

# HOW TO ATTRACT customers with FACEBOOK



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## Introduction

Virtually everyone I know has a Facebook account. It seems pretty unusual for someone to say he or she doesn't have a Facebook account or worse, people who say they haven't even heard of Facebook. Why am I saying this? Well, Facebook is by far the most popular social media platform and since 2008, the number of active users has already reached nearly 2 billion.

Active users are those who have logged into Facebook in the last thirty days. Facebook was launched way back February 2004 and was founded by the famous Mark Zuckerberg and his friend and college roommate Eduardo Saverin. Both of them attended Harvard University.



The number of Facebook users grew exponentially over time as technology advanced. It's safe to say that Facebook has beaten all other social networking sites worldwide in terms of users.

**FACEBOOK**

## So what exactly does Facebook Groups do?

It's funny because if you do a quick Google search you'll find so many articles that will teach you how to use Facebook. It's all in there but for a quick overview I'll tell you. Facebook allows you to add and confirm other Facebook users to be part of your friends list. Once they are a part of your list of friends you can communicate with them via chat or video call or you can publicly interact with them by commenting on their status updates or by simply posting on their wall.



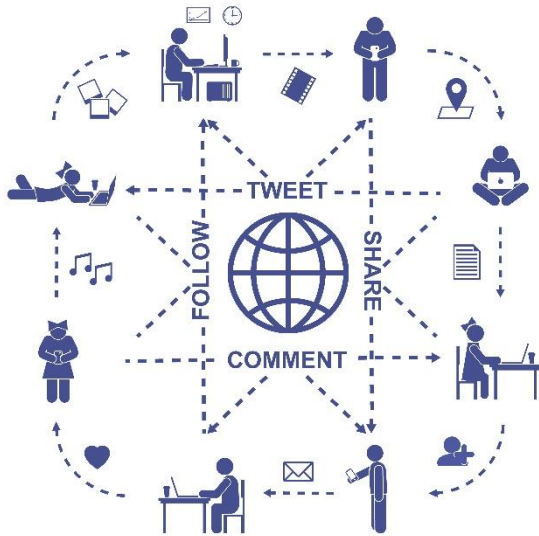
Once you create your own account, you can do pretty much whatever you want with it. From uploading photos of your recent holiday to posting political opinions or even updating your status to tell your friends what you have been up to. People today do not just use Facebook for personal reasons. A lot of entrepreneurs and business owners are using Facebook to attract more customers knowing that billions of people are actively using the social media site. Technology has made it easier for business owners to track down where their potential clients hang out and obviously they discovered that a huge percentage of their audience is active on Facebook. This then brings us to another question. How can you attract customers with Facebook?

But before I answer this question I want to share something with you.

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## SOCIAL MEDIA



New businesses are cropping up everywhere. And with a favorable economy, you can expect the competition to be fiercer than ever. Here's the reality, a product/service your store is offering is also being sold elsewhere in the world. Heck, it may even be offered by hundreds of entrepreneurs in the same area as you are. So, how can you outmanoeuvre them? How can you make your product stand out from the bustling competition?

My usual recommendation is make the most of what you have. I learned that the online industry could be a huge help when it comes to gaining more customers. This of course, has been proven time and time again by millions of entrepreneurs. But one thing you need to be sure of is that despite having an online presence, you need to know a couple of strategies to really hook your audience and turn them into actual, profit-generating customers that in the long run will convert into loyal customers who will then refer you to others.

But this doesn't happen right away and that is why I am going to share with you how you can attract customers using the most popular social media site today, Facebook.

Here are 3 tips that will help you to attract and keep more customers using Facebook specifically using Facebook's closed, secret and open group features.

# FACEBOOK

These groups help you build connections thereby expanding your networking capacity and growing your audience reach. It's not about the quantity of people you reach but the quality of people you associate with. Getting in touch with the right kinds of people is a strategy you can use for your business' advantage.

