

***fp**trading.*

Facebook Strategy





INTRODUCING BROKER PROGRAMME, FACEBOOK STRATEGY

The channel where your community becomes structure.

A complete, step by step guide to turning your Page and your Facebook Group into the engine that attracts, retains and converts the next clients in your structure.

WHAT YOU WILL ACTIVATE

VIP Groups

Your Page action button

Reviews and reputation

Ads and Lead Ads

Automated Messenger

Events and Marketplace

A complete system, start to finish

ACTIVE IB PARTNERS

5,000+

CLIENTS TRADING

150,000+

IN MONTHLY PAYOUTS

\$1M+



BEFORE YOU START

Everything you need to turn Facebook into your channel

This guide takes you step by step through every Facebook tool you can activate today, from your Page and your Groups to your ads and your Messenger automation. The objective is a single one: turning followers into a structured community.

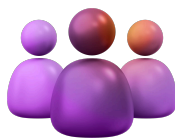
Your Page

Foundation and reputation



Your VIP Group

Active community



Ads and Events

Reach and acquisition



Messenger

Conversion



How this guide is organised

Nine concrete action steps, in order. First you build your foundation, being your Page and your reputation. Then your community, being your VIP Group. Then your reach, through content, Ads, Events and Marketplace. Finally your conversion, through automated Messenger.

What you will activate this week

Your action button, business template, Group admission questions and your first review requested from a real client.

What you will automate afterwards

Messenger instant reply, recurring Events, Lead Ads and the weekly rhythm of your VIP Group.

16 pages of strategy

100 percent native Facebook tools

9 concrete action steps



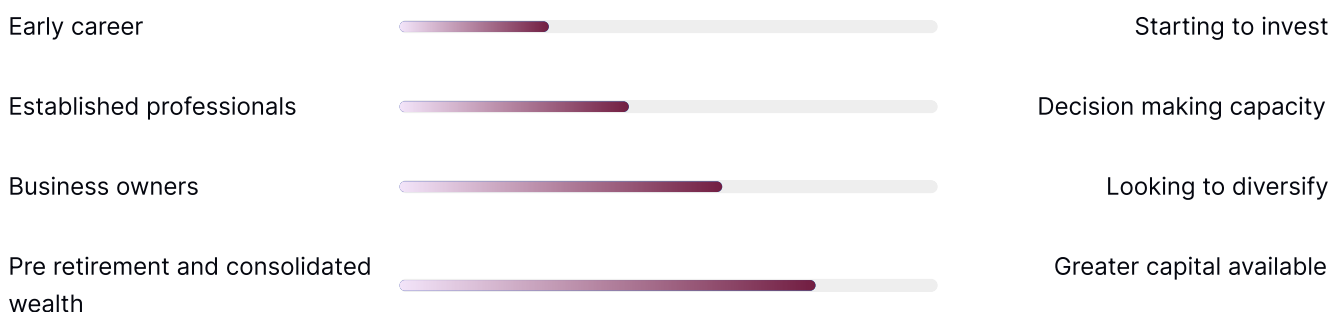
THE OPPORTUNITY

The audience you can reach on Facebook

Facebook holds one of the broadest and most age diverse user bases available, with established profiles that carry more decision making capacity and more capital to invest.

This is not a less modern audience. It is one that values community and conversation over disposable content.

AUDIENCE PROFILES WITHIN FACEBOOK, GENERAL TREND, ILLUSTRATIVE



Groups, not just the feed

The algorithm favours conversation inside closed communities over passive scrolling.

Finer targeting

Years of behavioural data keep Facebook ads highly precise for finance.

Long term trust

More established profiles share less on impulse and more on genuine trust.

This audience diversity is why what converts best on Facebook is community, social proof and direct conversation, which is exactly what you will build from the next page onwards.



STEP 1

YOUR FOUNDATION ON FACEBOOK

Your Page has tools your profile does not

A Facebook Page is not simply another profile with your logo on it. It carries native business functions that a personal profile does not have. Activate these before you publish anything else.



Customisable action button

You are not limited to "Send message". You can use "Sign up", "Book" or "Call now", depending on what you want the visitor to do first.



Financial services template

Choose this Page template and Facebook organises your tabs automatically, covering Services, Reviews and About, so you look professional from the first click.



Pinned post

Pin your strongest content, an introduction video or your main offer, right at the top, so it is the first thing every new visitor sees.



Custom tabs

Reorder Services, Reviews and Posts according to what you most want a first time visitor to see.



Today's action

Activate these four things on your Page before you publish anything else this week.



STEP 2

NATIVE SOCIAL PROOF

Reviews. Ask for them, look after them, use them

Facebook is the only network in your set where a client can leave a public, verified recommendation directly on your Page, and you decide when to ask for it.

1.

Ask at the right moment

Straight after a successful account opening or a smooth withdrawal, while the experience is fresh.

2.

Reply publicly

Every reply you write is seen by every new visitor who arrives afterwards.
Always thank people, never ignore a review.

3.

Turn it into an ad

Reviews with the most reactions make the strongest possible creative for your future Lead Ads.

