

The Group Growth Playbook

How small businesses turn Facebook groups into a steady source of customers.

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How to use it: read Chapter 0 and get live today, then work through one chapter a week. Every chapter ends with a checklist and the exact place in PilotPoster to put it into practice. The free web version, with interactive checklists and a results calculator, lives at <https://www.pilotposter.com/playbook/>.



Your First 24 Hours

A one-day launch plan: get set up, pick your first groups, write one great post with a version for every group, and have a week of posting scheduled before tomorrow.

IN SHORT

In one day you can go from zero to a full week of group posting. Connect your groups, choose 10 to 20 where your customers already ask questions, write one genuinely helpful post, give every group its own version, put your link in the first comment, and schedule it. The rest of this playbook makes each of those steps sharper. This chapter just gets you live.

Most businesses that try group marketing stall before they post anything. They spend a week deciding which groups to join, another week polishing the perfect post, and then life gets busy. The businesses that win do the opposite: they get a simple, good-enough system running on day one and improve it every week.

This chapter is that day-one system. Block out about two hours. By the end, you will have a saved list of groups, a post that reads naturally in each of them, and a schedule that keeps you visible all week while you get back to running your business.

01

Hour 1: Get Set Up and Choose Your First Groups

Step 1: Connect your account (10 minutes)

Install the PilotPoster Chrome extension, sign in to the dashboard, and let it load the groups you have already joined. PilotPoster posts from your own browser, exactly like a post you would make by hand, so there is nothing to configure on the Facebook side and you never share your Facebook password.

Step 2: Pick 10 to 20 starter groups (30 minutes)

Do not start with every group you are in. Start with the ones where your future customers already talk. Scroll through each group for a minute and keep it if you can answer yes to two of these:

- **People post here every day.** A group with fresh posts in the last 24 hours is a group whose members will see yours.

- **Your customers are here.** A local community group for a plumber, a first-time home buyers group for a realtor, a small business owners group for a bookkeeper.
- **Business posts are welcome.** The rules allow promotion, or there is a promo day or thread you can use.

Save the keepers as a named list, such as "Local: core 15". Lists turn every future campaign into a two-click job. Chapter 2 gives you a full scoring system for groups; for today, your gut and those three questions are enough.

START SMALL ON PURPOSE

A focused list of 15 good groups beats 150 random ones. You will learn faster which groups bring customers, and a gradual start keeps your account looking like what it is: a real business owner sharing useful posts.

02

Hour 2: Write One Post That Works Everywhere

Step 3: Start with value, not a sales pitch (20 minutes)

Your first post should be something a member would be glad to see even if they never buy from you. A quick tip, a seasonal reminder, a short answer to a question you hear every week. The easiest way to start is to install the Template Kit for your industry in PilotPoster and adapt one of its posts. If you write your own, use this simple shape:

TEMPLATE

Quick tip for [who it helps]: [one specific, useful thing]. [Why it matters in one sentence]. Happy to answer questions below.

Here is how that looks for a local lawn care business:

TEMPLATE

Quick tip for anyone in [town] with patchy lawns this fall: overseed now, while the soil is still warm, and water lightly every morning for two weeks. You'll get thicker grass next spring than with any spring treatment. Happy to answer questions below.

Step 4: Give every group its own version (15 minutes)

Each group should read a post that feels written for it. Turn on AI Rewrite, or write a few word choices in spintax, for example {Quick tip|Small tip|Fall tip}, and PilotPoster creates a different combination for

every group. You can preview your variations with the free spintax tester before you schedule anything.

Step 5: Put your link or offer in the first comment (5 minutes)

Keep the post itself clean and helpful. Add an automatic first comment with your call to action: "Free quotes this month: [link]" or "Message me for a same-week visit." Readers who want more will find it, and the post stays focused on helping.

Step 6: Schedule the week (15 minutes)

Pick your list, choose a start time when your audience is online (mornings and early evenings work for most local audiences), and set the campaign to repeat on chosen days. Keep PilotPoster's recommended pacing on: posts go out with natural, varied gaps between groups, the way a person works through their groups over a morning.

DAY	POST TYPE	EXAMPLE
Monday	Helpful tip	The overseeding tip above
Wednesday	Question	"What's the one yard job you always put off?"
Friday	Proof or soft offer	A before and after photo with "two spots open next week"

Step 7: Watch the first run go live (10 minutes)

Open the live monitor and watch your first posts publish group by group. You will see each delivery as it happens, with a direct link to the live post. Keep Chrome running on your computer while campaigns are active; you do not need Facebook open.

03

What Good Looks Like After Day One

At the end of your first day you should have three things: a saved list of groups you believe in, one strong post with a version for every group, and a schedule for the rest of the week. That is a complete, working group marketing system. Everything from here is about making it sharper: better groups (Chapter 2), better content (Chapter 4), a steady rhythm that keeps you welcome (Chapter 5), and turning comments into customers (Chapter 6).

REPLY FAST IN WEEK ONE

The first comments on your posts are your first leads. Check your notifications twice a day this week and reply within a few hours. A quick, friendly reply in the comments is often what turns a reader into a customer.

REMEMBER

- 01 Get a simple system live on day one, then improve it weekly.
- 02 Start with 10 to 20 active groups where your customers already talk, saved as a list.
- 03 Lead with a helpful post; put your link or offer in the first comment.
- 04 Give every group its own version with spintax or AI Rewrite.
- 05 Schedule three posts across the week and reply to every comment quickly.