# 1

## Create Facebook closed groups as your customer support centre.

How can a Facebook closed group help you with your business? You can use a Facebook closed group for a number of reasons. One is to deliver support to a particular customer base, two is to cut down on customer email clutter and offer a primary avenue to get customer feedback about the pros and cons of your business. Like in my case, I have created closed groups for all my online training programs to give my clients the opportunity to connect and network with me and each other as my way of giving them support.

My goal here is to create an open communication line between my customers and me by providing them with a place where they can freely ask questions and vice versa. Even though Facebook users can view who are part of the group, they cannot view the posts made by members unless they actually "join" the group. In this way, privacy is maintained and the members within that group do not have to worry if their posts or questions will show up on their friends' newsfeeds.

You can also share documents in a closed group like Frequently Asked Questions and you can even assign someone or any of your community managers to be the one to answer these questions. Having a Facebook closed group is also a great and convenient place for you to post your announcements on product discounts, product updates and a place where you can invite customers for contests and events. Members of your closed group who have already made a number of purchases from your company will likely buy from you again and engage with your brand especially if they are satisfied with your product/service and your customer service.



Create “secret” members-only groups as networking centres for your existing customers.

A secret group differs from a closed group in that only the group members can see who are part of the group. If you are aiming for a tribe-like network or community then you should create a secret members-only group instead of a closed group. Yes, Facebook offers different kinds of private groups just so you know.

In a secret group, you can have the option to create a customised, private feedback loop. If you know how to use this correctly you can actually turn this secret group into a very important retention and engagement tool for the benefit of your business. This “secret” group can be considered as an avenue providing additional value to your Class A VIP customers.

Let me highlight another difference between a closed group and a secret group. I personally use a closed group for my business that caters to a more exclusive audience like consulting, coaching organisations and training providers. This group offers an atmosphere of privacy and exclusivity allowing my customers to feel that they have direct and private access to me.

On the other hand, I use the secret group to acquire new customers and to retain existing customers. This secret group offers a place for members to network with each other and share ideas and strategies with other members of the group. My current clients have expressed their joy and satisfaction at being part of a group where they can freely ask me questions

and even consult with experts within the group to ask for advice or feedback.

Facebook's group features are extremely popular but not familiar to everyone. Even if they knew about these group features, perhaps the reason why they are not using it for their business is because they are not aware how these private groups can help them secure more customers. I use these secret groups with my products and ever since I started using them I found an increase in returning customers and a decline in my return rate. Why? It's all because my customers are confident that I am always there to support them whenever they have questions or issues.



# 3

Create open groups so you can build interest, authority and awareness in your brand

Unlike your closed and secret groups, there is such as a thing as open groups and Facebook also offers this as part of their group features. If you explore Facebook exhaustively, you will actually find that Facebook has a lot of open groups. The smaller the niche the more that group is engaged and interactive. Examples of narrowed niches are photography groups, painters groups, runners groups and many more.

If you want to acquire more customers using Facebook's open groups I suggest you either start or join an open group that concentrates on your business niche. The reason for this is not to blatantly offer your product up for sale but instead to establish yourself as an expert in your field and to network with other people within your industry. I'll give you an example, for instance, your type of job is editing photographs. Joining a photography group is a good start so you can showcase your expertise and offer content in a more personal way rather than create a brand page. Although creating a brand page can also help you in more ways than one, in this post I'll focus more on taking advantage of Facebook's group features.

Just a quick reminder, for all group types whether secret, closed or open; make sure that you fill out the "About" tab to emphasise the purpose of your group and the goals of your company. You must also take the time to create a list of membership guidelines in your "Documents" tab. This is very important especially if the groups you are creating

are secret or closed. The purpose for this is to remind your members that they can freely invite friends to join the group as long as it is appropriate.

Also know that one of the purposes of creating groups is for dialogues and not for the purpose of direct sales. Therefore, concentrate more on participation instead of messaging and inspire and motivate your customers to engage as much and as often as they can.

