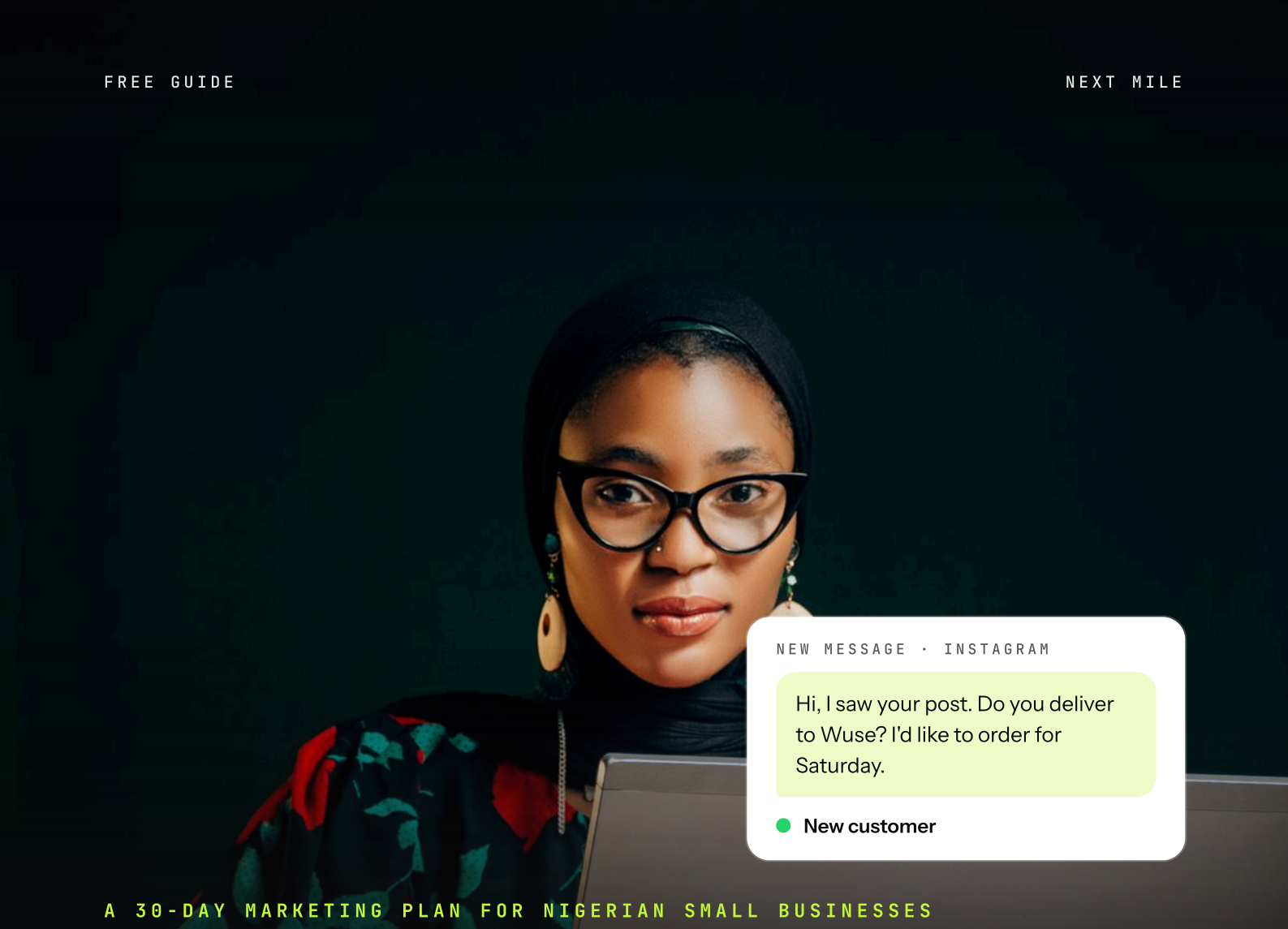


A 30-DAY MARKETING PLAN FOR NIGERIAN SMALL BUSINESSES

MARKET YOUR BUSINESS ON INSTAGRAM & WHATSAPP

Get seen by the right people, turn followers into DMs, and turn DMs into paying customers. No big budget needed.