Your checklist

- ☐ Install the PilotPoster Chrome extension and connect your Facebook account
- ☐ Let PilotPoster load every group you have joined
- ☐ Pick 10 to 20 groups where your customers already hang out and save them as your first list
- ☐ Install the Template Kit for your industry, or write one helpful post of your own
- ☐ Turn on a unique version for every group (spintax or AI rewrite)
- ☐ Put your link or offer in an automatic first comment
- ☐ Schedule the post to repeat across the week and watch the first run go live

Do this in PilotPoster

Connect your groups. See every group you've joined and save your first list.

<https://app.pilotposter.com/dashboard/groups>

Install a Template Kit. Ready-made posts for your industry, already tuned for groups.

<https://app.pilotposter.com/dashboard/playbooks>

Create your first campaign. Write once, pick your list, schedule the week.

<https://app.pilotposter.com/dashboard/campaigns/create>

01

Why Groups, Why Now

Facebook has shifted from broadcasting Pages to communities people choose to join. Here is why a well-placed group post puts your business in front of buyers who are already looking.

IN SHORT

Facebook has moved from broadcasting Pages toward communities people choose to join. A group post lands in front of members who opted in to exactly your topic or town, in their Feed and their notifications, and groups are where people ask "can anyone recommend a...?" every single day. Show up there consistently, with posts that help, and your business becomes the name people already know when they are ready to buy.

Every business owner has heard that Facebook is "pay to play." For Pages, that is largely true: an average Page post now reaches about 1.25% of the Page's followers. A Page with 2,000 followers is talking to roughly 25 people per post. That is why so many owners have quietly given up on Facebook marketing.

The owners who are growing on Facebook today made one shift. They stopped shouting from their Page and started showing up where their customers already gather: groups.

01

Facebook Became a Network of Communities

Groups are not a side feature. Meta reports that almost 1.8 billion people use Facebook Groups every month, across 25 million monthly active public groups. Most people on Facebook belong to at least 15 active groups, and members join more than 100 million groups every day. On Meta's own earnings calls, leadership has highlighted that posting to groups in the US and Canada keeps growing, driven by young adults.

Think about what that means locally. Your town has a community group, a buy and sell group, a moms group, a new residents group, and a dozen groups for hobbies and trades. Your niche has groups for every question your customers have. Those groups are full, active, and talking every day.

	BUSINESS PAGE POST	GROUP POST
Who sees it	A small share of your followers	Members who joined for that exact topic or town
Why they see it	Competes with every brand they follow	Group posts appear in members' Feed and group notifications
How it feels	An ad from a business	A neighbor or peer sharing something useful
Where it leads	A like, maybe	Comments, questions, and direct messages

02

Groups Are Where Buyers Ask for Recommendations

Scroll through any local group for five minutes and you will see posts like these:

D
Group member · North Side Neighbors

Can anyone recommend a reliable electrician in the north side? Need an outlet fixed this week.

K
Group member · New to Riverton

Looking for a realtor who actually knows the school districts here. Who did you use?

R
Group member · Riverton Community

Need someone for a move-out clean on Saturday. Who do you all use?

Illustrative examples of the recommendation requests posted in local groups every day.

Those are buyers with a need, a timeline, and a question, asking in public. The businesses that get named in the replies are the ones members already recognize: the realtor whose market updates they have seen every week, the electrician who posted a useful safety tip last month. Group marketing is how you become that familiar name before the question is asked.

FAMILIARITY IS THE WHOLE GAME

People recommend and hire businesses they recognize. Every helpful post you share in a group is a small deposit of familiarity. Post consistently for a month and members start to feel like they know you, and that is what turns a recommendation thread into a booked job.

Your Posts Reach Further Than the Group

Facebook increasingly recommends content people did not explicitly follow. Meta has said that more than 20% of content in Facebook and Instagram feeds is recommended by its AI, and that those recommendations include group content. Public group posts can appear for people with matching interests, so a helpful post in an active group can travel well beyond its member list.

Facebook itself remains the largest audience in the world: Meta's apps reach 3.60 billion people every day, and 71% of US adults use Facebook. Your customers are there. Groups are where they pay attention.

What It Looks Like When It Works

Johan runs a lawn care business in New Braunfels, Texas. He started posting to his local Facebook groups with PilotPoster and booked 14 new lawn jobs in March. In his words: "I started using PilotPoster to post to local Facebook groups and found my business getting new customers easily."

That result did not come from clever ads or a big budget. It came from the simple habits in this playbook: the right local groups, helpful posts, a steady schedule, and fast replies.

The Habits That Make Groups Work

Businesses that win in groups share a handful of habits, and each one has its own chapter in this playbook:

- 01 **They choose groups carefully**, where buyers are active and business posts are welcome (Chapter 2).
- 02 **They respect each group's culture** and build a good relationship with admins (Chapter 3).
- 03 **They lead with value**: tips, answers, and stories, with offers mixed in (Chapter 4).
- 04 **They post on a steady rhythm**, with a fresh version for every group (Chapter 5).
- 05 **They turn comments into conversations** and conversations into customers (Chapter 6).
- 06 **They answer the people already asking** for what they sell (Chapter 7).
- 07 **They measure and double down** on the groups that bring results (Chapter 8).

REMEMBER

- 01 Page posts reach about 1.25% of followers on average; group posts reach members who chose your topic or town.
-

- 02 Almost 1.8 billion people use Facebook Groups every month, and most belong to at least 15 active groups.
- 03 Groups are where buyers ask for recommendations, in public, every day.
- 04 Consistent, helpful posting makes you the familiar name when that question comes up.
- 05 The rest of this playbook turns that into a repeatable weekly system.

