

## How Matt Jones Has Used A Facebook Group To Build His Business

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- Matt's Tradie Web Guys website started at first as a as plumbing work guide for plumbers and plumbing companies and then later transformed to a Web Agency for Traders.
- Tradie Web Guys provides web solutions to clients such as landing page creation, SEO (Search Engine Optimization), content creation, etc.
- Focus on your niche and put all of your efforts to it.
- Most of Matt's qualified leads came from referrals which are huge compared to what he's getting from paid ads.
- Tradie Web Guys invested heavily in educating their clients such as updating their own websites and create SEO-friendly content.
- February of 2016 is when Site Shed was launched - a business platform where trade business owners can come and get resources, information, tools, join a network.
- One of the factors of why Matt created a Facebook Group to get qualified customers is that he thinks that there's a big disconnect between people getting so caught up in traffic, that they neglect qualified traffic as a massive variable.
- Their Facebook Group is only targeting their target audience: Traders. Because they only want qualified or quality leads to be reached by their product. And they heavily moderate this group.
- One of the contents in their Group are recap of their podcasts and they give their community an option to sign up for newsletters. Basically their intention is to add value within their group.
- Always consider Quality of Leads over the Quantity of Leads