

# Make Facebook Groups a Resource for Your Business

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## SPEAKERS

Sam Riegsecker, Halie Morris

**H** Halie Morris 00:00  
Hello, everyone, and welcome back to the Business of Cleaning. My name is Halie Morris, as you've probably heard a million times. I'm your podcast coordinator and host and today's episode, we're going to talk about the perk of virtual groups and virtual networking and some specific groups. In particular, we're going to talk about Facebook groups, and why they're beneficial, why you should get involved in how you actually maximize your involvement in there. And for that, I brought on my boss, Sam Riegsecker, and he's going to go ahead and introduce himself.

**S** Sam Riegsecker 01:04  
Yes, as Halie said, I'm Sam Riegsecker. I am the manager of marketing operations at double A here are janitorial manager, depending on who we're talking to. And, you know, my job here is to kind of coordinate all of the marketing efforts, whether that be Facebook groups, or, you know, sending out social messages or email blasts or website development, that kind of stuff. So I'm kind of a universal, hybrid character. And I'm, you know, just directing the team in which way to go. So that's my role.

**H** Halie Morris 01:41

If you have questions in regards to our marketing efforts whatsoever, Sam is the place to start. I know the podcasting. And the podcasting.

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Sam Riegsecker 01:53

Right and the podcasts even, you know, the idea started a little over two years ago. And so it's been kind of fun to see Haley come aboard and kind of own it and take off from there. So, you know, it's exciting to watch and manage and, you know, see the back end stuff happen. And, you know, add this to our portfolio, I guess you could say, of marketing efforts to give our industry more content. So it's, it's good to see this podcast continue to grow.

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Halie Morris 02:26

I like it too, because we've, I think we've heard people talk about businesses and things that have started or new hobbies people picked up during COVID. And the podcast is truly a COVID. Baby. It planning began in May ish, May, June, and we launched in September. And so we are into our second season, and we are rolling along quite nicely. So I hope everybody has got a chance to see some of the guests we've already had on. And if you're interested, you can always join us for an episode as well. But that being said, what we're doing with the podcast is we're really helping you expand your knowledge and your network. And podcasting isn't the only way that you can do that you can do that through other free resources, because we like that term free. And by free, we truly mean free. Facebook is accessible to all. And I don't know a group that you have to pay to join almost all of them that I've ever heard of, are completely free. And then they'll offer additional things on top, some groups get more exclusive and move off the platform. But for podcasting for janitorial, for networking, just in general business, insider information, there's all kinds of groups, JM itself runs a community. And there's a plethora of them, that Sam is involved in as well. So that's what we're going to jump into and talk about today.

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Sam Riegsecker 03:49

Yeah, so the another another industry is an insurance space. I believe we have insurance products that are tailored more towards the insurance industry. So yeah, as far as you know, industry groups, hobby groups to local groups. So we're going to kind of touch on that stuff here as we go along during this but you know, it's definitely an area where businesses can grow and and can continue to expand upon in, you know, and I think it's the low hanging fruit too, for a lot of businesses, especially in the Janssen world.

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Halie Morris 04:25

I like it too, because I didn't realize how many garage sale groups and liquidator groups are out there. And when you're battling on a budget, they're very, very nice to have around. Those are your buying and selling groups. But I think what we're really going to focus on today are those like networking, knowledge specific groups that can help you expand what your your understanding of the world around you or at least your industry around you and what's going on and impacting that beyond that without having to go pay hundreds of dollars at a conference, or worry about catching a virus, for example, whether that be the flu or in recent times COVID. And naturally, there are a lot less events available. So information is more precious than it has been. And so with that being said, I guess Sam, what is your advice when somebody is maybe new to the Facebook feed scene, or new to really just this idea of joining a group on Facebook, because I didn't start joining groups until probably like six months ago or so? What do you what advice when they're looking to find a group? How do they be more specific about it than just typing in a couple keywords?

