

FACEBOOK GROUPS FOR BUSINESS - CASE STUDY

Facebook groups can be a powerful force for your business. Here are some groups killing it right now, their business application and what makes them tick.



1.

Official Peloton Member Page



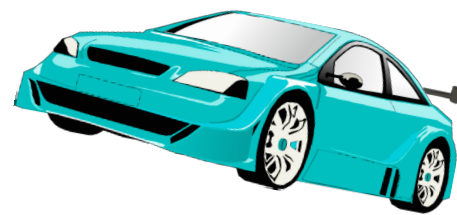
Peloton are a major producer of fitness equipment. Their group runs challenges, encourages showing off progress and is driven by content from their top coaches. They use a subscription model and this group keeps people coming back.

- ✔ Shared goal - get fit!
- ✔ Uplifting atmosphere

2.

Street FX Community

A community for motorsports lovers run by a QLD-based shop for motorsports graphics and vehicle parts. Members share their dream cars while the brand provides tongue-in-cheek content. Their massive online presence drives sales.



- ✔ Mutual interest
- ✔ Spread awareness by entertaining

3.

Dogspotting



Initially created for individuals to share photos of dogs they encounter, the owners of Dogspotting took advantage of the group's massive popularity with merch based on the group's in-jokes and culture.

- ✔ User-Generated Content
- ✔ Strong group culture

BONUS:

Other community platforms

Facebook Groups aren't the only platform available to you. Dedicated communities on Reddit or Discord can be a great fit depending on your product or demographic.

There are any number of communities dedicated to hobbies, creators and more.

- ✔ Give customers a voice
- ✔ Share how they used your product

