

The Selling Well

Strategic Marketing



ATTRIBUTE	PURPOSE	PAGE	GROUP	DIFFERENCES	WINNER	ALSO
Growing Membership/Fans	<ol style="list-style-type: none"> To grow the community. To spread the word. To encourage people to go to the web site and download the program pdf's 	<ol style="list-style-type: none"> Suggest to Facebook friends Widgets (Fanbox, Badge) on blogs, web sites. When users join a page there can be a small subscript link affording their friends the opportunity to also join. 	<ol style="list-style-type: none"> Invite Facebook friends and friends for which you have email addresses. Message all members is the most powerful tool for viral growth but requires action by members. Facebook users see which groups their Facebook friends joined. 	<ol style="list-style-type: none"> Group allows invitation to non-Facebook members via email. Page has widget sync ups like "Fanbox," and "Badges" which are built for viral growth but are more passive than "message all members." 	<u>Group</u> but requires more active participation by members. If we don't want to rely on active membership invitations (10, 15, or 20 over the weeks) to grow the Group than a more passive and stickier Page is preferable.	For groups over 5,000 members, Facebook presently does not allow for a "message all members." This is a technological limitation so very possibly will change in the future.
Communication w/members	<ol style="list-style-type: none"> To build community Instigate interaction Prompt certain activities by members such as visiting web site 	<ol style="list-style-type: none"> On Page Feeds Through Update members but this is rarely seen (can we send out a test to 14 members to see if anyone sees it? In my independent tests for an alternative Page no one is responding) 	<ol style="list-style-type: none"> On Group feeds Through powerful "Message All Members" 	Similar . Group communication for Administration to members is more likely to be heard.	<u>Group</u>	Actively Communicating with members of a group ought be balanced with the idea that you may not want to overwhelm members with messages.
Targeted Messaging	So as not to bother certain segments of Group or Page membership with messaging overload.	Highly targeted update messaging but if no one sees then it goes to waste. Posts on the Page could conceivably make reference to the location where these "lost" updates are sent so that people will know to check it.	No targeted messaging—to all members	Page yes, Group No	<u>Page</u> but if noone sees the "updates" the ability to target is irrelevant.	To a certain extent, messaging overloading plays a critical role in creating a critical mass for viral growth.
Insights	To monitor metrics on member/fan activity	Pages has this functionality.	Groups does not have this functionality	Groups does not have this functionality	<u>Page</u>	This really only matters for very large Pages with a lot of activity.
Link From website	To drive people that visit the web site to the Facebook Page or Group	Widget rich	A link to a group can be placed on a page, but whether it can be done with a Facebook icon the same way you have on your present Page is a question I'm still trying to answer.	Functionally there is not a real difference but from an aesthetic standpoint Pages may be superior as the Facebook icon is readily available as a widget to drop on the site such as is the case for your web site.	<u>Page</u>	As the ultimate goal is to drive people from Facebook to the web site to download the program pdf's, the road to the web site from Facebook is more important than the road to Facebook from the web site.

<p><i>Appropriateness continued</i></p>	<p>Whether a Page or a Group should, to a certain extent, make intrinsic sense to the person joining.</p>	<p><i>Official Facebook Description of What a Group is supposed to be:</i></p> <p>Groups are meant to foster group discussion around a particular topic area.</p>	<p><i>Official Facebook Description of What a Group is supposed to be:</i></p> <p>Pages allow entities such as public figures and organizations to broadcast information to their fans. Only the authorized representative of the entity can run a Page.</p>	<p>From a member or users perspective Groups and Pages are very similar. A Page is more identified with a celebrity because joining is through "becoming a fan." Groups are more associated with the abstract and intangible while Pages are associated more with a concrete thing.</p>	<p>N/A</p>
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