Your checklist

- ☐ Write down the three questions customers ask you most often
- ☐ Search your groups for those questions and note where they come up
- ☐ Note which groups had recommendation posts in the last week
- ☐ Decide what you want to be known for in those groups, in one sentence

Do this in PilotPoster

See your joined groups. Every group you're already in, ready to sort into lists.

<https://app.pilotposter.com/dashboard/groups>

Sources

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02

Find and Score the Right Groups

The groups you choose decide your results. Use the 10-point Group Scorecard to find active groups full of buyers, then organize them into lists you can post to in two clicks.

IN SHORT

The best groups for your business have three things: daily activity, members who match your customers, and rules that welcome business posts. Search by your town, your niche, and your customers' problems; join the promising ones; then score each on five quick questions. Groups scoring 8 or more out of 10 become your Core list. Groups scoring 5 to 7 go on a Test list. That one hour of sorting shapes every campaign you run afterwards.

Two businesses can post the same great content and get completely different results, and the difference is almost always the groups. A post in an active neighborhood group of 8,000 local homeowners will out-perform the same post in a 200,000-member "free advertising" group where nobody reads anything. Choosing well is the highest-leverage hour you will spend on group marketing.

01

Where to Find Groups Your Customers Are In

Run these five searches in the Facebook search bar, then filter results to Groups:

- 01 **Your town or area:** "[Town]", "[Town] community", "[Town] neighbors", "[County] moms", "new to [Town]".
- 02 **Buy and sell:** "[Town] buy sell trade", "[Town] marketplace", "[Area] classifieds".
- 03 **Your niche:** the topic your customers care about, like "first time home buyers [state]", "keto beginners", "small business owners [city]".
- 04 **Your customers' problems:** "garden pests help", "home renovation advice", "wedding planning [city]".
- 05 **Recommendations:** "[Town] recommendations", "[Town] services", "[Town] small business".

Also check the "Suggested for you" groups Facebook shows after you join a few, and look at which groups your happiest customers are members of. Those are proven audiences.

JOIN LIKE A MEMBER, NOT AN ADVERTISER

Answer the membership questions honestly and fully. Admins approve real people. Before your first business post, react to or comment helpfully on a couple of posts. It takes ten minutes and makes you a familiar face from day one.

02

The 10-Point Group Scorecard

Score every group from 0 to 2 on five questions. It takes about a minute per group once you have scrolled its recent posts and read its rules.

QUESTION	0 POINTS	1 POINT	2 POINTS
Activity: how fresh are the posts?	Nothing new this week	A few posts a week	New posts every day
Buyer fit: are your customers here?	Wrong audience	Some overlap	Clearly your customers
Business welcome: what do the rules say?	No promotion at all	Promo days or threads only	Business posts welcome
Conversation: do posts get replies?	Posts sit with no comments	Some comments	Real back-and-forth
Signal: do people ask for what you sell?	Never seen it	Occasionally	Regular recommendation requests

What to do with each score

- **8 to 10: Core list.** Your best audiences. They get your strongest content on your regular schedule.
- **5 to 7: Test list.** Worth trying. Post here less often and let the results decide whether they move up.
- **0 to 4: Skip for now.** Stay a member if you like the group, but keep your effort for groups that score higher.

SIZE IS NOT ON THE SCORECARD

Member count is the least useful number about a group. A 3,000-member local group where neighbors talk every day usually beats a 300,000-member group full of ads. Score activity and fit, not size.

03

Organize Groups Into Lists

Lists turn your scoring into speed. In PilotPoster, save groups into named lists you can select with one click in any campaign. A simple starting structure:

- **Core:** [area or niche] for your 8 to 10 scorers.
- **Test:** [area or niche] for your 5 to 7 scorers.
- **Promo days** for groups that only allow business posts on a specific day (Chapter 3 shows you how to schedule for them).
- **Buy and sell** for groups where product and service listings are the norm.

If you serve several areas or offer several services, make one Core list per area or service. A plumber covering two towns might have "Core: North" and "Core: South", so each town gets posts that mention its own neighborhoods.

04

Example Math: Why a Focused List Wins

This is an illustration, not a forecast. Use your own numbers in the results calculator on the playbook page.

	FOCUSED CORE LIST	LARGE RANDOM LIST
Groups	15 active local groups	80 groups of any kind
Posts that reach real buyers	Most of them	A small fraction
Comments and messages to answer	Fewer, warmer conversations	Scattered, mostly cold
What you learn	Clear signal on which groups convert	Noise

Start focused, measure, and expand from strength. Chapter 8 shows you how to move groups between lists based on real results.

REMEMBER

- 01 The groups you choose matter more than any single post.
- 02 Search by town, buy and sell, niche, customer problems, and recommendations.
- 03 Score each group 0 to 2 on activity, buyer fit, business welcome, conversation, and buying signal.
-

04 8 to 10 goes on your Core list, 5 to 7 on your Test list.

05 Save groups as named lists so every campaign takes two clicks.

Your checklist

- ☐ Run the five searches in this chapter for your town and niche
- ☐ Join 10 to 20 promising groups and answer the membership questions properly
- ☐ Score each group with the 10-point Group Scorecard
- ☐ Save groups scoring 8 to 10 as your Core list and 5 to 7 as your Test list
- ☐ Set a reminder to re-score your lists in 30 days

Do this in PilotPoster

Build your group lists. Sort groups into Core and Test lists you can reuse in every campaign.