WHAT'S INSIDE

FOUR PARTS. SEVENTEEN STEPS.

Read it once from start to finish, then use the 30-day plan on pages 27 and 28 to put it all into action.

01	GET READY: CUSTOMER, MESSAGE, PROFILES	04
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WHO IT'S FOR

Anyone selling a product or service from their phone: bakers, stylists, tailors, photographers, coaches, shops.

WHAT YOU NEED

A phone, Instagram, WhatsApp Business, and about an hour a day.

WHAT YOU DON'T

A big ad budget, an agency, or a fancy camera.

BEFORE WE START

POSTING IS NOT THE SAME AS MARKETING

Lots of businesses post every day and still don't sell. Marketing is posting with a plan: the right people, the right message, and a clear next step every time.

SOUND FAMILIAR?

You post your work, get a few likes from friends, and no one actually orders.

SOUND FAMILIAR?

You don't know what to post, so you post nothing for two weeks.

SOUND FAMILIAR?

You boosted a post, got lots of views, and not one DM.

SOUND FAMILIAR?

People ask "how much?", you reply, and then they disappear.

LIKES ARE NICE. DMS PAY THE BILLS.

Everything in this guide aims at one thing: more of the right people messaging you, and more of those messages turning into sales.

01

GET READY

Before you post anything, get clear on who you're talking to and what you want them to do. Then set up your profiles so they sell for you, even while you sleep.

Step 1	Know exactly who you serve
Step 2	Say what you do in one line
Step 3	Fix your Instagram profile
Step 4	Set up WhatsApp Business properly

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STEP 1 OF 17

KNOW EXACTLY WHO YOU SERVE

"Everybody" is not a customer. When you know one type of person well, you know what to post, what to say and where to find them.

ANSWER THESE

- Who buys from you most? Age, area, job.
- What problem are they trying to solve?
- What makes them choose you over others?
- What worries them before they buy?
- Where do they spend time online?

WHERE TO FIND THE ANSWERS

- Look at your last ten customers
- Read your old DMs: what did they ask?
- Ask three happy customers why they bought
- Read comments on similar businesses' posts

DO

Pick one main customer to talk to. You can still sell to others.

DON'T

Guess. What you think they want and what they say they want are often different.

STEP 1, WORKED EXAMPLE

MEET KEMI, A CAKE MAKER

Kemi is a made-up home baker in Abuja we'll follow through the guide. She sells celebration cakes and small chops. Here's the customer she decided to focus on.

KEMI'S MAIN CUSTOMER	WHAT SHE FOUND
Who	Working mums and young professionals in Abuja, planning a birthday or office celebration
Problem	They want a cake that looks great in photos, arrives on time, and doesn't stress them
Why Kemi	Neat designs, reliable delivery, and she replies quickly
Worries	"Will it look like the picture?" "Will it come late?" "Will it be dry?"
Where	Instagram for ideas, WhatsApp to order, friends' recommendations

WHAT THIS CHANGED

Kemi stopped posting random cake photos. She now posts cakes next to the finished party photo, shows delivery boxes, and answers "will it be dry?" with videos of the cake being cut.

2

STEP 2 OF 17

SAY WHAT YOU DO IN ONE LINE

If someone lands on your page and can't tell in three seconds what you sell and who it's for, they scroll on. Write one clear line and use it everywhere.

I HELP [WHO] GET [RESULT] WITH [WHAT]

KEMI, CAKES

"Celebration cakes in Abuja that look as good as the picture, delivered on time."

A TAILOR

"Made-to-measure native wear for men in Lagos, ready in 7 days."

A PHOTOGRAPHER

"Brand photos for small businesses in Port Harcourt that make your page look serious."

