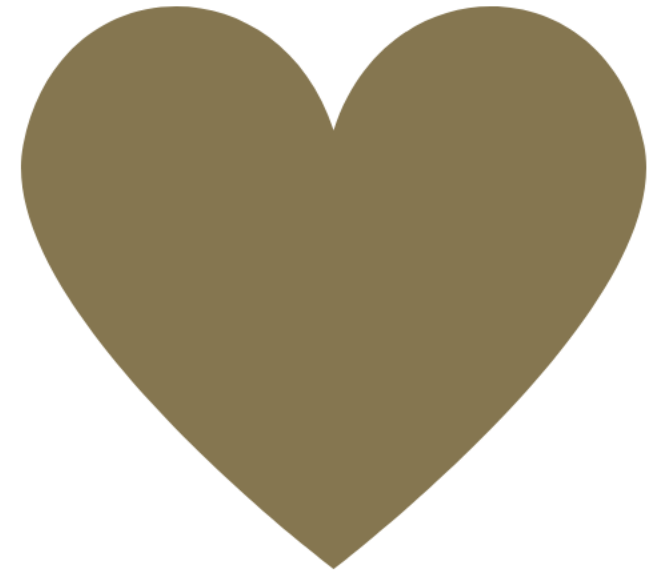
Tell members how to interact

Go LIVE weekly

Welcome new members

Recognize what you want repeated

Reply back to comments

Ask questions

L'BRI
PURE n' NATURAL

5 Sell - Without Being Salesy

Host a Q & A
Create special events
Provide education and how-tos
Feature customer testimonials
Take a survey
Go LIVE with breaking news

L'BRI
PURE n' NATURAL

8 WAYS TO OPTIMIZE A FACEBOOK GROUP

with 10+ post ideas!

L'BRI
PURE n' NATURAL

Optimize A Facebook Group Training and Checklist Challenge

Complete the Checklist before

Part 3:

Facebook Business Page: Get Found Online

Thursday, November 29 @ 8pm CT