

# A PIANO TEACHER'S GUIDE TO ADVERTISING IN FACEBOOK GROUPS

HOW TO USE FACEBOOK TO  
GROW YOUR STUDIO...  
FOR FREE!

GROWING WITH WUNDERKEYS



GROWING WITH **WUNDERKEYS**

## WHAT YOU NEED TO KNOW

### Facebook Groups For Piano Teachers

Do you long for an advertising strategy that costs nothing but time? Look no further than our *Marketing Guide for Facebook Groups!* **This guide will show you how to use Facebook groups to advertise your piano lessons and grow your studio.**

The marketing strategy we're going to share with you works because:

- 1) **It is targeted.** Using this strategy you can seek out young families in your local community; enabling you to put your information in front of the right eyes.
- 2) **It is cost-effective.** Posting to Facebook groups is free (unlike Facebook ads, which are paid).

If you want a way to advertise to families with young children in your community, follow along to find out how to make Facebook groups work for your studio.

Facebook groups are communities where members interact in an online environment that centers around a specific subject or interest. Many groups require approval by an administrator to join. Some groups are public (anyone can see the content) and some groups are private (only members can see the content).

To access Facebook groups you will need your own personal Facebook account as groups often do not approve requests from Facebook business pages.

***It is very important that you follow the rules of each Facebook group. Groups may restrict marketing or promotional posts.***

Ignoring group rules usually results in a user being removed from the group or banned from the group (meaning you cannot re-join).



# GETTING STARTED

## Why Should Piano Teachers Use Facebook Groups?

Young parents in your city or town often belong to community-centered Facebook groups. This means that the group has already done a lot of your hard work; **it's collected a target audience!** By joining these Facebook groups you can network with young families in your area.

### Disclaimer:

There is no guarantee that this strategy will work as well for you as it has for others. There are many factors that contribute to the success of your efforts. This is simply a guide and we are not responsible for the outcome of your posting. Please ensure you post within the guidelines of each group (we can't stress this enough!) **You can increase your success by:**

1) **Posting images that are sized correctly.** Projecting a professional image is paramount when it comes to first impressions online. Fuzzy, distorted, or improperly-sized images are almost always ignored. Images that are "lifted" from Google are usually not free to use. Only use images that are provided to you from WunderKeys, created using copyright-approved stock photography or taken with your own camera.

*TIP: We share social media images that you can download and use for free in the Growing With WunderKeys Toolkit and in the WunderKeys Facebook Group.*

2) **Using correct grammar and spelling.** While social media is more casual than print advertising, ensuring that your text is grammatically correct is important when advertising services to others.

3) **Offering something for free.** General posts about piano lesson offerings are unlikely to garner much interest. If you are looking to get a lot of interest fast, advertise with an offer that can't be ignored (this is often free lessons).

4) **Replying immediately to inquiries.** Be ready for interest with a well-composed response, informative materials and scheduling options.

5) **Providing several methods of contact.** Leaving only a phone number will significantly reduce how many inquiries you receive. Consider offering at least three different ways parents can reach you. We recommend phone, text, and private Facebook message as these are now viewed as "immediate" ways of obtaining more information.

***If you are advertising lessons using the WunderKeys Method Books you may not include any language that suggests you are registered, trained or licensed to teach WunderKeys.***



# FINDING & JOINING GROUPS

## Step 1: Finding Groups

Your first order of business is to find as many groups as you can in your local area. You can do this by using Facebook's "search" function.

On a computer, this search function appears in the upper left corner (look for text that says "search"). On a device, this search function is at the top of your Facebook app (between the camera icon and the messenger icon).

*TIP: As you search, don't immediately join every single group. This is simply your research phase.*

### How To Search:

On your own Facebook page, click on the search bar. Enter your search. In this case, **the most lucrative searches include your local area and the key words suggested on this page.** If you are not finding many groups, you may need to expand your region. To begin, try for as small a geographical area as possible that still yields search results (it is not common for families to drive more than 30 minutes to lessons so you'll want to keep your search within those parameters). If you live in a very rural area, you may need to join groups that service a larger area. If this is the case, be sure to include your general location each time you post.

After entering your search term, refine your search by clicking on "Groups" along the top menu bar in Facebook. This will ensure you are finding *groups* and not private pages.