Aside from Facebook groups you can also attract more customers with Facebook by doing the following:

- **Make use of analytics to target and time your Facebook posts.**

The best times to get the highest click thru rates are from 1PM to 4PM and the highest day of the week is on Wednesdays. This means that if you want to achieve maximum engagement with your audience, you should take note of these times and know the day of the week to post your content. The worst times to post are on weekends before 8AM and past 8PM.

A lot of business owners who are familiar with analytics use it for targeted marketing so they can increase their reach and grow their customers.

- **Make use of visuals.**

Adding photos and images to your status updates can get you twice more likes and twice the comments compared to a plain status update sans the graphics. Of course you can still ask catchy questions and include interesting phrases but adding photos draws more attention to your status than without it. Adding images makes it more fun.

- **Create “fun” posts.**

What I mean by creating fun posts is instead of just typing in the name of the model of your product/service I want you to go the extra mile and be creative and fun about it. A boring post, despite adding an image, does not automatically get likes unless you inject some effort into making it creative. Examples of creativity is by adding catchy sentences that compel the reader to interact in the comment section or better yet share your post to their walls. Take for example if your business is a pet shop, instead of posting an ad that says your pet shop now offers grooming services, why don't you post candid pictures of cute dogs being bathed in your pet shop?

- **Make your page human.**

What I mean by this is, for example your company is selling jewellery. Don't just display your jewellery designs online without adding any personality to it. Add humanness with every post and you will gain tons of followers and fans. You can ask for other people's opinions with every post you share or you can share your personal experiences on your

post, whichever way always keep in mind that you should strive to make your page more human.

- **Show your actual work through videos and photos.**

Some Facebook pages are too good to be true and this incites fear among customers because they don't know who you are. To quell this fear you can add videos so your potential customers will know who you are and what you do. You can also post pictures of satisfied customers (with their permission of course) to increase your integrity and strengthen your credibility.

- **Keep on changing the types of content you share on Facebook.**

Don't be predictable because your viewers will get tired of seeing the same old content on your Facebook Page. If you want to keep your page interesting, I suggest you change your page photos on a regular basis, including products, videos and events.

- **Turn your brand into person your audience can relate to.**

I think the best example of this is Dove. Remember, the consumer brand Dove? The makers of Dove did an amazing job by getting a creative and poignant message that really struck a chord, a message that says being beautiful is not just skin deep. If you haven't seen their ad I suggest you look it up. What made Dove a success is they were able to connect their products with a dialogue that told a story. So instead of bombarding their audience with

sales pitches, they focused their posts around a lifestyle their audience can relate to.

- **Solve your customer's problems.**

If your Facebook posts offer solutions to your clients then they will surely want to like or subscribe to your page. Take for instance; if your company sells plus-size clothes, you can help your customers by offering fashion ideas for plus-size women instead of just posting images of the clothes that are up for sale.

And that's about that. You can incorporate all of these strategies in your Facebook accounts and you can be sure that your followers will double or even triple in the next couple of days. You will not only gain new customers but you will also be able to keep the old ones and turn visitors into loyal and profit-generating clients.

You see, it takes careful consideration and a lot of work to attract customers but if you do it correctly and do it consistently, you can be sure that your customers will buy from you. Your Facebook account will serve as a magnet

that attracts new customers. Facebook is a free platform that can be used by anyone so if you are a business owner you might as well take advantage of it for the benefit of your business knowing that there are billions of people who are on Facebook just waiting to find what whatever tickles their fancy. So good luck and I hope that you will find this an insightful read.

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I would love to offer you a FREE half hour discovery session personally with me. I guarantee by the end of the session you will know exactly what your next step is in your business or life. If you would like my FREE gift complete the form in the link below and I will be in touch with you very soon.

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If you would like to work with me more closely please go to the link below.

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