THIS IS HOW A REVIEW LOOKS ON YOUR PAGE



"I opened my account in 10 minutes and support answered every question before my first deposit."

Jorge M. ★★★★★

Service Provider · IB Program

IMPORTANT

Meta prohibits paying for or incentivising fake reviews. Ask real clients only. One genuine review is worth more than ten bought ones.



STEP 3

YOUR REAL ADVANTAGE

Groups are your most powerful community asset

A Facebook Group is a space with its own rules, its own identity, and an algorithm that rewards conversation over passive scrolling. Here is what you can activate inside your Group starting today.

Admission questions

Filter who joins. Ask what they are interested in before you accept them. Less noise, better quality.



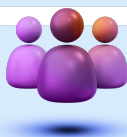
Automatic badges

Facebook recognises your "Most active member" and "New member" without you lifting a finger.



Events inside the Group

Create your next live session as a Group event and Facebook reminds members automatically.



Pinned welcome and rules

One pinned post everyone receives: who you are, what they can expect, and what is not permitted.



PRIVATE WITH APPROVAL, OR PUBLIC. CHOOSE CAREFULLY.

Private Group with approval

Only members can see it, and every request passes through your admission questions. Ideal for keeping the Group focused on clients and serious prospects.

Public Group

Anyone can see it and join without approval. More reach, but harder to moderate. Use this only if you prioritise visibility over conversation quality.



Today's action

Activate your admission questions and pin your welcome post before you invite a single new member.

A Group does not grow on its own, it grows on ritual

Activating the features is not enough. This is what keeps a Facebook Group in conversation week after week, using tools that do not exist in the same form on a profile or a channel.



Native polls

Run a poll every week, for example "Which asset would you like us to analyse?". Facebook pins it and notifies every member.



Monday pinned question

An open discussion post at the top of the feed every Monday. It generates comments before you publish anything else.



Featured member

Publicly recognise whoever contributes most each week, through the badge plus a direct mention in the Group.



Group only content

Share an analysis or a data point you do not publish on your Page. Exclusivity is what retains members.

THIS IS HOW A WEEKLY RANKING LOOKS INSIDE YOUR GROUP

1	Maria G.	Most active member	320 pts
2	Carlos R.		275 pts
3	Ana P.		240 pts



STEP 5

THE CONTENT THAT CONVERTS

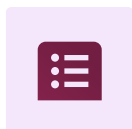
The formats that work best inside Facebook

You do not need a new format every week. This is what consistently performs best inside your Page and your Group. Focus on publishing well, not on publishing more.



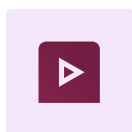
Upload native video, not a link

A video uploaded directly to Facebook is played far more than an external link. Never post the link, upload the file.



Long copy still works

Your Facebook audience responds well to captions with real context. You do not need one line hooks to hold attention.



Record Reels directly in Facebook

Facebook has its own native Reels format. Record them in the app to maximise reach inside the platform.



Go live inside the Group, not on the Page

The notification reaches only the people who actually care, which means better attendance and better conversation.

The objective is not to publish more. It is for every piece of content to sit in the format Facebook favours inside your Page and your Group.



STEP 6

PAID PRECISION

Facebook Ads offer the finest targeting you will find

You can build highly specific audiences from your own community. Start with small budgets and scale only what works.



Lookalike audiences

Build lookalike audiences from the members of your Group or your Page.



Native Lead Ads

Forms that are completed without leaving Facebook. Less friction, far more sign ups.



Retargeting with Meta Pixel

Reach the people who watched your videos or visited your registration link again.



Testimonial video

Short, subtitled clips carrying a real story outperform any banner.



A requirement unique to paid ads

To advertise financial services, Meta requires you to verify your account as an authorised advertiser before running campaigns. This step does not exist for organic content. Complete it before you spend your first dollar on Ads.

STAGE 1 : START

\$5 to \$10

per day

Test two to three ads using your best organic post.

STAGE 2 : OPTIMISE

\$15 to \$25

per day

Double down on what converts best and pause anything that does not generate messages.

STAGE 3 : SCALE

\$30+

per day

Add retargeting and lookalike audiences to your winning campaigns.



STEP 7

CONVERSATIONS THAT WORK ON THEIR OWN

Automate Messenger without losing the personal touch

Meta Business Suite includes native automation tools for your Page. Activate them and you will never look unavailable again.



Instant reply

Build lookalike audiences from the members of your Group or your Page.



Saved replies

One click templates for the questions that come up most often: regulation, platforms, how to open an account.



Away message

Outside your hours, Facebook tells people when you will be back, so nobody is left on read.



Conversation labels

Organise every lead by stage, whether new, interested or registered, so you never lose track of anyone.

THIS IS HOW YOUR INSTANT REPLY LOOKS IN ACTION

JM

Hi, I saw your post about trading. How do I get started?

Thank you for writing. I reply personally within the hour. In the meantime, here is how to open your demo account.