### Suggested search phrases:

"Moms and <Name of your local region>"  
"Parents and <name of your local region>"  
"Families and <name of your local region>"  
"Children and <name of your local region>"  
"New to <name of your local region>"  
"Businesses in <name of your local region>" (*This is less targeted but will bring up groups that often support local small businesses and allow advertising/posting.*)

## Step 2: Reviewing Groups

As you search for Facebook groups, keep a list of your findings. *Use the Group Tracker included at the end of this guide.* Consider each group's value based on the following criteria:

- 1) How many members belong to the group? *This information is always displayed.*
- 2) Do the group rules clearly state that advertising is allowed? This information is in the group description. Some groups allow advertising on certain days of the week, some groups allow advertising all of the time and some groups do not allow advertising at all (this is usually strictly enforced).
- 3) Is the group relevant to children in your community?
- 4) Would piano lesson ads seem "out of place"?

## Step 3: Joining Groups

When you have discovered groups that that are open to advertising and that seem valuable, click, "join". Be sure to answer any questions that the group requires for approval. You will not be able to see posts or to create posts until your request has been approved by a group admin.

# POSTING TO GROUPS

## Follow these steps to advertise in Facebook Community Groups...

### Step 1: Build Your System

Adopt an organized approach to posting to Facebook groups. Keep a list (provided in this pack) of the groups you have joined. Beside each group, record when advertising is allowed and the last date that you posted to the group.

This record keeping will help you avoid over-posting and annoying group members. Each time you post, update your list. As you receive post responses from parents, keep track of the group from where they originated. This will save you time in the future by concentrating your efforts on the most lucrative groups.

### Step 2: Put In The Time

**It's never a good idea** to join a group and immediately start advertising. Instead, become a valued member of the group; respond kindly to other group members' posts and offer friendly advice to other group members' questions. Don't be a "user". If you want to benefit from a supportive Facebook group take time to become a friend!

### Step 3: Your First Post!

After you have been commenting on posts for five days, it's time to start posting to active, engaged groups who are receptive to advertising.

Your first week of posting should not include advertising (unless it's a buy/sell community). Instead, post relevant content to the group that will be useful or enjoyable for group members.

After two relationship-building posts you will usually feel comfortable to post an advertisement for piano lessons. We've included some samples of text you can include **with an image** toward the end of this guide.

### Step 4: Respond To Inquiries

Many teachers receive overwhelming responses to group posts (one teacher received over 50 inquiries in just a few hours). It's a good idea to have a well-composed message that you can instantly respond with. *We have included one you can modify and use in this guide.*

As you respond, be sure to collect contact information and set a schedule. Keep detailed notes on who replied, who has followed-through with scheduling a time and who you should reconnect with in a few days.

If your schedule fills quickly be sure to build a waiting list.



# THE FINAL STAGES

Once you've posted to Facebook groups...

## Step 1: Prepare to "WOW"

We have a ton of free resources in the WunderKeys Facebook Group that will help you create an extraordinary first piano lesson experience! Impressing new clients is the best way to get the word-of-mouth ball rolling. **New families are always excited about the piano lesson experience and are the most likely to share your studio with friends and family.** First impressions really matter!

## Step 2: Review and Refine

As your studio schedule fills, use the following strategies to refine your Facebook group posting strategy:

- 1) Post only to groups that were receptive to previous posts.
- 2) Post only on the days of the week when you received the greatest response.
- 3) "Leave" groups that were completely unresponsive (this helps to unplug your newsfeed).
- 4) Be sure to follow up (no more than twice) with families who indicated interest in piano lessons but did not choose a time slot.

## Step 3: Bump Up (Nicely)

You can breathe new life into your original Facebook group posts by commenting under the post yourself. This will "bump" your post higher in the group if it has been buried below more recent posts. It will also show in the feeds of group members who may have missed the original post.

Avoid simply commenting with the word, "bump". Instead, comment with:

*"Thank you so much to everyone for your interest in my studio! I've responded to all of your inquiries, and have just a few spaces left. Feel free to be in touch if you'd like more information."*

Only "bump" a post once.

## Step 4: Limit Your Posting

It is usually a good idea to post no more than 1-2 times per month in each group you join. Posting more than this:

- 1) Limits the effectiveness of any sense of urgency you create (as it appears as though you have many open time slots).
- 2) May annoy group members. Instead, be a helpful member of the group to build relationships in your community.



# HELPFUL TEMPLATES

## Suggested Posting Text

Here are some posts. You don't need to copy these posts verbatim. Instead, use them as a blueprint for your own personalized posts.