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Sam Riegsecker 05:45

Yeah so over, I would say over the last probably year, it's been pushed as a functionality on Facebook. More so even than Facebook pages. Um, you know, as a business owner, obviously, you're going to want to have a Facebook page, you're going to want to have all of that marketing around the business itself. And then, you know, my first thing as a business owner is I would try to get in some into some Facebook groups that are more industry driven. So you know, this space, there's a couple different industry groups, if you search anything like janitorial business mastermind, I think is one of them. You know, JM community, Janitorial Manager community is one, there's a bunch of different jam in janitorial industry groups that I would first kind of search for, and then you can search janitorial, you can probably just search janitorial and then go up to and click the thing, the filter option that says group, and they're all going to be there. You know, in my personal opinion, I probably would join as many as I can, because there's going to be valuable information in all of them. And you might get to the point where you see certain, you know, consistency between people posting in multiple groups. And you know, that, again, that's kind of like the nature you can share different industry news, you can share what's going on in your company. So that's how I would get started. And, yeah, you just it's a simple search query. And I know, you said, you know, other than just going in search, but I think that's part of the game. I mean, that's the cool thing about Facebook is you could literally basically it's basically a search engine for social. So a lot of it's just searching and trying to find and you're gonna get into groups, and then there'll be suggestions or, or, you know, people post, hey, what are some other groups I can get in to increase my knowledge and there'll be LinkedIn stuff. So you can add from there. But to me, I

personally, I like Facebook papers, Facebook groups better than pages, because one, they're in my feed more often into, I feel like I'm involved into something. So those that's kind of my long answer for how to get involved.

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Halie Morris 08:06

I'm really well, I guess, I'm going to go back because I was thinking about when you join a group, one thing I've noticed with some of the local ones, is I want to share things with my friends. And in this case, you might want to share it with other people in your company or colleagues that you frequently are interact with, and bounce ideas off of. So if you find a really good group, and you see that the engagement is high, and things like that, then adding other people, other industry professionals who could not only benefit from the group, but could add to it, it's only going to help you.

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Sam Riegsecker 08:36

well, and I think it helps a company to so like, you know, a couple of these jam or janitorial groups that I'm in, you know, I've added coworkers because no one it's it's good industry knowledge for us as a company, obviously, we sell software in the space. So it's always good to see what you know, some of our current customers are in there, some of our prospects are in there, some of our past customers are in there, it's all kind of it's a living, breathing group. So it's good to kind of stay involved in kind of keep your eyes in the industry to know what's coming, you know, what are people seeing in the field. And I know some people don't, and this is more on an, like an outsider perspective. For the software side, some people don't like to, you know, or even a business side, some people don't like to intertwine the personal with their business at some point, especially if you're adding an employee to a group. But I think it's an extension on how you can grow as a professional and, and you know, as a cleaner or as a manager of a cleaner. So, you know, I think it's valuable to kind of stay in in the know of what's going on in the industry. And I think the easiest way to do that is by adding your co workers or adding your management team or adding really anybody who relates to your business to really kind of not Only around either knowledge about the industry, what's coming, etc. So there's a lot of good stuff in Facebook groups.

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Halie Morris 10:09

I was gonna say too, because I get the Facebook tends to be the more private platform as in, you want to keep your circle a little more well known, or at least there's more people who do versus Instagram or LinkedIn, especially LinkedIn is pretty much mostly professional and you add in that cousin who's got a great job every so often. And, you