GOOD LINES ARE

Specific about who and where, clear about the result, short enough to remember.

AVOID

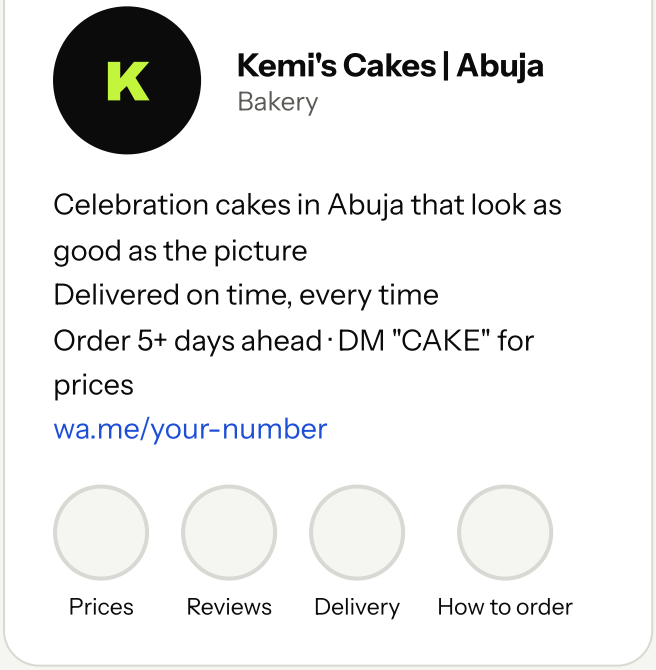
"Quality and affordable", "your one-stop shop", "we do it all". Everyone says it, so it says nothing.

3

STEP 3 OF 17

FIX YOUR INSTAGRAM PROFILE

Your profile is your shop front. New visitors decide in seconds whether to follow, message or leave.



CHECK EACH PART

- **Name field:** add what you sell and where. It shows up in search.
- **Bio:** your one line, one proof, one call to action.
- **Link:** straight to WhatsApp or your booking page.
- **Highlights:** prices, reviews, delivery, how to order.
- **Pinned posts:** your best work, a review, and how to buy.

QUICK TEST

Show your profile to someone who doesn't know you for five seconds. Can they say what you sell, where, and how to order? If not, simplify.

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STEP 4 OF 17

SET UP WHATSAPP BUSINESS PROPERLY

For many Nigerian customers, WhatsApp is where the sale happens. Use the free WhatsApp Business app and set up every tool it gives you.

TOOL	WHAT TO DO WITH IT
Business profile	Your one line, address or area, opening hours, email and link
Catalogue	Your products or packages with photos, prices and what's included
Greeting message	A friendly hello that asks what they need and when
Away message	Says when you'll reply, so nobody feels ignored at night
Quick replies	Saved answers for prices, delivery and payment details
Labels	New enquiry, waiting for payment, paid, delivered

GREETING MESSAGE

"Hi, thanks for messaging Kemi's Cakes. What's the occasion, and what date do you need it? I'll send options and prices."

02

CONTENT THAT SELLS

You don't need to go viral. You need posts that make the right people trust you and message you. Here's how to plan them, write them and shoot them.

Step 5	Pick your content pillars
Step 6	Use the right format for the job
Step 7	Write hooks people stop for
Step 8	Write captions that get DMs
Step 9	Collect and share social proof
Step 10	Shoot good photos and videos on your phone

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STEP 5 OF 17

PICK YOUR CONTENT PILLARS

Pillars are the four or five types of post you rotate between. They end "what should I post today?" for good.

SHOW THE WORK

Finished jobs, products, before and after. Kemi: the cake, then the cake at the party.

TEACH SOMETHING

Tips your customer will thank you for. Kemi: "How to order a cake without stress."

PROVE IT

Reviews, screenshots, repeat customers, numbers you really have.

BEHIND THE SCENES

Your process, your workspace, your face. People buy from people.

