



LEVERAGING **FACEBOOK** **GROUPS** THE RIGHT WAY

TIME VS MONEY

No Money?

Then you have to trade your TIME

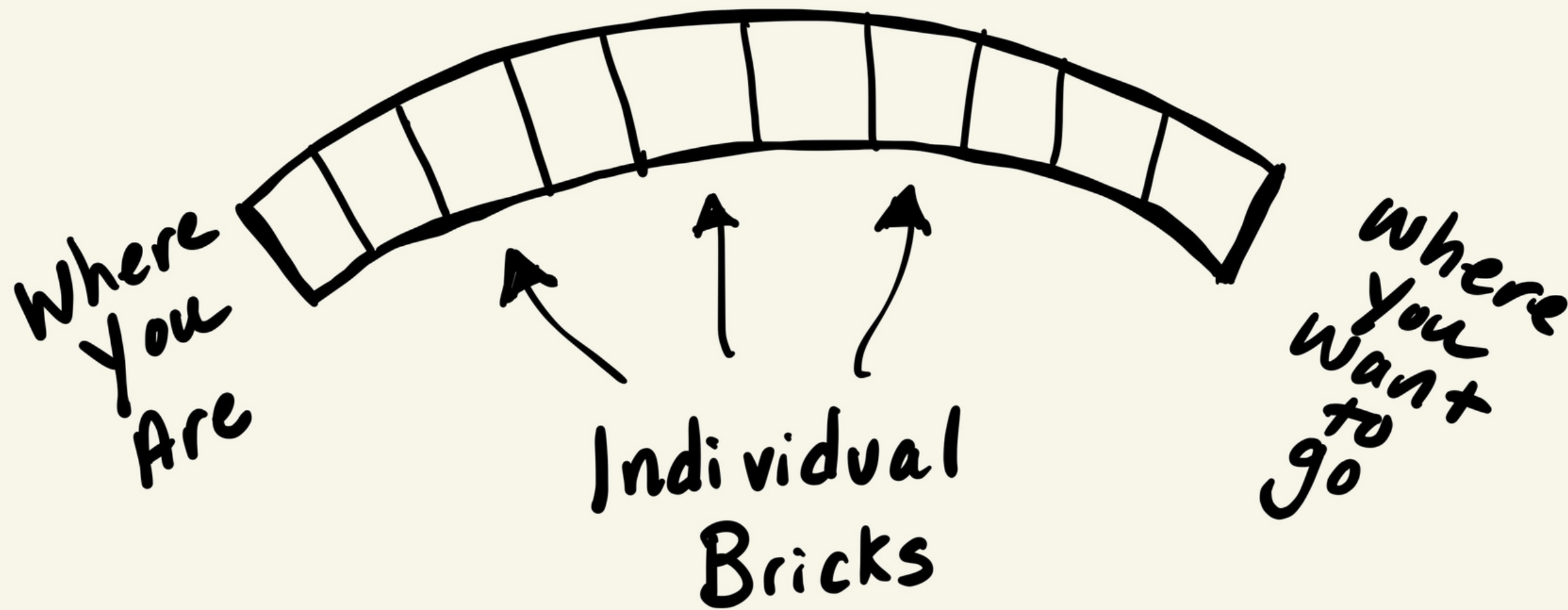
WHITE BELTS VS

BLUE BELTS VS

BLACK BELTS

IN TECHNOLOGY/SOCIAL MEDIA

"MARKETING BRIDGE"



Umbrella Term

Marketing is an umbrella term for lots of subset skills.

Understanding the semantics of what "Marketing" means is important because then you can peel it apart and make it into actionable items

MARKETING DEFINITION

Marketing refers to **activities** a company undertakes to promote the buying or selling of a product or service

"Marketing"

Writing Copy

Creating Headlines

Images & Videos

Customer Avatar

Placing Ads (Media Buyer)

Reading Metrics

Building Landing Pages

Funnel Structure

Scheduler

Follow Up Campaigns

Organic Posts

E-Mails / SMS



7 LEVELS OF MARKETING IN YOUR ACADEMY

- 1 **ORGANIC SOCIAL MEDIA**
- 2 **WEBSITE / SEO / LANDING PAGES**
- 3 **PAID ADVERTISING**
- 4 **E-MAIL MARKETING / SMS**
- 5 **DIRECT MAIL / PRINT MARKETING**
- 6 **PHONE CALLS**
- 7 **FACE TO FACE**



Why Organic is More Important Than Ever...

- ***iOS 14 Update in Spring of 2021***
- ***Add Costs are going to Continue to Rise***
 - ***It's FREE***

The Difference Between Facebook

PROFILES

Invite Friends

- Personal Individual
- Businesses not allowed
- Invite + Maintain **Friends**
- Only **Friends** can view
- No Advertising
- Create **Pages** + **Groups**
- It is possible to have a 'Business Profile'

PAGES

Invite Likes

- Official Presence for Business or Celebrity
- Admin can be shared
- Gain **Likes** (was Fans)
- Anybody can view + Like
- Nobody needs permission to Like
- Advertising Allowed
- Pay to promote Posts

GROUPS

Invite Members

- Discussion Forum or Community for Club, Cause or Specific Purpose
- Business + Ads allowed
- Invite + Maintain **Members**
- Do not have to be Friends
- **Profiles** + **Pages** can join or post
- Open, Closed, or Secret

