FREE GUIDE · META MUSE

The Facebook Groups Machine

How small business owners can use Meta Muse to turn local Facebook groups into a marketing engine, without spending a penny on ads.



10 use cases · a weekly system · copy-and-paste requests



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WHY THIS MATTERS

You don't need an ad budget. You need to show up.

Most small businesses can't afford Facebook ads. But ask any tradesperson, cleaner, hairdresser or café owner where their work actually comes from, and you'll hear the same answer: local Facebook groups.

"Can anyone recommend a good roofer?" "Who does dog grooming near me?" Those posts go up every day in every town. The businesses that win are the ones who see them first, answer well, and post something useful every week.

The problem has always been time. You're on a job, the post gets 40 replies, and by the evening it's gone.

> **Meta Muse changes that. It's an AI assistant that lives inside Facebook, so it can watch, write and organise for you while you work.**

I downloaded it the morning it landed in the UK. Before lunch it had read hundreds of Facebook groups and brought me back local stories for my directory sites, haggled on Marketplace for deals I can flip for £200–300 each, fixed a Page I'd been stuck on for ages in about a minute, and reviewed my ads.

Here's the thing: everyone will jump on this eventually. Some never will. The ones who set it up now, while most owners don't know it exists, get months of head start in their local groups.

THE SYSTEM

The weekly Groups Machine

Turn "I post in a local group once a week" into a proper marketing routine. Five steps, about 20 minutes a week once it's set up.

1. **Map your groups**
   Have Muse list the local groups in your area, which ones are active, and which allow business posts (and on what day).

2. **Watch for buyers**
   Every day, Muse checks your groups for people asking for what you do: "recommend", "anyone know", "looking for", plus your trade's words.

3. **Reply first, reply well**
   Muse drafts a friendly, helpful reply in your voice. You read it, tweak it, post it. Being first and helpful wins the job.

4. **Post one great thing a week**
   A before-and-after, a local tip, a seasonal warning. Muse writes it, tailored to each group's rules and audience.

5. **Learn what works**
   Once a week Muse tells you which posts and groups got the comments, messages and enquiries, so next week you do more of that.

Before
One rushed post a week. Miss most recommendation requests. No idea what's working.

After
See every local request. Reply in minutes. One quality post a week. Know which groups pay.

10 USE CASES

What to ask Muse today

Copy the request, swap in your trade and town.

01 Find every "can anyone recommend…" post

The single biggest source of free work for local businesses.

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Ask: Check my local groups for anyone asking for a [plumber] in [town] in the last 48 hours. List each post with a link.
```

02 Draft replies that win the job

Helpful first, sales second. Never copy-paste the same reply twice.

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Ask: Write a short, friendly reply to this post as me. Mention I'm local, offer to help, no hard sell.
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03 Map the groups worth your time

Stop posting into dead groups.

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Ask: Which Facebook groups in [town] are most active? Which allow business posts, and on what day?
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04 Write your weekly group post

One genuinely useful post beats five adverts.

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Ask: Write a helpful post for [group] about [seasonal tip for my trade]. Make it local and end with a soft invite to message me.
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05 Spot local news and trends first

What I used it for on day one: the stories people in your area are talking about.

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Ask: What are people in [town] groups talking about this week? Anything my business could help with or post about?
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06 Keep an eye on competitors

See who's getting recommended, and why.

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Ask: Which [trade] businesses get recommended most in [town] groups? What do people praise them for?
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07 Turn job photos into posts

Your best marketing is already on your camera roll.

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Ask: Here are before and after photos from today's job. Write a short post for my Page and a version suitable for local groups.
```

08 Fix your Page and settings

On day one it sorted a Page connection I'd been stuck on for ages, in about a minute.

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Ask: Check my business Page. Is anything missing or set up wrong? Walk me through fixing it.
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09 Get a second opinion on your ads

If you do run ads, even small ones, get them reviewed before you spend more.

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Ask: Review my recent ads. What's working, what's wasting money, and what should I change?
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10 Buy smarter on Marketplace

Tools, vans, kit, stock. Let it find and negotiate the deals.

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Ask: Find [item] for sale near [town] under £[budget]. Which look underpriced? Help me make a fair offer.
```

Muse is brand new and Meta is still rolling features out, so what it can do may vary by account. If it can't do something yet, ask it what it can do instead. Always read what it writes before you post or send.

DO IT PROPERLY

Group rules: don't become the spammer

Groups only work if members trust you. AI makes it easy to post a lot; that's exactly why you shouldn't.

- ✓ Read each group's rules. Many only allow business posts on one day.
- ✓ Be helpful first. Answer the question; let them come to you.
- ✓ Never paste the same reply into lots of posts. Every reply should fit the person.
- ✓ Always read and edit what Muse writes. It's your name on it.
- ✓ Don't fake reviews or recommendations, and don't post as anyone but you.

START TODAY

Your 20-minute checklist

- ✓ Download Meta Muse and connect your business Page
- ✓ Ask it to map the active groups in your town (use case 03)
- ✓ Ask it to find this week's recommendation requests (use case 01)
- ✓ Reply to the best three, in your own voice
- ✓ Write and post one useful group post (use case 04)
- ✓ Book 20 minutes in your diary for the same time next week

> **Time is the advantage. Most owners will find this in a few months. Some never will. Start this week.**



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Questions? Message me on Facebook.