know, other other channels are very much they're more for the public representation, I know anything I put on Instagram, even if I have a private profile, which I don't, because why even bother, I know more people are going to see it. Whereas I tend to express my opinions and be a little more vocal, my beliefs on Facebook, because it's all family. And if we're gonna fight, we're gonna fight what in person or on Facebook, it doesn't matter. But you tend to look at it as Facebook as your family, or your close friends and things like that, that those are those tighter connections. And if you want to start looking at the professional side of Facebook, and you're worried about, like Sam said, bringing your co workers into a more private platform for you, the easy way to do that is every single post you make can be filtered down on who sees it. So it can be your friends, it can be specific friends, I mean, you can even say all friends, except for so and so so and so and so and so. And then you have your public stuff. So all of my Facebook stuff, I control what goes public. And there's only a couple posts that I picture those posts as if I have somebody I connect with, for example, on a podcast Facebook page, or j janitorial Facebook page, and they come back to my profile, I treat it as a professional profile, just like LinkedIn. So all of my public stuff is the stuff I think would be posted or engaging and good representations of myself. And then if I engage with somebody else through one of those groups, and I don't want to see them, then the rest, I just don't accept a refund request from them. And I let them know that it's nothing personal, just friends are personal relationships in their work relationship, and I'm happy to add them on LinkedIn. So that is the way I see it. And for the most part, that's pretty good. A couple of friends I've made through these Facebook groups have trickled into my my actual friend group, and they see my stuff. But other than that, it's a nice way to keep, you can see the region I'm from, you can see, you know, my employer, my employment history and the things that I control. And then you can see a couple posts that might be podcast related or related, something I'm super proud about. But otherwise, if you're not my friend, you can't see the rest. So that's a really easy way to control you know how much privacy you have, while inviting, still inviting maybe co workers and stuff to these groups, because you don't have to, you know, interact outside the group necessarily.



Sam Riegsecker 13:04

Yeah. And I think it's important to the lifeblood of your growth of your company to you know, you can I think a lot of people draw the line between work and personal life, like you said, and I think it's important to filter that stuff, by you know, editing the privacy on certain posts, etc. But I think it's important to still be active and really challenge your, your teams to stay active. And because they might find some news or some information that can help them do their job better. And I think that's important too, because that's important to the growth of the company, but also the person as a professional. And in this space, stuff's changing all the time as of late. So it's important to, you know, kind of stay

up up to what's going on. So I'm a huge fan of Facebook groups, even if you're trying to be super private, like, you know, myself, so.

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Halie Morris 14:08

yeah, I was gonna say, too, I was, I had a Facebook Like when I was really little, and then I got rid of it at some point, or I have no idea actually, what happened to that Facebook if I deleted it or what, but I didn't recreate another Facebook, I think until I joined college or something. It was like really late, it was either late high school or sometime into college, because I just remember not being able to stay on Facebook, and probably because it was all my family on there. And I'm like, you guys are drama queens.

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Sam Riegsecker 14:35

Yeah, well, I think part of its generational too. So yeah, but I both are a little bit in the on the younger side. You know, I think I got my Facebook when I was in like eighth grade or something crazy like that. No, and Facebook's grown a lot since then. And there's it's gotten to the point now where it's a huge networking platform, you know, and I know we're focused on Facebook groups, but you know, I'm connected with people from past employment, you know, friends. When I was, at the time when I was running my own company, I have a lot of network in that space too in the automotive world. So, you know, I know of good friends, I could message from Hawaii, which I wouldn't have without Facebook, I have good friends that I can message on the East Coast that I knew that I wouldn't have, because of Facebook groups. So there's a lot of different, you know, the, the industry is what you make it. And you know, and I think it's, it's important to stay active on it. I think you're going to be impressed with how fast you become a person to watch in these groups. And it does take time. And a lot of people want to turn off work when they go home. But I think being active and being in these groups can really set not only yourself apart as somebody in the industry, but also your business, because you are your own personal resume walking around. And, you know, you might be in, you know, you talked about garage sale page, you might post your business listing on a garage sale page, just to help drive business or opportunity. And, you know, Haley might run into you at the grocery store and say, hey, you're the guy that posted that stuff on Facebook, I really could use you to help clean my business, you know, do you have a business card. So being that using Facebook as a tool to really market yourself, not only of yourself in general, but your business can really drive some opportunities. And it's a little bit of a long term play it but you know, you're going to get some opportunities off

