

Facebook Fan Pages, Facebook Group Pages & Websites

Features	FB Fan Page	FB Group Page	Web Page (WordPress)
Unsightly URLs	No (Custom URL available after reaching 100+ fans)	Yes	No
Host a Discussion Forum	Yes	Yes	Yes (with the appropriate plug-in)
Discussion Wall	Yes	Yes	Yes (with the appropriate plug-in)
Additional Applications	Yes	No	Yes
Message other members	Yes	Yes	Yes (with the appropriate plug-in)
Visitor metrics	Yes	No	Yes
Video and Photo member exchange	Yes	Yes	Yes (with the appropriate plug-in)
Create an event	Yes	Yes	Yes (with the appropriate plug-in)
Invite members to event	Yes	Yes	Yes (with the appropriate plug-in)
Promotion using social ads	Yes (fee required)	Yes (fee required)	Yes (with the appropriate plug-in)
eCommerce (Sale of Products & Services)	Yes (with the appropriate application)	Yes (with the appropriate application)	Yes (with the appropriate plug-in)
Visitors able to join/follow you without membership	No (visitors must join Facebook to follow you)	No (visitors must join Facebook to follow you)	Yes

Note that a Facebook Fan page allows more interaction with your fans and also allows you to track information about who your members are (male/female) as well as where they are located; something you cannot do with a Facebook Group page.

I have included the comparison to a WordPress webpage since there are a variety of applications that allow you to gather the same information as a Facebook Fan page, however WP allows users the ability to sell products and services online using a variety of plug-ins. If you are considering designing your own website just know that there are a number of blog publishing applications available to use for creating your online presence.