***"MEANINGFUL
INTERACTIONS"***

MUST HAVE GROUPS for RETENTION

- ***Parents Group***
- ***Adult Program Group***
- ***Staff Group***

***IT'S ABOUT
BUILDING
RELATIONSHIPS***

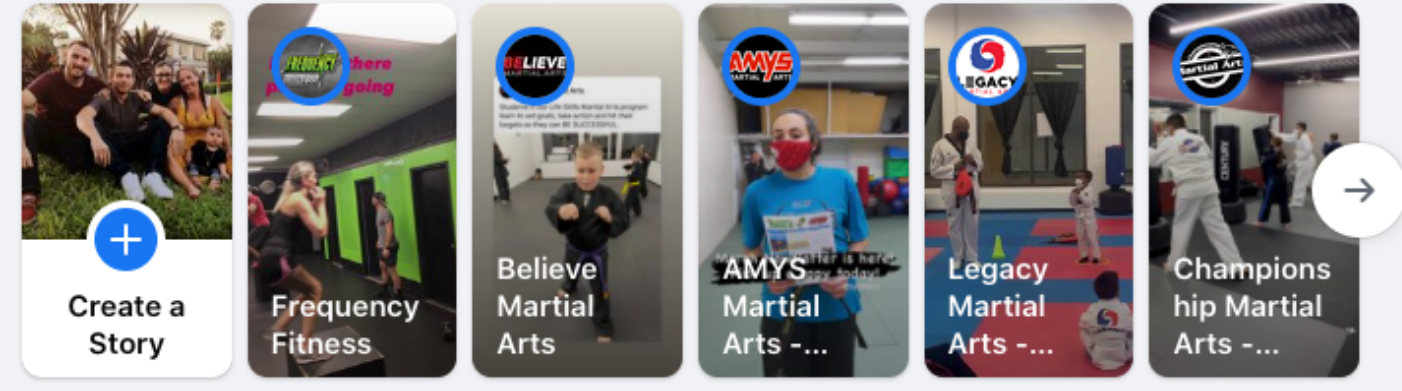
Option 1: Leverage Someone Else's Facebook Group

- Much Less Work***
- You Don't Own It***
- You Don't Control It or the People in It***
- Can get kicked out for being Sales-y***
 - Jab, Jab, Jab, Right Hook***

Step 1:

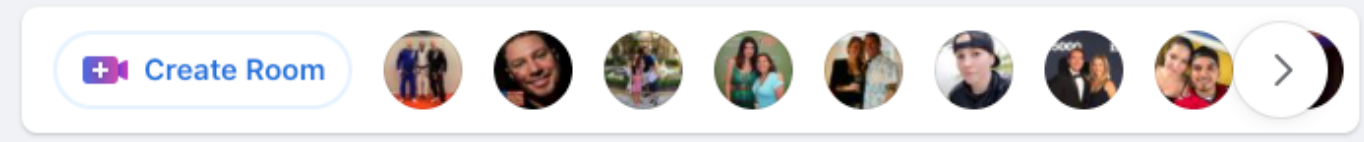
- ***Search on Facebook for Mom Groups in your Area***
- ***Search on Facebook for Community Groups in your Area***

- Cris Rodriguez
- Friends
- Pages 9+ new
- Memories
- Groups 3 new
- See More



What's on your mind, Cris?

Live Video Photo/Video Feeling/Activity



Rudy Hettrick ▸ Onramp - Seven Figure Agency
13h · 🌐

Top 3:

- 10 Move Forwards
- Get Facebook Ads running
- 2 strategy sessions

Ryan Davis, Shane Gebhards and 2 others Seen by 57

Like Comment

Write a comment...

Sponsored

Invest Five Minutes. Gain One Hour of productivity.
Get your FREE 7-day trial!
foundersfirstsystem.com

CityPASS
citypass.com

Friend Requests See All

Ali Haider 2d
15 mutual friends

Confirm Delete

Birthdays

Paige Nations Code and 8 others have birthdays today.