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Halie Morris 16:45

of it. Well, I was gonna say like, my reason for joining Facebook is that everybody was on Facebook, people might not be on Instagram, people might not be on LinkedIn, or Twitter or whatever else exists out there. They might have sucked you eventually into tik tok, it's definitely fun. But like, they might not be on these other platforms. But a lot of the time, they're still going to be on Facebook, because somebody pulled them in, or there was something I get invites, my biggest thing I'm starting to do now is branch out community wise, in my area. And that's a huge thing. For example, I now have a friend in my town's Chamber of Commerce, and she has friends in our the city's Chamber of Commerce. And you know, the people from our yoga studio or these local shops, they're all in there. So all these people who make up your community, and more than likely the market that you want to draw in, are also going to be in these Facebook groups or on these pages. And more and more shops are, like Sam said, are realizing that the place to be is in a group. And they're starting to create exclusive groups for people who visit their shop. So there's a small local shop here. And one of my friends sent me an invite to join. And I was like, I've never even been there. But I saw their thing I joined. It's a super fun community, people like to share the unique things they have, or fun advice. And what's cool is I know there are people in our area. So I might see somebody who works at a company that interests me or does something that interests me, and I just want to network and find out more about it. Now we have something in common. And if you're a janitorial company, for example, you might meet somebody, and become friends with them over a coffee or something. And next thing you know, they're asking you for your business. Because people will do business with the people they're friends with and familiar with before they will do business with somebody else. So your prices might be a little higher than somebody else's, they'll go with you just because they met you in that Facebook group, and they think you're a pretty cool person.

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Sam Riegsecker 18:44

So that's kind of the idea behind us starting our own Facebook group, because we saw an opportunity, there is probably a half dozen or so Facebook groups in the Jan San world. And we felt like we have enough knowledge to say, hey, let's get a group together. Let's put some content in there to spark interest. Let's have a place where people can ask questions. Let's, you know it's open. I mean, it's basically you know, there's a bunch of people, it's not just exclusive to jam people, um, you know, it's open to the industry. So, you know, how can we provide the industry knowledge? What are we seeing, you know, etc, etc. And I saw that need in the Facebook groups are continuing to grow. You know, they're, I'd say in the last four months, they've really made a push on Facebook groups as far as plugging them. We've seen some massive growth in our Facebook page or Facebook group in general. And they're, you know, people are being more and more active. So I'm, you know, that's as of late, that's not even like as of late like in the last couple months

here. They really really are pushing people towards groups. So take advantage of that. You never know, like Halie said, you never know who you're gonna run into for one. Or it could be, you know, a business that you've never heard of that wants somebody to err needs your services for something, you know, that might be even disinfecting, you know who who knows, but if you're not currently taking advantage of it, then either you're going to be left behind or, you know, you, you could not see as big a growth out of it. So that's kind of, you know, I think Facebook groups are continuing to grow, they're continuing to push people to them. And, you know, I think it's important not only to use it for a prospecting tool, but also a networking tool, which is kind of why, you know, we want to kind of talk about it in the continuous connections, season, this season. So.

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**Halie Morris 20:46**

because if you want to continue to connect people in a world that's virtual, you have to find a virtual method. And even before COVID, more and more of the world is shifting to virtual networking as a huge form of meeting people just because we're starting to see our reach go a lot further than our local regions. And while those are hugely important, like I love my local network, our neighbors are opening up a bar downtown, and I think that's super cool bar, bar food joint, that's going to be upscale, and I am going to be there. But like, they're doing that kind of stuff. And they're involved and they know people in the community, like I said, my friends in the chamber, and she her little stands, you can see all around town. And just the more people you know, the more people you connect with, when somebody says, Hey, do you know somebody who cleans office spaces, or Hey, do you know somebody that does this, you're gonna be that person's name that comes out of their mouth. And that's how, you know, even at a personal level, you say, hey, do you know electrician, I have a problem. Or hey, do you know a plumber, because we now have a shower from our light fixture in the kitchen. And that's, that's how people get their initial connections. And they do the same for their businesses. And now a lot of those connections are starting or being cultivated on Facebook groups, especially like the local ones, which is huge. And then also, in addition to that, a lot of us Join industry groups or these other things in person, to cultivate our leaders and our understanding or knowledge, it does the same thing. But like I said, for free. Now you're starting to see more Facebook group have in person events, or virtual events, like coffee talks, or panels for sharing information and things like that.