ANSWER WORRIES

Delivery, payment, timing, quality. Kemi: cutting a cake on video to show it's moist.

SELL

Clear offers with a price, a deadline if real, and how to order.

A simple mix: for every four posts that show, teach, prove or reassure, make one that asks for the sale directly.

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STEP 6 OF 17

USE THE RIGHT FORMAT FOR THE JOB

Each format does something different. Use them together, and reuse one idea across several.

FORMAT	BEST FOR	TIP
Reels	Reaching new people who don't follow you yet	Show the result in the first second
Carousels	Teaching, step-by-step, before and after	Make slide one a promise worth swiping for
Single posts	Your best work, reviews, announcements	One clear message per post
Stories	Daily updates, polls, questions, quick offers	Use stickers so people tap and reply
Lives	Q&As, launches, showing a process	Announce it a day before
WhatsApp status	People who already saved your number	Treat it like your shop window

ONE IDEA, MANY POSTS

Kemi films decorating one cake. That becomes a reel of the process, a carousel of "5 cake designs for a 30th", three story frames, and a WhatsApp status with the price.

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STEP 7 OF 17

WRITE HOOKS PEOPLE STOP FOR

The first line of a caption, or the first second of a video, decides whether anyone sees the rest. Give them a reason to stop.

CALL OUT THE PERSON

"Planning a birthday in Abuja? Read this before you order your cake."

NAME THE WORRY

"Scared your cake will arrive looking nothing like the picture? Here's how I make sure it doesn't."

SHOW THE RESULT FIRST

"From plain sponge to a three-tier wedding cake in 60 seconds."

SHARE A MISTAKE

"3 mistakes people make when ordering a cake (and how to avoid them)."

ASK A QUESTION

"Vanilla or red velvet? Tell me in the comments and I'll show you my best one."

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STEP 8 OF 17

WRITE CAPTIONS THAT GET DMS

A good caption has four parts. Hook them, tell a short story, give them something useful, and tell them exactly what to do next.

HOOK → STORY → VALUE → CALL TO ACTION

HOOK

This client was scared her cake would arrive late. It arrived two hours early.

STORY

Tolani ordered for her daughter's 5th birthday and told me her last baker showed up after the guests had eaten. So we planned delivery for 2pm, with the cake boxed and photographed before it left.

VALUE

Tip: always ask your baker what time the cake will leave their kitchen, not just when it will arrive.

CALL TO ACTION

Planning a party this month? Send "CAKE" on WhatsApp and I'll send designs and prices.

EXAMPLE CAPTION FOR A MADE-UP BUSINESS. ONLY SHARE REAL CLIENT STORIES WITH THEIR PERMISSION.

STEP 8, CONTINUED

CALLS TO ACTION THAT WORK

If you don't tell people what to do, most of them do nothing. Make the next step tiny and specific.

STRONG

- "Send 'CAKE' on WhatsApp for prices"
- "Reply with your date and I'll check if I'm free"
- "Tap the link in my bio to book"
- "Comment 'GUIDE' and I'll DM you the checklist"
- "Save this for your next party"

WEAK

- "DM for more info"
- "Contact us today"
- "Link in bio" with no reason to tap it
- "Price in DM" on every single post
- No call to action at all

WHY KEYWORDS HELP

"Send CAKE" is easy to type, tells you which post they came from, and lets you reply with a saved answer straight away. Use a different word for each campaign and you'll know which ones work.

DO

Show at least a "from" price. People who see a price and still message are ready to buy.

DON'T

Hide every price. Many people won't message just to ask, and you lose them quietly.

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STEP 9 OF 17

COLLECT AND SHARE SOCIAL PROOF

People trust other customers more than they trust you. Every happy client is marketing you haven't used yet.

REVIEWS

A short message from a happy customer, shared with their permission.

BEFORE AND AFTER

The problem, then your result. Very powerful for services.

CUSTOMER POSTS

Repost when clients tag you. Ask them to, nicely.