Contacts

Stephanie Rodriguez

Ron Graziano

Groups

Search Groups

- Your Feed
- Discover
- Your Notifications
- + Create New Group

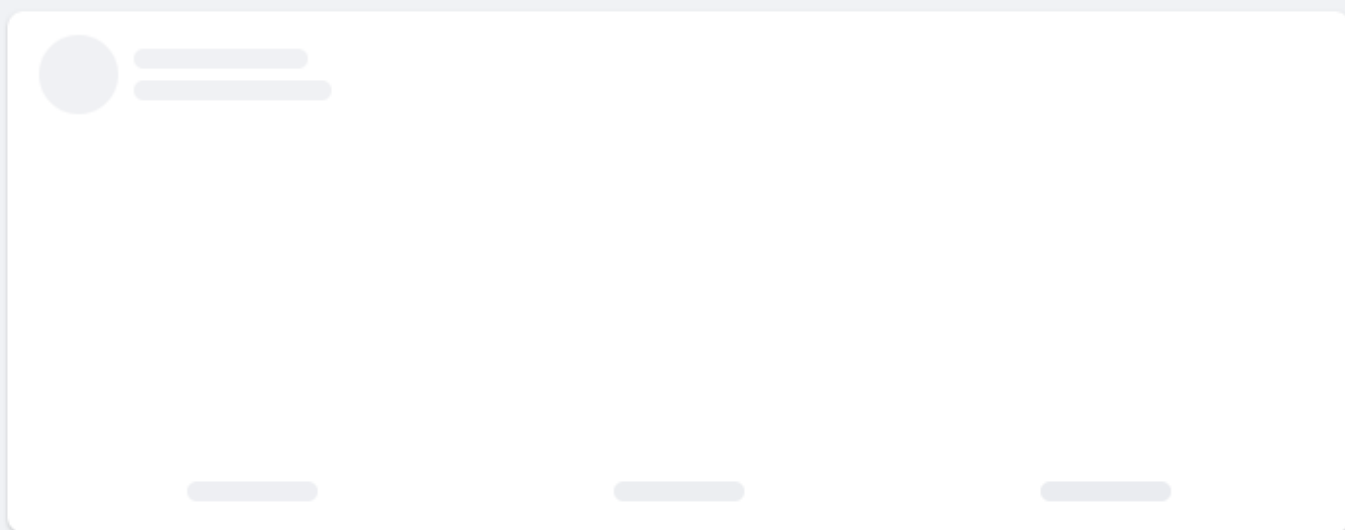
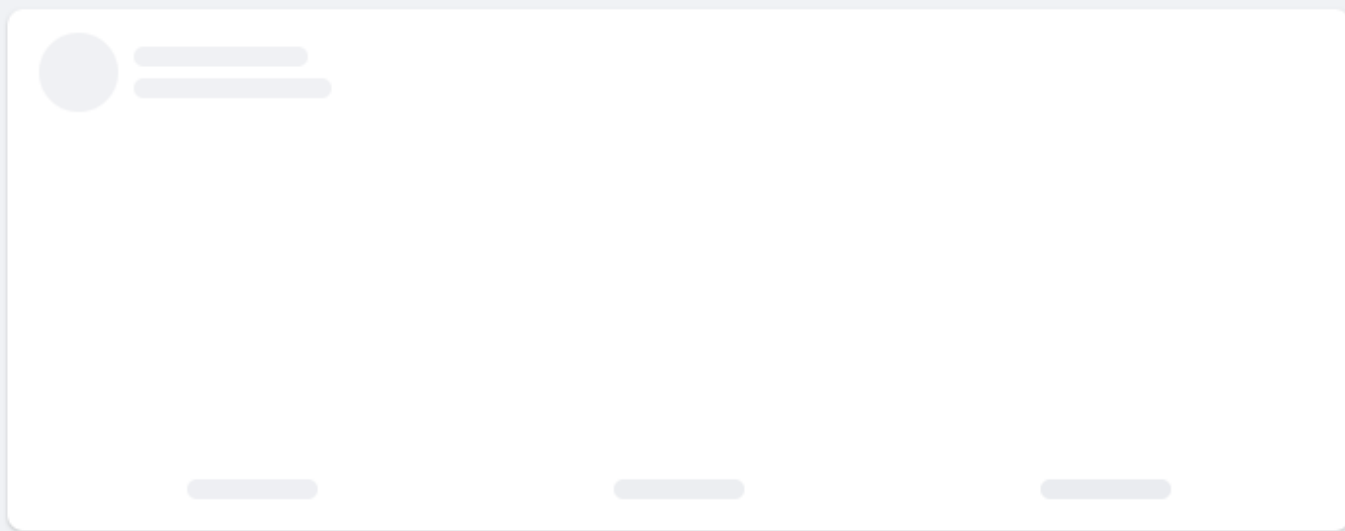
Groups You Manage

- MAIA Growth**
Last active 4 days ago
- Martial Arts Entrepreneurs**
Last active a day ago
- A-Team Mastermind**
Last active about an hour ago

See More

Your Groups

- HighLevel - Official Community**
1 post for you





Top Networking Professionals of Tampa Bay

Public group · 12K members

Top Networking Professionals of Tampa Bay, Professionals helping Professi...
25 unread posts



Moving To Florida

Private group · 27K members

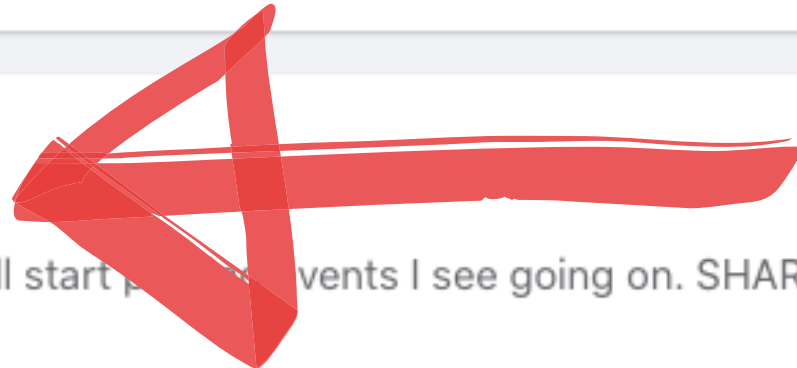
Is it your dream to move to Florida? Come and hang out with us! We discus...
170 posts a day