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**Sam Riegsecker 22:32**

we're- I'm personally involved with some Facebook groups who do even live training, like business training on news and information. And if you're looking to build your managers, as an owner, or even supervisors, I think, you know, spending time and that's where you're



not only adding people but sharing that resource. So that will, that might be, you know, they might do like a live Facebook, live in a group and then send or have a link to the recording, it might be you taking the time to get that recording and send it to your people. So there's a lot of there's a lot of opportunity. And I think, and I think if you're not currently taking advantage of it, I think that you're you're basically leaving your team hanging to dry. And I know you've talked about the power of referrals. I'm guilty of this, I'll see I'll see something in a Facebook page. I'll like it. And somebody will say, hey, do you know somebody who does this, I've actually done this, I've went back through my activity feed and Facebook, and scrolled and scrolled and scrolled, I may be spent 1520 minutes on it. And then I sent the person that link to that Facebook group with that person who quote or who said that. So I think it's important that, you know, you properly utilize these, these Facebook groups, because I think that there's a lot of room for growth, especially as you continue to build your network. And it's not gonna happen overnight. I know, back when I was running my own company, I got involved in a lot of the industry groups. And it took a lot of engagement hours and hours and hours of replying, even if it's like, you know, great job or, you know, that's a great idea, you know, how to asking questions, intriguing questions, and it's not new posts, it's just engaging with other people in the industry, you would be floored with the amount of people that would recognize you, if you did every day if you come in and are engaged with even a half dozen post, and a lot of these groups and, you know, that's how I built my network in that space. And I'm using that knowledge. It's kind of transferred over to the Jans San world. And, you know, I'm noticing being involved in a lot of these groups. I'm noticing those people who are engaging in posts, you know, a couple times a couple times a week or a couple times a day. You know, you start to recognize names. And then when they post you think of them as thought leaders. So you have, and I know you, you're talking a little more local, people are gonna recognize that, you know, you post up, hey, you know, I clean and disinfect office buildings, you know, give me a call, if you have an office building that, you know, you need disinfected or clean, you know, I'd be more than happy to give you a free quote, okay, a business owner that's in one of those, one of those networking groups, you know, might really, really need disinfecting done, you know, and then you're the person that they remember to call. So, like, like I said, I, I really, really, really think that, you know, it's important for business owners to be active in these groups. And I know a lot of business owners know that, quote, unquote, don't have the time. But if they have the time to scroll through Facebook, they have the time. And I know that that's something that's easier said than done. But I think it's important for you, as a business owner, to not only engage with your Facebook group, but also your community, because that's your community is, you know, how you grow your business. So especially in the industry space, too. So basically, your your community is not only your local community, your national community, but also your industry community. So there's a there's a lot A lot, a lot of good stuff. And it's important to take advantage of those free opportunities when you can.