STEP 8

TURN YOUR LIVE SESSIONS INTO STRUCTURE

Facebook Events do the reminding for you

A Facebook Event is scheduled, shared, and then Facebook takes care of reminding everyone who signed up, without you lifting a finger after creating it.



Create the Event in advance

A clear title such as "Weekly live market analysis", a fixed time, and a description of what people will learn.



Automatic reminders

Facebook notifies everyone who signed up one day before and one hour before, without you sending a single manual message.



RSVPs as a lead list

Everyone who marks "Interested" or "Going" is the warmest possible audience for your next Lead Ad.



Repeat the same Event weekly

"Tuesday live" becomes a fixed appointment your community expects and shares on its own.

EVENT IDEAS FOR YOUR CALENDAR

01

Market live

Weekly live analysis, every Tuesday.

02

Launch webinar

For a new platform or promotion.

03

Market close

A short summary every Friday at the close.



Today's action

Create your first recurring Event and share it directly in your VIP Group.



STEP 9

HYPERLOCAL REACH

Marketplace and local groups are Facebook's local door

Facebook connects you with neighbours and buyers in your city through Marketplace and local groups. Used well, this local door brings in clients a generic campaign will never reach.



Local buy and sell groups

Take part by contributing real value, meaning financial education rather than direct selling, in groups covering your city or neighbourhood.



Local entrepreneur groups

Many have a "recommend a service" section. That is where you introduce yourself as an Introducing Broker.



Post on Marketplace

A classified listing offering free financial guidance, linking directly to your Page, brings real local traffic.



Become the recognised expert

Answer finance questions in local groups without asking for anything in return. Local reputation is built this way.

Etiquette for local groups and Marketplace

- ➔ Introduce yourself as a neighbour or community member, not as a seller.
- ➔ Read the group rules before posting. Many prohibit direct selling.
- ➔ Give a useful answer before you mention your Page or your link.

These tactics do not replace your national digital strategy. They complement it with real presence in the community closest to you.



MEASURE WHAT FACEBOOK SHOWS YOU

The numbers you only see in Meta Business Suite

Facebook gives you community metrics that do not exist in the same form on other platforms. Use them to know whether your Group and your Page are genuinely working.

METRIC	WHERE TO FIND IT	WHAT IT TELLS YOU
Group quality	Meta Business Suite, Group, Quality	Overall conversation health: spam, reports, participation level.
Most active members	Group Insights	Who deserves a badge or a mention this week.
Request acceptance	Group Insights	Whether your admission questions are filtering well or putting people off.
Page reach versus Group reach	Meta Business Suite, Results	Which of the two assets is bringing more new visits this month.
Open conversations	Messenger inbox	How many leads are still waiting for a reply right now.



Suggested ritual

Review these figures every Monday alongside your Group ranking. Ten minutes tells you whether your community is healthy.

WHAT TO DO BASED ON WHAT YOU SEE

Group quality is dropping

Tighten your admission questions and remove any posts generating reports.

Few RSVPs to your Events

Publish the Event further in advance and share it directly in the Group, not only on the Page.

Unanswered messages

Activate or adjust your instant reply and review your conversation labels.



NATIVE FACEBOOK IDEAS

Six more ways to grow your community

These tactics rely on native Facebook features. Activate them to multiply your reach without depending on paid advertising alone.



Invite with one click

Your members invite their own contacts directly from the Group, so growth multiplies on its own.



Related groups

Facebook suggests your Group to members of similar finance groups, which is reach you did not ask for.



The Page and Group combination

Use the Page for new reach and the Group for retention. No other platform gives you this pair of assets.



Verified Page

The Meta verification badge adds extra trust to a financial services business.



Pinned stories as testimonials

Use your Page's featured Stories to anchor social proof that stays visible around the clock.



Poll before investing in Ads

Ask your Group what interests them before launching campaigns, so you target on real data rather than assumptions.



THE COMPLETE SYSTEM

Your complete system inside Facebook

Every tool you activated in this guide performs a distinct function. Used together they do not compete with each other, they hand over to one another until a visitor becomes a client.

01

Discovery, your Page

Native content, your action button and your reviews build a visitor's first impression.

Reputation

02

Community, your VIP Group

This is where that initial interest turns into real, sustained belonging.

VIP Group

03

Reach, Ads, Events and Marketplace

Lead Ads, retargeting and recurring Events extend your qualified audience beyond your current community.

New leads

04

Conversion, automated Messenger

Automated conversation closes what your Page, your Group and your Ads opened.

Active client

The core idea

You do not need to activate everything on the same day. You need each piece, your Page, your Group, your Ads and your Messenger, to do the part of the work it does best, inside one system.



FINAL PAGE, YOUR DECISION

Facebook is not just another network. It is where your community stays.

Your Page attracts attention, your Group turns it into belonging, and your Ads and your Messenger close the conversation. All of it inside a structured community with a name, rules, and a conversation that keeps growing even when you are not posting.



Structure in your Group



Reputation through reviews



Precision in your Ads



Automation in Messenger

Ready to activate your VIP Group?

Speak to your FP Trading IB account manager.

[IB.FPTRADING.COM](https://ib.fp trading.com)

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