THINGS TO DO IN TAMPA

Public group · 7.5K members

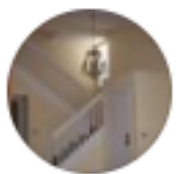
A lot say Tampa is no fun so I'll start p... events I see going on. SHARE ...
20 posts a day



TAMPA JOBS

Private group · 41K members

A free group to bring Tampa Employers and Job Seekers together. If you ar...
70 posts a day



Tampa Bay Rentals

Private group · 6K members

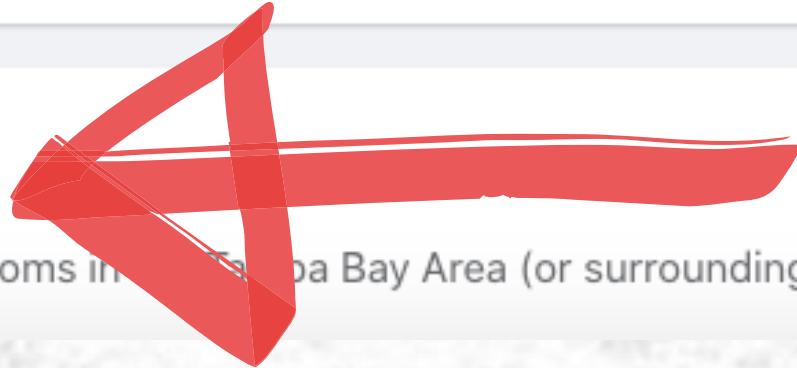
Welcome to our rental group. The main rules are to respect , be respected,...
100 posts a day



Tampa Bay Area Moms

Private group · 12K members

This page is designed for any moms in Tampa Bay Area (or surrounding...
110 posts a day



Jobs in Tampa Bay

Private group · 15K members

We are a local-focused group created for Tampa Bay job seekers and empl...
40 posts a day



Tampa Rentals, Apartments, Housing, Rooms, Sublets, Roommates

Public group · 29K members

Welcome to Alpaca's official Tampa housing group! To join, click '+ Join gro...
60 posts a day



Tampa Bay Good Stuff Cheap

Private group · 18K members

Where you can Buy ,Sell,Trade and Promote Your Services..group helping o...
1K posts a day



Riverview - Gibsonton - Ruskin - Brandon FL Buy & Sell

Private group · 53K members

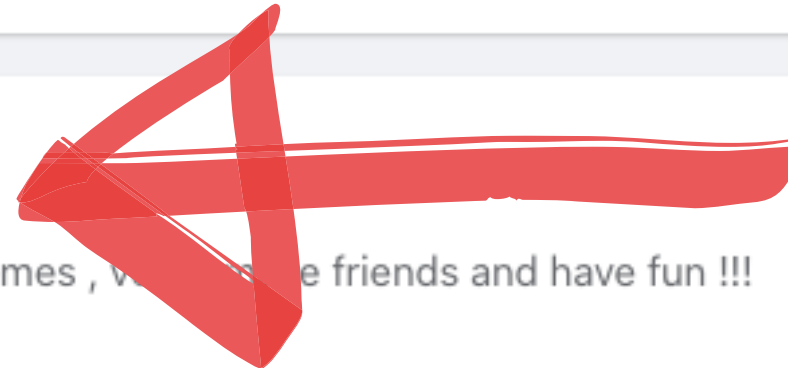
RULES UPDATED 9/23/18 OPEN TO ALL USA RESIDENTS ONLY ALL POST...
3.6K posts a day



Tampa Bay Bad Moms

Private group · 8.1K members

only rule is no drama ! post memes , w... friends and have fun !!!
70 posts a day



Tampa Bay Foodiez

Private group · 2.8K members

A group for Tampa Bay Foodies to share (positive) restaurant experience, f...
30 posts a day



Westchase Neighborhood News

Public group · 3.5K members

20 posts a day

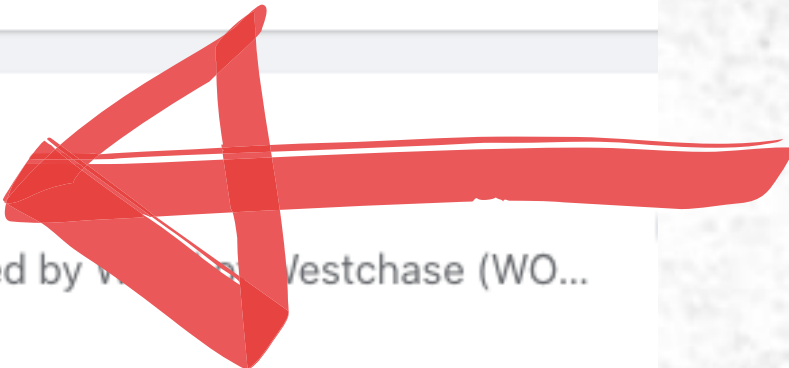
14 friends are members



Westchase Neighborhood News (WOW)

Public group · 8.9K members

Westchase Community News is administered by Westchase (WO...
30 posts a day



Westchase Swap N Shop

Private group · 68K members

This Westchase Swap N Shop is the Original Westchase Swap N Shop. Plea...
2.9K posts a day



Westchase Neighborhood Real Estate

Private group · 153 members

Welcome to The Weekly Buzz, a group managed by a local Realtor & resident
for over 15 years! Feel free to invite your friends, family, coworkers and...