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Halie Morris 26:30

I was going to say the one thing about Facebook that is nice is people think of it like those connections as being more personal. There's a reason that's called Facebook friends, I'm friends with them on Facebook, instead of talking about oh, we follow each other like you would on Instagram. And so when you do develop a relationship, even if it's just a loose connection, it tends to come off as a little more personal, or people tend to think of it more personal. And it just goes a little bit further, when you at the end of the day need to get things done because friends, buy from friends, friends, commit to friends. And in this case, if you're trying to get in and clean buildings are claimed more buildings and develop more long lasting relationships with your customers and your clients, then having them on Facebook or connecting with them through a group and things like that, or even just learning more information. So one cool thing is if you're in this janitorial space, you might be connecting with suppliers. Or you might be connecting with other people that provide those things. And they might help you get discounts that you didn't know existed, or they might be able to point out potential customers that you wouldn't have otherwise connect with. So being able to develop those relationships help a lot. And then like we said, the other free resources that come with it are so great. One of the things I noticed a while ago, or one of the things that somebody brought up to me a while ago for the other podcasts that I run is that they're part she's part of the photography, the wedding photography space. So in the wedding industry space, in particular, they suffered hugely last year, because even if people were getting married, it wasn't a wedding like we thought like you really didn't have vendors, you didn't have catered food, you didn't have live music, you didn't have locations, you didn't have any of that stuff, even if you could manage to get married, which a lot of people were forced to postpone to this year or next year. And one thing that that meant is there was a huge downward impact of who was affected. So if you were cleaning, business spaces, and everybody were remote, and suddenly they didn't need a cleaner, and you have to diversify a client base that suddenly is pretty much dry. It might be difficult if you're doing it alone on your own island. If you're part of a group on the other hand, you can start helping others take over where maybe their workload went up because they're in the healthcare space, or they're in the space or that space. And you can start to branch out and diversify your portfolio, just because you knew the right people. Or when somebody says, hey, let's have a panel where we get so many people. And then the panel is those in the industry and the people who attend our customers and clients who have questions. That is not only a great educational resource for you to know where your customers stand for your customers to know where what's going on. But also it helps drive that connection. So those relationships do last longer. And so those are some possibilities. And some things I've seen that have only added to those companies that are active in the space, versus just being a time and convenience.

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Sam Riegsecker 29:33

I think anything that's COVID has really taught me in this in the cleaning space was the way that it attacked, America was more so like okay, it hit the coastlines first. And then it slowly worked its way in. And we're headquartered in the Midwest here. And you know, it's been as of late, we've been hit pretty hard with, you know, the virus and stuff. So these Facebook groups, I've been watching, you know, people on the east coast and people on the West Coast have really almost figured out a way to really stand apart from not only their own competitors, but they're able to bounce ideas off each other, you know, what's working, you know, the electric, electro static sprayers are working. Okay, what chemicals are using? You talked a little bit about distributors, okay, you know, what suppliers? Are you preferring, you know, some suppliers are coming out with new material, is it working? Well, you know, those are in D style, um, things I think are important. And that's where, you know, you might get a distributor, I can't think off top my head, any distributors really currently that are super active, but you might get distributors say, Hey, I'm looking to launch a new product, you know, what, the next 10 people who comment on this post, I'll send it to you for free. Okay, that's an opportunity to get your hands on some new material before anybody else in your area, that could potentially give you a competitive advantage. And a lot of them might not even know that the product is even coming, you might be the first one in your area. And that could really stand you apart that that that single handedly could be the difference between you growing your business and you staying flatlined, especially for like a COVID, for example, who, you know, really put a bind on this industry and, and you know, you have people who put a bind on, but then you also have the people who really scaled because I think they leverage their network. So that's just a couple of different ideas. You know, being able to know what's coming before it gets to you, I think is if there's anything you take from this conversation, I think that Facebook groups allow you to see in more industry news and what's coming and kind of prepare yourself mentally, you know, for new products, or a crazy virus that would literally shut down the whole entire world and how to take care of it and how to treat it. So there's a lot of good stuff that these Facebook groups can provide. And basically, it's all it's all what you put into it too. So you know, the more apt you are to engage in the group, the more it shows up in your feed, the more you're likely to see it in your everyday scroll through Facebook. So there's a lot of good stuff as it relates to Facebook, and, and I think that there's there's a lot of low hanging fruit, you could say, for a lot of these groups to really not only boost your company, but your brand.

