

## UNDERSTANDING THE FACEBOOK COMMUNITY



The way that Facebook has been created allows for people to become involved in their own communities. From a business perspective, being able to build your own community provides many opportunities for marketing and building a loyal customer base.

One of the greatest challenges that you need to be aware of is ensuring that you are only talking to people who have relevance to your business – either through location or interests. Any marketing to individuals who are not going to be relevant for business creates marketing waste.

Facebook is seen by many businesses as a free marketing tool however, this isn't actually the case.

For businesses there are 3 key communities that are of interest:

**1. Page Community**

These are the individuals who follow / like your page. They are your primary audience / customers and are a very important following as they are already interested and engaged in you.

**2. Local Community**

The local community are the people who live with a geographical area, have certain demographics that are of interest to you or are involved or interested in other communities that share common customer personas that could be of interest. These people aren't engaged with your business but are ones that could potentially become customers – future growth potential.

**3. Global Facebook Community**

The Global Facebook Community is everyone who is on Facebook. Many businesses see a lot of potential with being able to target all of these people but it would be costly and unnecessary for most businesses to do this.

### **Breaking the Myth – “Advertising on Facebook if Free”**

You will hear businesses talk about why they love using Facebook and how great that it's free to advertise to your customers. This is actually only true if you were advertising to your Page Community only (group 1) – the people who are on your page.

There are benefits to continually communication with your page members however this will only drive organic growth and would be a very slow growth strategy.

The most valuable marketing opportunity for businesses is the second group, the Local Community. Targeting these people will allow for sharing your message with more individuals outside of your existing customer base naturally helping to grow your customers and business interest. This is where the theory that Advertising on Facebook is free is a myth – you are not technically advertising to your existing customers but communicating with an already engaged audience who are likely to respond / purchase from you even if you weren't promoting to them.

For more information about Facebook marketing refer to our blog at [themarketingelf.com.au](http://themarketingelf.com.au):

*Using Facebook for local advertising: Why Free isn't always best*