Westchase Swap N Shop Less Rules

Public group · 3.5K members

Less Rules then the other Swap N Shop!
340 posts a day



Westchase Yard Sale

Public group · 4.3K members

RULES 1) Unless you are a PAID advertiser - NO postings for businesses of ...
50 posts a day



Westchase Yard Sale

Public group · 4.3K members

RULES 1) Unless you are a PAID advertiser - NO postings for businesses of ...
50 posts a day



Westchase Swap and Shop

Public group · 1.8K members

Westchase Swap and Shop is FREE to use, buying and selling. NO FEES! All...
80 posts a day



The Fords of Westchase

Private group · 120 members

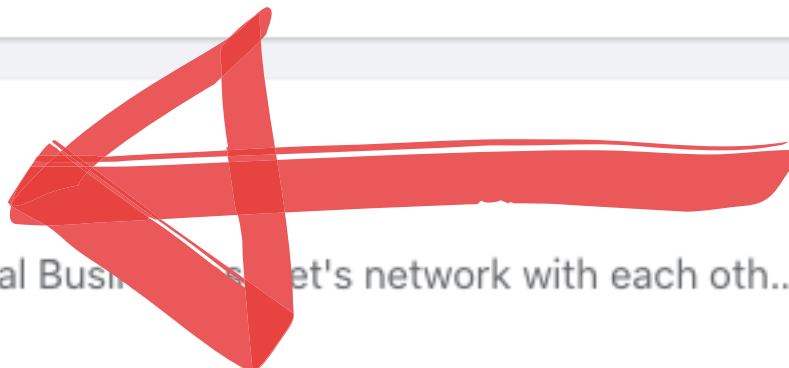
Welcome to the Fords of Westchase Facebook page. This is a closed group...
3 posts a week



Westchase Moms in Business

Private group · 263 members

Connecting Local Moms with Local Business. Let's network with each oth...
5 posts a week



Free carrollwood/westchase

Public group · 540 members

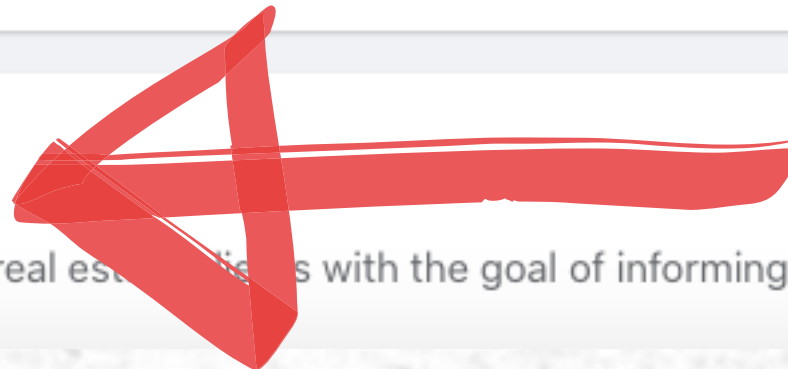
A great place to post free stuff, events, business ads in the Carrollwood We...
2 posts a day



Explore Westchase!

Private group · 588 members

I started this group for my real estate clients with the goal of informing the...
3 posts a day

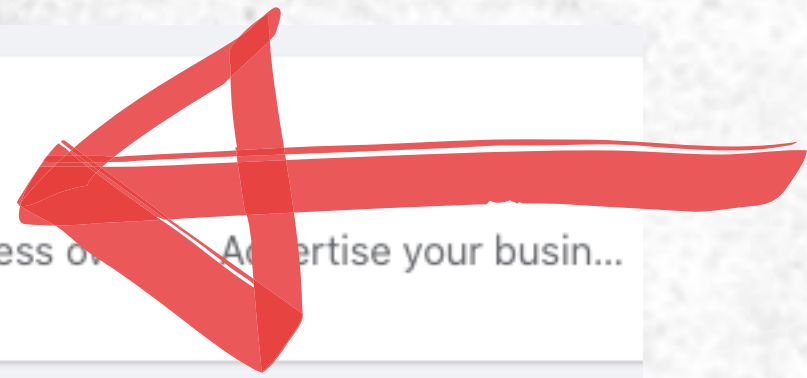




Westchase Business Connection

Private group · 1.8K members

Refer, search and connect with local business owners. Advertise your business...
7 posts a day



Westchase Citrus Park Carrollwood, Keystone Yard Sale

Public group · 12K members

Sell whatever you want. Please no solicitors. Be nice to each other. Have fun...
340 posts a day



Westchase Wine Club

Private group · 334 members

Wine lovers unite in Westchase, FL!
2 posts a week



Westchase Complaints

Private group · 396 members

UNFILTERED complaining about Westchase. A place to complain and not d...
7 posts a day



Tampa Swap, Shop and Online Garage Yard Sale TNC Westchase Citrus Park

Public group · 40K members

Do you need to have a Yard Sale but don't have the time? Well Look no furt...
1.9K posts a day