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Halie Morris 32:35

Yeah, and I would say to as far as things to watch, just because some of the things we've mentioned, some of these benefits are the bigger impact stuff as been COVID, or things that have happened in the last year. So looking forward, we're seeing a lot of shifts, for

one example, we're seeing a lot of political shifts, which lead to a lot of legal shifts and policy changes, as comes about every 48 years or so. And so I know a lot of things to watch for right now as the sustainability initiatives that are going to probably start to sweep through, because there has been a larger shift in many other industries, fashion, we're seeing a lot of shifts, and some of the manufacturing and things like that of different goods, you're starting to see higher policy changes that are starting those bigger shifts towards cleaner things, whether it's for people, or it's for the planet, or it's for both, whether it's going all the way back to the earlier manufacturing stage, and trying to address labor issues at the very start and pay inequalities there. So you're starting to just see a lot more shifts and a lot more changes, and things like that, that could lead to bigger changes up front. So if you're talking to suppliers, or distributors and things like that, how much of your goods gonna cost me or what goods are going to be available in a year? Well, you might start to see some trade trends now or if somebody else might be starting some changes, as far as what you're allowed to do, how you're allowed to clean the things that affect like, what chemicals and dwell time, things like that, that impact how you address a job, like how long do you need to be on that job, if the dwell time increases, and, you know, you have that area cordoned off for a certain amount of time before you can start having public access, maybe you have to clean at a different time of day. Now, maybe that means having more night staff and less day staff. And so there's all these shifts, that if they hit you very suddenly, like a lot of people are really struck by the shifts and the changes that happened last March and then in the summer, and some of these things with the schools that are happening. Those are huge shifts to be hit with without knowing. And a lot of the legal shifts, those occur quite frequently. And so being part of an industry group be part of those conversations earlier. It'll be just part of your process to work in and you'll start to get the hang of adapting versus always reacting.

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Sam Riegsecker 34:53

And hope you know the time to implement to so you're more apt to see it on the fly. front end. So you're able to kind of prepare, put the pieces in place to really, you know, prepare yourself, your business and your employees for those shifts. And I think, you know, we've talked in the past and last season, we talked a lot about potentially some green chemicals. And, you know, what it takes to to clean efficiently, not only for cost, but for speed. And there was a couple episodes, you can go back, if you're interested, it was in season one, that we discussed, you know, different cleaning initiatives that they were seeing. And they did talk about COVID, they talked about the dwell time, they talked about what chemicals are using, they're talking about how they could sustain their own cleaning, using some green cleaning solutions that they actually implemented prior to COVID to cut costs. It's more of an upfront cost that they implemented, and, and now they're really reaping the benefits, because it was what they used the metal COVID. So

that kind of information, you know, you can find on these Facebook groups, and you know, it's not going to be every day, you're gonna find a life breaking thing. It is Facebook, but you can you know, another ideas, just marketing examples. So how are you? How are you doing to grow your but what are you doing right now, the very business I saw yesterday, someone posted about website ideas, you know, I'm thinking about redoing my website, you know, what are you guys using? Who are you guys using? What was your experience? What should you What should I include? What should I read through the whole thread? And I'm, I'm in the space, but I'm more on the software side. So I'm not on the front line, but the information to me was valuable, because it's like, Okay, what changes can we make on our side to help make, you know, people potentially search for jam. So it's just a marketing idea, but certain initiatives, certain promotions, that people are testing, and they're getting good results, and they're getting good data, that's just makes your job easy, you can steal what they're doing. So take advantage of that. It's basically free r&d for yourself and your business. So yeah, like I it's so important, it's almost a necessity at this point, for the space to really take the time. Because this space is growing in the technology space. And you and I both know that and I know the audience knows that too. Technology is really continuing to grow. And it's a it's so important to use your network to answer questions, ask questions, share your information with so

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Halie Morris 37:40

all right, well, I think we have given people a lot of food for thought we've stuck with talking about Facebook in particular, because it is a huge platform, especially right now in the industry. And so this is I think we're gonna leave our audience, I want to tell you, Sam, thank you for joining us and being part of the show. Normally, you're in the background, helping me do all the cleanup work before we send these episodes out. But it's great to have you on and it's great to have everybody tune in again. Once again, blog post will have all of your things so the audio YouTube video, any links or things we wish to include will include our Facebook group there as well. So if you would like to join the Janitorial Manager Community, you may and we will see you next week.