<https://app.pilotposter.com/dashboard/groups>

Check group health. See which groups accept and deliver your posts best.

<https://app.pilotposter.com/dashboard/insights>

03

Group Rules and Admins: Become a Welcome Member

Admins are the gatekeepers of your best audiences. Read the rules in two minutes, use promo days well, and send a short message that turns admins into allies.

IN SHORT

Every group has its own culture, and admins protect it. Read each group's rules once, sort groups by what they allow (open, promo days, or threads), and schedule posts that fit. For your favorite groups, send the admin a short, friendly message offering value to their members. Admins who know you approve your posts faster and sometimes invite you to share more.

Admins run groups for free, often for years, because they care about their community. When a business shows up with posts that help members, most admins are happy to have them. The businesses that do best in groups treat admins as partners, not obstacles.

01

Read the Rules in Two Minutes

Open the group's About section and its pinned post (that is where most rules live). You are looking for answers to four questions:

- 01 **Are business posts allowed?** Always, on certain days, or only in a weekly thread?
- 02 **Are links allowed?** Some groups prefer links in the comments. Your automatic first comment handles that.
- 03 **Is there a format?** Some buy and sell groups ask for price and location in every listing. Some ask for a tag like [SERVICE] in the first line.
- 04 **How often?** A few groups set a "one promo post per week" rule. Note it and schedule to match.

02

Sort Groups by What They Allow

GROUP TYPE	WHAT IT ALLOWS	HOW TO POST
Open	Business posts any day	Your regular schedule, with a value-first content mix
Promo day	Business posts on one day, like "Self-Promo Saturday"	A dedicated list with a campaign that repeats on that day
Thread	Promotion only inside a weekly post	Comment in the thread by hand; share value posts the rest of the week
Value only	No promotion, but helpful posts welcome	Tips and answers only; your profile does the selling

VALUE-ONLY GROUPS STILL BRING CUSTOMERS

When you post helpful tips with no pitch, curious members click your name. Make sure your profile intro says what you do and where, for example "Lawn care in New Braunfels. Free quotes by message." Your expertise does the selling for you.

03

Promo Days Are a Gift

Groups with a promo day concentrate every business post into a single day, and members who want to buy know exactly when to look. Put these groups in their own list and create a campaign that repeats on that weekday, early in the morning, so your post is near the top of the day. Bring your strongest offer to promo days: a clear service, a price or starting price, your area, and how to book.

04

Message the Admin: A Script That Gets a Yes

For your three to five best groups, send the admin a short message. Keep it about their members, not your business:

TEMPLATE

Hi [Name], thanks for running [Group]. It's one of the most helpful groups in [Town]. I run [business] and I'd love to share practical [topic] tips with members now and then, plus the occasional offer on promo days. Is there anything you'd like me to do or avoid? Happy to follow your lead.

Many admins reply with useful guidance, and some go further. Here are three offers that admins often welcome:

- **A members-only discount**, which gives them something to promote and gives you a trackable offer.
- **A useful resource**, like a seasonal checklist they can pin for members.
- **A Q&A post** where you answer members' questions about your field for an afternoon.

PENDING POSTS ARE NORMAL

Many good groups review posts before they appear. That is a sign of a well-run group, not a problem. Approval usually gets faster as admins recognize your name, and PilotPoster's group health view shows you which groups publish your posts reliably.

05

Stay a Welcome Member

- **Be part of the conversation.** Answer a question or two each week without promoting anything.
- **Make each post fit the group.** Mention the town, the season, or the topic the group is about. A unique version for every group does this automatically.
- **Reply to comments.** Admins notice businesses that engage, and members reward them.
- **Follow format rules exactly.** If a group asks for a tag or price, include it every time.

REMEMBER

- 01 Read each group's About section and pinned post once, and note what it allows.
 - 02 Sort groups into open, promo day, thread, and value-only, and post to match.
 - 03 Give promo-day groups their own list and a campaign that repeats on that day.
 - 04 A short, member-focused message turns admins into allies.
 - 05 Engaging, fitting posts keep you welcome and get approved faster.
-

Your checklist

- ☐ Read the rules of every group on your Core list and note what each allows
- ☐ Move promo-day-only groups into a Promo days list and schedule for those days
- ☐ Send the admin message in this chapter to your three favorite groups
- ☐ Pin a note in your campaign about any group with special formatting rules

Do this in PilotPoster

Organize groups by rules. Keep promo-day groups in their own list.

<https://app.pilotposter.com/dashboard/groups>

Schedule promo-day posts. Repeat on chosen days so you never miss a promo day.

<https://app.pilotposter.com/dashboard/campaigns/create>

04

The Content Mix: Posts People Want to Read

Nine post types, a simple value-to-offer rhythm, opening lines that stop the scroll, and copy-ready examples for five industries.

IN SHORT

Group members reward businesses that help first. Use a simple rhythm of three value posts for every offer post, rotate through nine post types so you never run dry, open every post with a line that speaks to a real situation, and use your own photos. Value posts build familiarity; offer posts turn that familiarity into customers.

The posts that do well in groups read like they came from a knowledgeable member, not a brand. They are specific, local, and useful, and they invite a reply. Offers still have a place, and they convert far better when members already know your name from the helpful posts that came before.

01

The 3:1 Rhythm

For every four posts, make three that give value and one that makes an offer. On a three-posts-a-week schedule, that looks like a tip on Monday, a question on Wednesday, a story on Friday, and an offer on the following Monday. Members see you as helpful, and when the offer arrives it lands with people who already trust you.