Lutz, Land O Lakes and Odessa Buy Sell Trade

Public group · 73K members

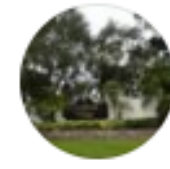
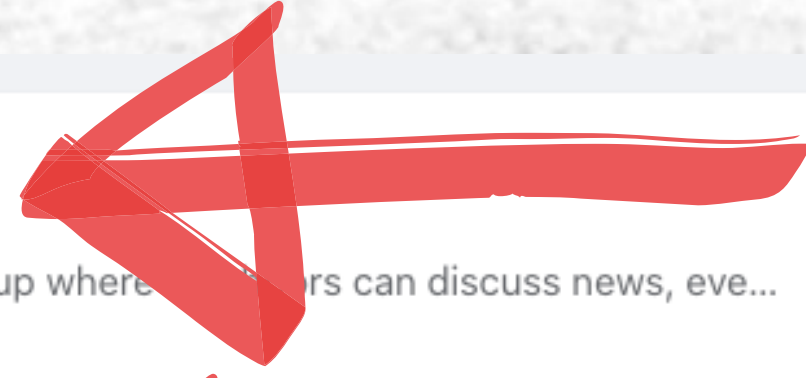
I must be able to tell where you live in order to add you to the group. If I can...



Carrollwood Community

Public group · 3K members

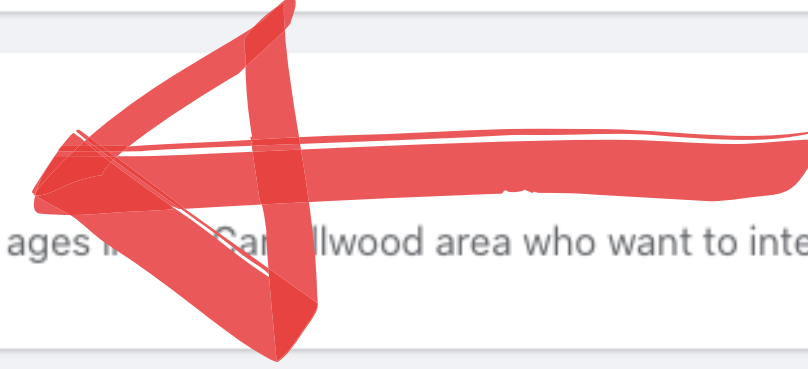
This is a community focused group where members can discuss news, eve...
25 unread posts



Carrollwood Moms

Private group · 399 members

This group is for moms of all ages in the Carrollwood area who want to inter...
4 unread posts



Carrollwood Tampa Neighbors

Private group · 757 members

Business ~ Personal ~ Social. Welcome to Carrollwood Tampa Neighbors! ...
20 posts a day



Northdale/Carrollwood Swap N Shop

Private group · 24K members

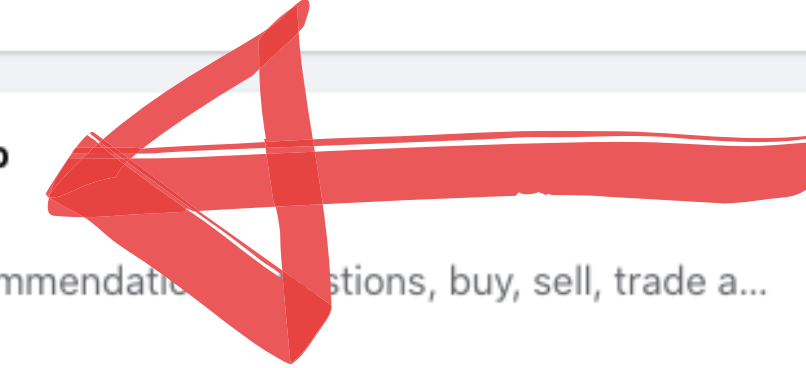
Northdale/Carrollwood Swap N Shop is FREE to use, buying and selling. Chi...
930 posts a day



Carrollwood / Lutz Mom's Group

Private group · 1.1K members

A group to share meet-ups, recommendations, questions, buy, sell, trade a...
7 posts a day



LESS RULES!! Northdale/ Carrollwood/Lutz/ Citrus Park Buy, Sell and Trade

Private group · 1.2K members

Join our Group this Group is New but can Grow if you Join and invite others...

I'm in the group...

Now What?!

- ***Be ACTIVE in the group***
- ***Comment on posts, make recommendations of other biz***
 - ***Post Relevant Content***
- ***If you are going to post something about your school -
ASK AN ADMIN FIRST
(Send a Friend Request too!)***
- ***Be aware this is a long term strategy***



