

## **Our group's success was no accident.**

We intimately understand our group's culture and dynamic, and we have great insight on maximizing the Facebook algorithm for our group, which is why our programs are the most effective use of your budget. We have cracked how to get the most from the Facebook group algorithm.

## **Using Our Intimate Group Knowledge to Create the Most Effective Strategies**

### **We favor not putting all your eggs in one marketing basket.**

Or all your campaign goals on one post. Facebook presents group posts based on engagement and content. You cannot place a single post and expect it to show up on the personal timelines of all members. That is why we will organically integrate your post topics into a variety of posts and areas, creating multiple opportunities for engagement, for a greater cumulative effect.

### **Being marked as an announcement from an admin account.**

While FB has effectively disabled the pinned post in groups, we can mark your post as an announcement, assuring at least one view by every group member that visits the group page.

### **Using our moderators to post within comments of already successful topics and posts.**

Because of the amount of moderation a group this size requires, our moderators are constantly monitoring and participating in group posts. We use this to our advantage by identifying opportunities to engage and mention your product and linking to posts that will take your content further.

### **Creating opportunities for you to be the resident group expert on an industry sector.**

We will cross promote our Guides for which you can become the sponsoring expert for the topic, allowing you additional ways to organically interact with members for multiple exposures. We will help you create popular evergreen topics that can stay in the Guides section and continue to get results even long after the post has moved down the main feed.

### **We know what topics and post types get substantially more engagement.**

We will work within those topics but incorporate your branding and/or message within that context.

### **We don't oversell our access, so you will get more attention.**

It is crucial to our group's health that we do not oversell placement opportunities that will over-commercialize the group and harm its organic nature. So we only allow a limited number of collaborators, and suggest a variety of placement types so that we can present you in multiple ways without saturating our group feed with commercialism.

**We wish to have long-term relationships with a limited, exclusive number of vendors rather than a one-and-done drop of marketing material that will disappoint you and ruin a chance for a win-win collaboration.**