*Falling in love with the piano is easy with the right lessons! We know how to make children connect with the piano in a way that is long-lasting. Using enjoyable materials, a kind, caring approach and hands-on learning, we'll bring smiles and happy music to your home! I have just a few spaces left for preschool and beginner piano lessons. Want more info? PM me, comment below or text 555-5555. I'll get right back to you!"*

*One of the greatest joys you can experience as a parent is watching your child share music with others. Do you have a young child at home who is ready to fill hearts with happiness? I am offering 3 free trial lessons to new students ages 3+! PM me, text 555-5555 or comment below for more information and get started right away!*

*Bill Gates once said, "The first 5 years have so much to do with how the next 80 turn out". I'd love to help you fill your child's early years with piano and set the stage for a lifetime of musical enjoyment. Using the WunderKeys curriculum, your preschooler (ages 3-5) will delight in our story-based, imagination-filled lessons. I have just a few spaces left. Comment below, PM me or text 555-5555 for more information.*

*Do you want your child to fall in love with the piano? We can make that happen at the very first lesson! Piano lessons will fill your home with music and your heart with happiness as your child learns this life-long skill. I have just a few spaces available for preschool/beginner piano lessons. PM me, comment below or call/text 555-5555 for more information.*

*Does your preschooler love music? I'm excited to offer a piano program specifically designed for children ages 3-5. Your child will build an important musical foundation with story-based activities that will capture their imagination and build feelings of success. Don't miss out on the chance for your little one to experience the joy of early childhood music! I currently have a few spaces available for one-on-one piano lessons for preschoolers and would love to meet your family. Comment below, PM me, or text 555-5555 for more information and we can get started right away!*

*Do you have a musical child? I'm offering free trial lessons to beginning students ages 3+. Come and see how different piano lessons are from when you took them! Our studio offers engaging, motivating and positive piano lessons that will bring lovely music into your home immediately! Comment below, PM me or text 555-5555 for more information and we can discuss a time that works for you.*



# HELPFUL TEMPLATES

## When responding to inquiries...

Improve your sign-up rate by responding immediately to inquiries. It helps to have a template that you can copy, paste and modify to personalize for each response.

### When responding to inquiries:

- 1) Include program information that sparks interest.
- 2) Share a bit of information about yourself to start building a relationship.
- 3) Share details about your free offer (if you have one).
- 4) Suggest available time slots. (You do not want to waste time if there are scheduling conflicts.)
- 5) Give a deadline to reply.
- 6) If time slots do not work for families, offer to place them on a waiting list.

*Tip: Include links to your website and Facebook page (if you have them) so parents can get a sense of your studio community.*

**NOTE:** Private message replies may not show in your messenger inbox. Regularly check your "message requests" folder as they often will be filtered there until you approve them.

**IMPORTANT:** If you offer "comment below" as an option for parents to express interest, you then need to message them by clicking on their name and choosing "message". Make sure to also reply to their comment, (and tag them so they receive a notification) asking them to check their "message request" folder for your message... so it doesn't get lost.

## A sample response to inquiries...

Hello Elizabeth,

*Great to hear from you and thank you for your interest in my piano studio. I'm looking forward to connecting with your family!*

*I'm always so happy to see parents of young ones who are excited about the possibility of piano lessons; I see first-hand every day all of the benefits that these little learners are gaining and have been privileged to teach many students who have made music a big part of their lives.*

*I start <beginning piano students/preschool piano students> in a method book series called WunderKeys. It's designed with the specific needs of young children in mind and is filled with imaginative, story-based learning that teaches piano skills in a child-friendly, memorable way. Lessons at my studio are full of fun. I use game-based learning, off-bench, hands-on activities and enjoyable, colorful materials that children just adore.*

*I am currently offering <a free trial lesson/a month of free trial lessons> so that your child can experience the fun of piano lessons. These trial lessons are available until March 30th at my home studio in Littletown. This offer has been really popular, so I have just a few spaces left:*

*Tuesdays at 4:00-4:30  
Wednesdays 5:30-6:00  
Fridays 3:30-4:00*

*If one of those times works particularly well for you, pop me a message back as soon as you can so I can save it for you (there are several others who are also considering these same times). If I don't hear from you by Sunday I'll put your name on my waiting list and we can be in touch when a different time comes available.*

*After the trial lesson(s), students at my studio continue on for \$72 per month. We can discuss other particulars once we meet face-to-face.*

*I look forward to hearing from you soon,  
Andrea*