TIP

QUESTION

STORY

OFFER

Three value posts for every offer post, then repeat.

02

The Nine Post Types

Rotate through these and you will never stare at a blank post again. They are the same nine types PilotPoster's Auto AI uses to keep daily posts fresh.

TYPE	WHAT IT DOES	EXAMPLE OPENING
Educational tip	Shows expertise	"Most people water their lawn at the wrong time of day."
Engagement question	Starts conversation	"What's the one home repair you keep putting off?"
Story	Builds connection	"Last Tuesday a client called me at 7am with water pouring through her ceiling."
Testimonial	Earns trust	"This message from a client made my week."
Seasonal	Feels timely	"Before the first frost hits [Town], do these three things."
Hot take	Sparks discussion	"Unpopular opinion: the cheapest quote usually costs you more."
Motivational	Lifts the room	"Six months ago this kitchen was gutted. Look at it now."
Soft sell	Opens the door	"I have two spots open next week if anyone needs [service]."
Direct offer	Asks for the sale	"This month only: free [add-on] with every [service] booked in [Town]."

03

Five Hook Formulas for Opening Lines

The first line decides whether anyone reads the second. Facebook shows only the first few lines before "See more", so make them count:

- 01 **The local callout:** "[Town] homeowners: this one is for you."
- 02 **The common mistake:** "The biggest mistake I see [customers] make is..."
- 03 **The specific number:** "3 things to check before you hire a [trade]."
- 04 **The question:** "Has anyone else noticed [common problem] this month?"
- 05 **The moment:** "Yesterday a customer asked me something I hear every week."

YOUR OWN PHOTOS WIN

A real photo from your phone (a finished job, your team, your storefront, today's special) looks like a member's post and stops the scroll. Stock images look like ads. Keep a folder of your own photos in PilotPoster's media library and rotate them.

Ready-to-Use Examples by Industry

Real estate agents

TEMPLATE

Quick market check for [Neighborhood] : homes under [price] are selling in about [X] days this month. If you're thinking about listing in spring, now is the time to plan. Questions welcome below.

Local services (plumbing, cleaning, lawn, HVAC)

TEMPLATE

[Town] neighbors: if your water heater is over 10 years old, check the area around the base for moisture this week. It's the earliest sign it needs attention. Happy to answer questions here.

Coaches and consultants

TEMPLATE

The question I get most from new clients: ' [question] '. Here's my honest answer in three lines: [answer] . What would you add?

Restaurants and cafes

TEMPLATE

Today's special: [dish] , made with [local ingredient] . We have about 20 portions, so come early. Who's joining us for lunch?

Online sellers

TEMPLATE

Made a small batch of [product] this week in [colors] . Each one is [detail] . Ships in 2 days. Comment 'info' and I'll send details.

The Template Kits in PilotPoster include four or more posts like these for real estate, coaching, restaurants, events, and local services, ready to customize and schedule.

05

Let AI Keep It Fresh

If writing every week is the bottleneck, PilotPoster's Auto AI writes a fresh post every day from your website and business description, rotating through all nine post types in your voice. You can review every post before it goes out, or let it publish on its own. Either way, the 3:1 rhythm and your voice stay consistent without a weekly writing session.

REMEMBER

- 01 Use three value posts for every offer post.
- 02 Rotate through nine post types so content never runs dry.
- 03 Open with a local callout, a common mistake, a number, a question, or a moment.
- 04 Use your own photos; they read like a member's post.
- 05 Template Kits and Auto AI keep the mix going without a blank page.

Your checklist

- ☐ Write or pick one post for each of the 9 types
- ☐ Plan your week with the 3 value, 1 offer rhythm
- ☐ Rewrite your opening lines with one of the five hook formulas
- ☐ Add one real photo you took yourself to at least two posts
- ☐ Install your industry's Template Kit and adapt two templates

Do this in PilotPoster

Install your Template Kit. Industry posts ready to adapt and schedule.

<https://app.pilotposter.com/dashboard/playbooks>

Let Auto AI write daily posts. Describe your business once; get a fresh, varied post every day.

<https://app.pilotposter.com/dashboard/auto-ai>

05

Cadence and Account Care: The 4-Week Warm-Up

A steady, natural rhythm keeps you welcome in every group and lets you grow your reach week by week. Here is the 4-week warm-up and the pacing habits that make it work.

IN SHORT

Grow gradually and keep a natural rhythm. Start with a handful of your best groups, give every group its own version of the post, space posts out the way a person would, and add groups week by week as your account builds history. PilotPoster's recommended pacing and Safety Autopilot handle the rhythm for you, so you can focus on content and replies.

Facebook rewards accounts that behave like real, engaged members, and that is exactly what a good group marketer is. The habits in this chapter are the same ones an experienced business owner follows when posting by hand: they share with care, they vary what they say, and they build up over time. Automation simply lets you keep that rhythm every week without spending your mornings on it.

01

The 4-Week Warm-Up

Account history is the biggest factor in how much activity Facebook treats as normal for you. An account that grows its group activity steadily reads as a business owner getting more involved in their community. Use this plan as your starting point, especially for a newer account or one that has not posted in groups before:

Week 1	
5 to 10 of your best groups, 3 posting days. Helpful posts only; reply to every comment.	
Week 2	
10 to 20 groups, 3 to 4 days. Add your first soft offer.	
Week 3	
20 to 35 groups, 4 to 5 days. Bring in your Test list.	
Week 4+	
Your full Core and Test lists, 5 days with rest days. Safety Autopilot manages pacing as you scale.	