Carrollwood Moms

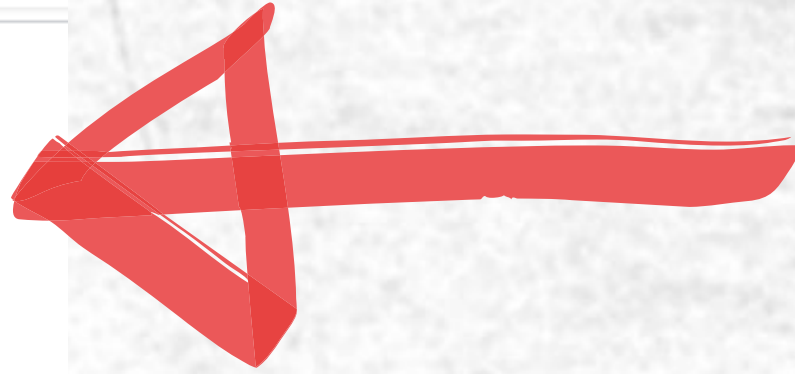
Admins & Moderators · 2



Jen Wiggins
Admin



Jen Wiggins
Admin
Realtor® at Smith & Associates Real Estate



Friends · 5



Jennifer Nolen
Works at Rodan + Fields



Tiffani Hardrick
Florida A&M University



Katie Besnier
Application Developer at IDEXX

See All

Members With Things in Common



Tiffany Davis Kemp
5 mutual friends including Donald Nolen and Jennifer Nolen



Lesley Davis Villarejo

Option 2: Leverage Your Own Community Facebook Group

- ***More Work***
- ***You Own It***
- ***You Control All Content & People***
 - ***Shouldn't be Sales-y***
 - ***Jab, Jab, Jab, Right Hook***

Groups



Search Groups


Your Feed

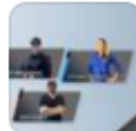
Discover


Your Notifications

+ Create New Group

Groups You Manage

 **MAIA Growth**
Last active 5 days ago

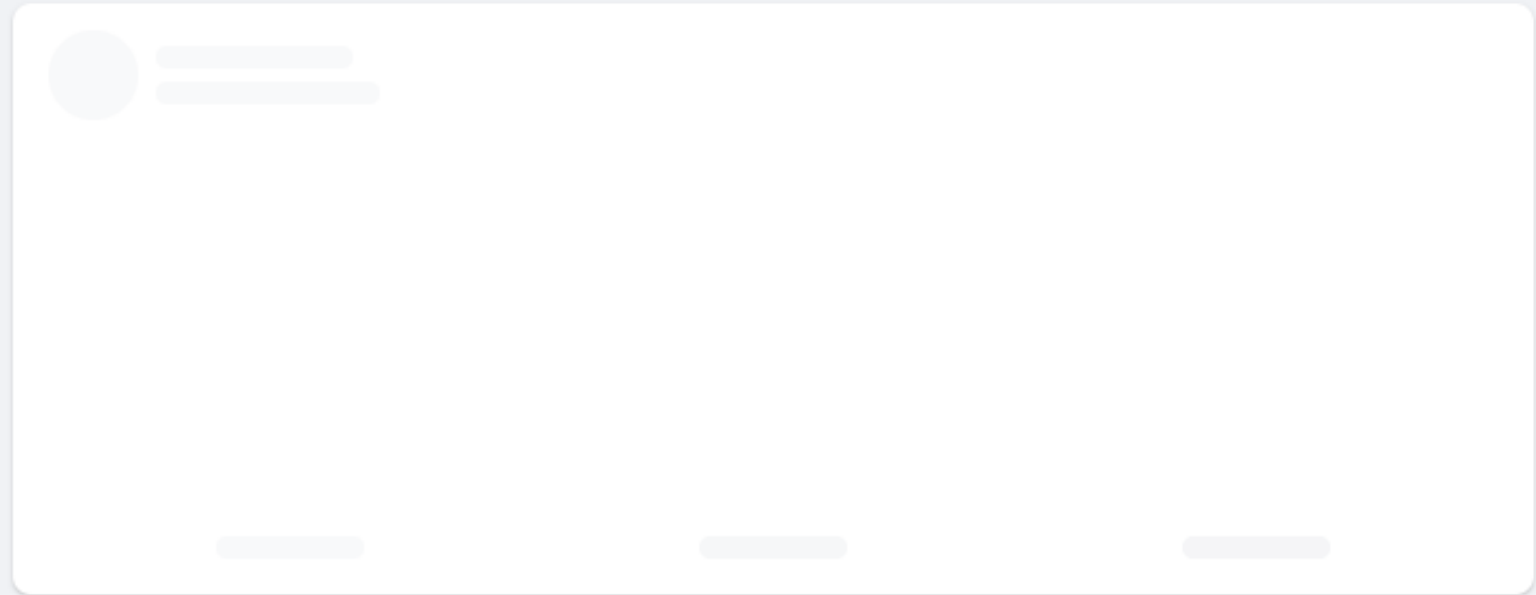
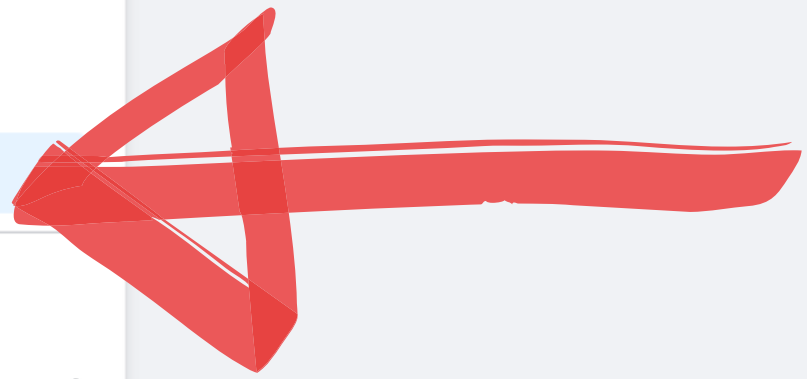
 **Martial Arts Entrepreneurs**
Last active 2 days ago

 **A-Team Mastermind**
Last active 35 minutes ago

New Notification

 **Josh Nelson** is live now in **Seven Figure Agency Mastermind Group: "Don'...**
[a few seconds ago](#)


1 post for you





Groups > Create Group

Create Group

 **Cris Rodriguez**
Admin

Suggested: [Stephen Reinstein](#), [Ron Graziano](#), [Stuart...](#)

Create



Desktop Preview







Group Name


Group privacy · 1 member

About Posts Members Events



 What's on your mind?


