**How To Promote Your Content In Another Facebook Group**

When you think about marketing via a Facebook group, you probably think about creating your own Facebook group and then using this in order to promote a product or service that you’ve created.

While this is an effective and viable option for promoting your business however, it is only one of several marketing strategies involving the use of Facebook groups. In fact, one of the best ways to use a Facebook group is by using groups made by *other* brands and users.

But there is a way to go about this if you want to be successful. Read on to make sure you get it right!

**Choosing the Right Group**

This is what we call the ‘go to market’ strategy. It means finding somewhere that your target demographic is likely to spend time, and then marketing to that specific group. For example, if you sell martial arts supplies, then you might look for Facebook groups about martial arts, UFC, karate, or even Jackie Chan movies.

The key is to make sure that the group members match your ideal target demographic (or buyer persona) as closely as is possible. Ideally, the subject of the group should almost precisely match the industry you are in.

At the same time though, as we can see in this example, there is also some benefit to occasionally trying related and tangential topics. Someone who doesn’t do martial arts but DOES love Jackie Chan, might consider buying a book on kung fu for example. By looking for tangentially related subject matters, you can often open up your products to entirely new potential customers. This is also a great way to increase your readership if you run a blog or website.

**Contributing**

While missing the mark with your niche is a common mistake, it’s actually the less *serious* mistake that gets made. More serious is when you post your content to a group and the moderators remove your post and remove you from the group! This happens a lot because you might look as though you are simply spamming the group and using it for self-promotion (which you kind of are…).

The solution then is not to start using the group for self-promotion right away, but to FIRST use it as it was intended. Answer questions, post interesting blog posts, and generally try to make a name for yourself. This is the secret ingredient that so many marketers are missing.