The 4-week warm-up: grow steadily rather than starting at full speed.

Established accounts with a long history of group activity can move faster. The principle stays the same: build up, do not jump.

02

Five Habits of a Natural Rhythm

1. A unique version for every group

Members of different groups should each read a post that feels written for them. Spintax or AI Rewrite gives every group its own wording automatically. It also makes each post fit its group better, which helps engagement.

2. Human-paced gaps between groups

A person posting by hand works through their groups over a morning, not in a single minute. PilotPoster's recommended settings space posts with varied gaps, similar to the 10 to 15 minute minimums built into the Template Kits. Use the free safe delay calculator to see how long a run takes at different gaps.

3. Rest days

Real people take days off. Leave one or two days a week without campaigns. It keeps your rhythm natural and gives you time to reply to the conversations your posts started.

4. Engagement alongside posting

Reply to comments, react to other members' posts, and answer a question now and then. An account that only posts and never interacts looks different from a real member. Ten minutes of genuine engagement a day makes your whole presence stronger.

5. Calm responses to checks

If Facebook ever asks you to confirm your activity or complete a check, confirm it, then take a day off from posting before resuming at your previous pace. It is a routine part of using Facebook actively.

LET SAFETY AUTOPILOT DO THE WATCHING

Safety Autopilot keeps every campaign within the posting limits you set and automatically pauses a group that stops accepting posts, so a single struggling group never slows down the rest. You get the protection without checking in all day.

03

Timing: When to Post

Post when your audience is scrolling. For most local audiences that means weekday mornings (7 to 9am) and early evenings (6 to 9pm), with weekend mornings strong for home services and restaurants. Business-to-business groups lean toward weekday working hours. The free best time to post heatmap gives you a starting point by industry; your own results in Chapter 8 will refine it.

04

Your Posting Method Matters

PilotPoster posts organically from your own Chrome browser, so every post goes out exactly like one you made yourself, from your usual device and connection. It never asks for your Facebook password. That is a meaningful difference from tools that post from remote servers.

REMEMBER

- 01 Grow group activity gradually over four weeks rather than starting at full speed.
 - 02 Give every group a unique version of each post.
 - 03 Space posts out with natural, varied gaps and keep rest days.
 - 04 Engage with members, not only post to them.
 - 05 Let recommended pacing and Safety Autopilot keep the rhythm while you focus on customers.
-

Your checklist

- ☐ Find your week on the warm-up table and set your group count to match
- ☐ Keep PilotPoster's recommended pacing on for every campaign
- ☐ Turn on a unique version for every group
- ☐ Add one rest day per week to your schedule
- ☐ Review your live log after each campaign and move up a week when it looks clean

Do this in PilotPoster

Review your posting log. Watch deliveries and confirm every group published cleanly.

<https://app.pilotposter.com/dashboard/activity/live>

Set up a paced campaign. Recommended pacing and Safety Autopilot are built in.

<https://app.pilotposter.com/dashboard/campaigns/create>

06

Turn Comments Into Customers

Posts start conversations; replies close deals. First-comment links, tracking links, and copy-ready reply and message scripts that move people from interested to booked.

IN SHORT

Keep the post helpful and put the call to action in an automatic first comment with a trackable link. Then treat every comment as a lead: reply publicly within a few hours, move interested people to a direct message with a simple next step, and follow up once. Most group customers are won in the replies, not the post.

A good group post does its job when someone comments. What happens next decides whether that comment becomes a customer. The businesses that turn groups into a real sales channel are not the ones with the cleverest posts. They are the ones who reply fast, warmly, and with a clear next step.

01

Put Your Call to Action in the First Comment

Group members respond best to posts that read like a member sharing something useful. Keep the post focused, and let an automatic first comment carry the offer:

TEMPLATE

Free quotes for [Town] this month: [link]. Or message me and I'll reply today.

PilotPoster adds the first comment automatically, moments after each post goes live, and it supports spintax too, so each group's comment can read a little differently.

02

Know Which Groups Bring Customers

Use a trackable link in your first comment. PilotPoster's Outcome Tracking shows clicks by group and by campaign, so after a couple of weeks you know which groups send people to your booking page and which

only send likes. That is the data that powers Chapter 8.

Add one more habit: ask every new customer, "Where did you find us?" When the answer is a group, note which one. Two weeks of answers tell you a lot.

A GROUP-ONLY OFFER IS A TRACKING TOOL

"Mention [Group name] for 10% off" gives members a reason to act now and tells you exactly which group sent them. Admins often appreciate it too, because it gives their members something extra.

03

Reply Scripts for Every Situation

1. Someone asks a question in the comments

TEMPLATE

Great question, [Name]. Short answer: [one helpful sentence]. It depends a little on [detail], so I've sent you a message with more.

2. Someone says "interested" or "info"

TEMPLATE

Thanks, [Name]! Just messaged you the details.

Then in the direct message:

TEMPLATE

Hi [Name], thanks for your comment on my post in [Group]. Here are the details: [what, price or starting price, area]. Would [day] or [day] work for a quick call or visit?

3. Someone asks for the price

TEMPLATE

Hi [Name]! Most [service] jobs in [Town] are between [range], depending on [factor]. If you send me a photo, I can give you an exact number today.

4. Someone tags a friend

TEMPLATE

Thanks for the tag, [Name]! [Friend], happy to help if you need [service]. Message me anytime.

5. A follow-up after no reply

Send one friendly follow-up two or three days later, then let it rest:

TEMPLATE

Hi [Name], just checking whether you still need help with [thing]. I have an opening on [day] if that helps. No pressure either way!