 Photo/Video  Tag People  Feeling/Activity

About
 General Group



Groups > Create Group

Create Group

 **Cris Rodriguez**
Admin

Group Name
Carrollwood & Westchase Mom's Group

Choose Privacy
Private

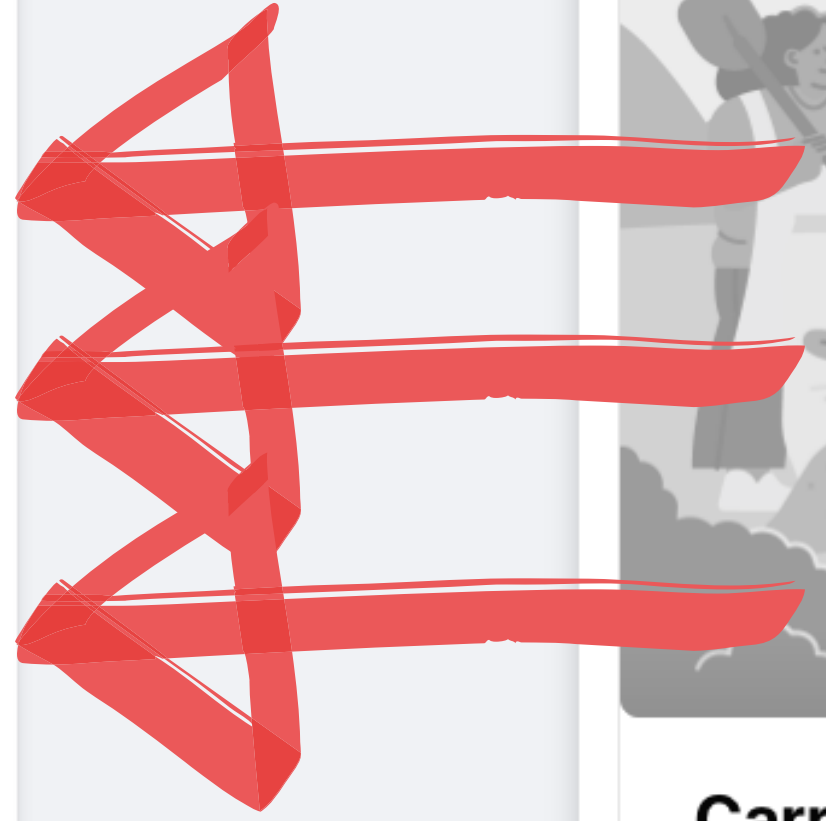
Private groups can't change to public to protect the privacy of group members. [Learn More](#)

Hide Group
Visible

Invite friends (optional)

Suggested: [Stephen Reinstein](#), [Ron Graziano](#), [Stuart...](#)

Create



Desktop Preview




Carrollwood & Westchase Mom's Group

Private group · 1 member

About Posts Members Events



 What's on your mind?

 Photo/Video  Tag People  Feeling/Activity

About
Private
Only members can see who's in the group

I Created the Community Group...

Now What?!

- ***Set Clear Rules & Guidelines***
- ***Perform CPR in the Group***
 - ***Avoid Salesy Posts***
 - ***Optimize***
 - ***Variety of Visual Mixes***
- ***Promote/Mention Your Group***
 - ***Focus on Girl Power***
- ***Welcome New Members of Your Group***
 - ***Ask Questions***

Option 3: Leverage Your Own Brand Ambassador Facebook Group

- ***Invite the Brand Ambassadors of your School***
 - ***Use this to Invite & Welcome Prospects***
- ***This is different from your Student/Parent Group***
- ***Brand Ambassadors can invite their Friends to this Group***
 - ***Put out Edu-Tainment type of Content***

What Type of Content?

Motivational Posts

Edu-Tainment Videos

Blog Articles

THESE ARE ALL LONG TERM PLAYS

COMPOUND EFFECT:

Small Smart Choices Done

Consistently Over Time Yield Drastic

Results

WHITE BELT ACTION STEPS

1 - Search for Local Groups

2 - Request Access to Local Groups

3 - Start with commenting on posts

4 - Be active daily in these groups

BLUE BELT ACTION STEPS

1 - Create a Brand Ambassador Group

2 - Invite your Brand Ambassadors

3 - Ask your Brand Ambassadors to invite their friends

4 - Start inviting Prospects into the Group

5 - Post Content

BLACK BELT ACTION STEPS

1 - Create a Community Group

2 - Invite All Local Friends who fit your Avatar

3 - Post Engagement Style of Content

4 - Drop Your Links Sparingly