04

Speed Is Your Advantage

Someone who comments on your post is thinking about their problem right now. A reply within a few hours meets them in that moment. A reply two days later meets someone who already hired the business that answered first. Turn on notifications for comments on your posts, and check twice a day: once in the morning, once in the evening.

PUBLIC REPLIES SELL TO EVERYONE

When you answer a question publicly in the comments, every member who reads the post sees your expertise and your responsiveness. One good public reply can bring several messages from people who never commented.

05

Example Math: What Replies Are Worth

An illustration only; plug in your own numbers in the results calculator on the playbook page.

Say your posts bring 10 comments and messages a week across your groups. If fast, friendly replies turn 3 of those into conversations and 1 into a customer, and an average job is worth \$250, replies alone are worth about \$1,000 a month to you. Improve your reply speed so 2 a week become customers, and that doubles. The posts did not change; the follow-up did.

REMEMBER

- 01 Keep posts helpful and put your link or offer in an automatic first comment.
- 02 Use trackable links and ask customers where they found you.
- 03 Reply publicly, then move to a direct message with a clear next step.
- 04 Reply within hours, and follow up once.
- 05 Most group customers are won in the replies.

Your checklist

- ☐ Add an automatic first comment with your offer or booking link to every campaign
- ☐ Create one tracking link per campaign so you can see which groups drive clicks
- ☐ Save the five reply scripts in this chapter somewhere you can copy them fast
- ☐ Check comments and messages twice a day and reply within a few hours
- ☐ Ask every new customer where they found you and note the group

Do this in PilotPoster

Add an automatic first comment. Your link or offer appears moments after each post goes live.

<https://app.pilotposter.com/dashboard/campaigns/create>

See clicks by group. Outcome Tracking shows which groups drive clicks and leads.

<https://app.pilotposter.com/dashboard/insights>

07

Post + Respond: Catch the Buyers Already Asking

Posting keeps you visible. Responding to "can anyone recommend...?" posts puts you in front of buyers at the exact moment they ask. Here is how to do both, by hand or on autopilot.

IN SHORT

Group marketing has two halves. **Post:** share helpful content on a schedule so members know your name. **Respond:** find posts where someone is asking for what you sell, and reply with real help while the need is fresh. Posting builds familiarity over weeks; responding catches buyers today. Together they cover the whole customer journey inside the groups you have already joined.

Every day, in the groups you are already a member of, people post questions like "Can anyone recommend a good dentist?" or "Need someone to fix a leaking roof before the weekend." These are some of the warmest leads on the internet: a real person, a real need, asking in public, often with a deadline.

The business that replies first with something genuinely helpful usually gets the message. Chapters 0 to 6 built your Post side. This chapter adds the Respond side.

01

How the Two Halves Work Together

POST

Share helpful posts on a schedule

Reaches members who will need you later, and builds familiarity and trust.



RESPOND

Reply to people asking for what you sell

Reaches members who need you now, and starts conversations and bookings.

When you reply to a request, the asker often already knows your name from your posts, so your reply carries more weight.

02

Respond by Hand: A 15–Minute Daily Routine

Step 1: Build your keyword list

Write three short lists:

- **Your services:** "plumber", "roof repair", "wedding photographer", "bookkeeper".
- **Your customers' problems:** "leaking", "no hot water", "behind on taxes", "need photos".
- **Recommendation phrases:** "recommend", "anyone know", "looking for", "who do you use", "need a".

Step 2: Search your Core groups daily

Inside each Core group, use the group's search to look for your service and problem keywords, and sort by recent. Check posts from the last day or two.

Step 3: Reply with help first

Lead with something useful, then make yourself available. Three templates:

URGENT NEED

Hi [Name], sorry you're dealing with that. In the meantime, [one quick safe tip]. I'm a [trade] in [area] and can come by [today/tomorrow]. Sent you a message.

RESEARCHING

Great question. The main things to look for are [two criteria]. I do this for a living in [area], happy to answer anything, no strings attached.

PRICE SHOPPING

Typical range in [area] is [range], mostly depending on [factor]. Happy to give you an exact number if you send a photo.

BE THE MOST HELPFUL REPLY, NOT THE FIRST AD

Recommendation threads fill with businesses dropping their phone numbers. A reply that actually helps the person stands out, and readers notice. Help first, then offer.

Respond on Autopilot

Searching groups by hand works, and it is the best way to learn what your buyers say. It also takes time every day, and the best requests often get answered within the hour. That is why we built a companion product for the Respond side.

Otomizer watches the groups you have already joined for your keywords and buying signals, scores each post by how ready the person is to buy, and drafts a helpful reply in your voice. You approve each reply, or let it respond on its own. It also alerts you when someone mentions your brand or a competitor.

PilotPoster keeps you visible on a schedule; Otomizer catches the people asking right now. Both work from your own Chrome browser and both are built around natural, human pacing, so they fit together easily. Keep the total rhythm natural by running your Post campaigns and your replies at a comfortable daily pace, and both tools' safety controls do the rest.

RUN BOTH FOR CLIENTS?

Agencies and white label partners often package PilotPoster and Otomizer together as a local growth service. The free Partner Playbook shows how to package, price, and deliver it.

04

Example Math: What One Week of Responding Is Worth

An illustration only. Say your Core groups produce 5 recommendation requests a week for your service. If helpful, fast replies win 1 of them, and an average job is worth \$300, the Respond side adds about \$1,200 a month, on top of what your posts bring in. Use the results calculator on the playbook page to try your own numbers.

REMEMBER

- 01 Post builds familiarity over weeks; Respond catches buyers today.
 - 02 Build a keyword list of services, problems, and recommendation phrases.
 - 03 Search your Core groups daily and reply with real help first.
 - 04 Your posts make your replies more trusted, and your replies make your posts more valuable.
 - 05 Otomizer can run the Respond side for you while PilotPoster runs the Post side.
-

Your checklist

- ☐ Write your keyword list: services, problems, and recommendation phrases
- ☐ Search your Core groups for those keywords once a day for a week
- ☐ Save the three reply templates in this chapter
- ☐ Track how many recommendation posts you find per week
- ☐ Decide whether to automate the Respond side with keyword monitoring

Do this in PilotPoster

Keep your Post side running. Your scheduled campaigns keep you visible while you respond.

<https://app.pilotposter.com/dashboard/campaigns>

Otomizer

Automate the Respond side: Otomizer watches the groups you've joined for buying signals and drafts helpful replies in your voice. otomizer.com

08

Measure and Double Down

A 30-minute monthly review that finds your best groups, posts, and times, then puts more of your effort exactly where the customers come from.

IN SHORT

Once a month, spend 30 minutes on four numbers: posts delivered, clicks by group, conversations started, and customers won. Promote the groups that bring clicks and conversations to your Core list, give quiet groups a rest, turn your best post into new variations, and test one new thing. A little focus each month compounds into a channel that brings customers on autopilot.

Group marketing gets better every month you measure it. The first month tells you which groups listen. The second tells you which posts they love. By the third, you know your best days, your best offers, and your best groups, and you can put more of your effort exactly there.

01

The Four Numbers That Matter

NUMBER	WHERE TO FIND IT	WHAT IT TELLS YOU
Posts delivered	Posting and delivery reports	Which groups publish your posts reliably
Clicks by group	Outcome Tracking	Which groups send people to your offer
Conversations	Your comments and messages	Which posts start real interest
Customers	"Where did you find us?" answers	Which groups and posts actually make money

02

The 30-Minute Monthly Review

1. Rank your groups (10 minutes)

Sort your groups by clicks and conversations. You will usually find that a small number of groups bring most of the results. Those are your gold.

- **Top performers:** keep them on your Core list and give them your best content first.
- **Rising Test groups:** promote any that matched your Core groups this month.
- **Quiet groups:** rest them for a month and use the slot to test a new group.

2. Find your best post (10 minutes)

Look at which post started the most comments and messages. Then turn it into three new posts: the same idea with a new hook, the same tip for a different season, and the same story with a different photo. Winning ideas keep winning.

3. Pick one test (5 minutes)

Change one thing next month: a different posting time, more story posts, a group-only offer, or a new list. One change at a time makes the results easy to read.

4. Collect proof (5 minutes)

Ask your happiest new customer from the groups for a short review. A real quote from a local customer makes your next testimonial post one of your strongest.

YOUR FOCUS LIST

After two or three reviews, write down your top five groups, your top three post types, and your best two posting times. That is your focus list. It is the most valuable marketing document your business owns, and it came from your own customers.

03

Scale What Works

When the numbers say a group, a post type, or an offer works, do more of it:

- **Find similar groups.** If a town's community group performs, search for the neighboring towns' groups.
- **Post your winners more often** in your top groups, each time with a fresh version.
- **Add the Respond side** in your best groups (Chapter 7) to catch requests between posts.
- **Let Auto AI extend your best ideas** into a daily rhythm in your voice.

04

Where This Leads

Gary T. Reidy put it simply after using PilotPoster: "Marketing on Facebook wasn't easy for me, and PilotPoster has actually completely changed my business. Posting to groups is a goldmine in 2026."

That kind of result comes from the loop you just built: choose good groups, post helpful content on a steady rhythm, reply fast, measure monthly, and double down on what works. Keep the loop running and your groups become a channel that brings customers every week.

REMEMBER

- 01 Track four numbers: posts delivered, clicks by group, conversations, and customers.
- 02 Review monthly in 30 minutes: rank groups, find your best post, pick one test, collect proof.
- 03 Promote rising groups and rest quiet ones.
- 04 Turn winning posts into new variations.
- 05 Build a focus list and scale what your own customers proved works.

Your checklist

- ☐ Put a 30-minute review on your calendar for the same day each month
- ☐ Pull your delivery report and clicks by group
- ☐ Promote your top Test groups to Core and rest the quiet ones
- ☐ Turn your best post into three new variations
- ☐ Pick one thing to test next month: time, post type, or offer
- ☐ Ask your happiest new customer for a short review you can share

Do this in PilotPoster

Open your reports. Every delivery, by group and campaign, ready to export.

<https://app.pilotposter.com/dashboard/reports>

See group performance. Success rates and clicks by group.

<https://app.pilotposter.com/dashboard/insights>

Keep the loop running

Choose good groups. Post helpful content on a steady rhythm, with a fresh version for every group. Reply fast. Answer the people already asking. Review once a month and double down on what works. That loop is the whole playbook, and it gets stronger every month you run it.

Run the playbook on autopilot. PilotPoster schedules your posts to every group on your lists, gives each group its own version, adds your first comment, and paces everything naturally from your own browser.

Start with a 1-day trial for \$0 at <https://www.pilotposter.com/pricing/>

Worked examples in this playbook are illustrations, not forecasts. Customer quotes are from real PilotPoster users. Statistics are cited with their source and date at the end of each chapter.