ASKING FOR A REVIEW

"I'm so glad you loved it, [name]. Would you mind sending two lines about your experience? I'd love to share it on my page."

ASKING TO SHARE A SCREENSHOT

"Your message made my day. Is it okay if I share it on my status? I'll hide your name and number."

KEEP A PROOF FOLDER

Save every kind message, photo and review in one album on your phone. When you need a post, you already have one.

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STEP 10 OF 17

SHOOT GOOD CONTENT ON YOUR PHONE

You don't need a big camera. You need good light, a clean background and a steady hand.

LIGHT

Shoot near a window in the day. Turn off the yellow bulb. Never shoot with a bright window behind your product.

BACKGROUND

Clear the clutter. A plain wall, a table cloth or a sheet of paper is enough.

STEADY

Rest your phone on something or use a cheap tripod. Shaky video looks careless.

CLEAN THE LENS

Wipe it before every shoot. A greasy lens makes everything look blurry.

SOUND

For talking videos, get close to the phone and away from the generator.

SAME LOOK

Use the same background, light and edit, so your page looks like one brand.

BATCH IT

Set aside one afternoon a week to shoot everything: products, process, your face. Then you post from your gallery all week instead of scrambling every day.

03

GET SEEN

Great content only works if people see it. These are the ways to reach new customers, most of them free.

Step 11	Use WhatsApp status as your shop window
Step 12	Grow without paying
Step 13	Work with creators the smart way
Step 14	Boost posts on a small budget

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STEP 11 OF 17

WHATSAPP STATUS, YOUR SHOP WINDOW

Everyone who has saved your number can see your status. These people already know you, which makes it one of the easiest places to sell.

MORNING	Good morning and what you're working on today. Keep it real.
MIDDAY	A finished job or product, with the price and how to order.
AFTERNOON	A review or a customer's message (with permission).
EVENING	A short tip, a question, or what's available for tomorrow.

DO

Ask every customer to save your number, so they see your status. Put prices and order steps on the image.

DON'T

Post twenty statuses in one go. People tap past them all. A few good ones beat many rushed ones.

GET THEM REPLYING

End some statuses with a simple question, like "Which one would you pick, 1 or 2?" Every reply opens a chat, and a chat is where the sale starts.

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STEP 12 OF 17

GROW WITHOUT PAYING

The fastest free growth comes from borrowing other people's audiences, and showing up where your customers already are.

TEAM UP

Find businesses with your customer but a different product. Kemi and a balloon decorator share each other's posts.

GO LIVE TOGETHER

A joint live with a partner business puts you in front of their followers too.

COMMENT WELL

Leave useful comments on posts your customers read. Not "nice", but something worth replying to.

TAG YOUR LOCATION

Add your area to every post, plus a few local hashtags.

ASK FOR REFERRALS

Every happy customer knows someone like them. Ask, and make it easy to share your number.

JOIN COMMUNITIES

Estate, church, school and professional groups. Help first, sell later, and follow each group's rules.

PROPOSING A COLLAB

"Hi [name], I love your work. We both serve [customer]. Would you like to share each other's posts this month, or do a joint giveaway?"

13 STEP 13 OF 17

WORK WITH CREATORS THE SMART WAY

You don't need a celebrity. A smaller creator whose followers are exactly your customers can bring more sales than a big name whose followers aren't.

CHOOSE WELL

Their followers live where you sell and care about what you sell. Read their comments: are they real people asking real questions?

AGREE IN WRITING

What they'll post, how many times, when, and what you'll pay or give. Ask to see the post before it goes up.

GIVE A REASON TO ACT

A code or keyword for their followers, like "Send TOBI for a free topper", so you can count results.

JUDGE BY SALES

Count the DMs and orders with their code. Views and likes are not the goal.

FIRST MESSAGE TO A CREATOR

"Hi [name], I'm [you] from [business]. Your followers are exactly who I bake for. Would you be open to a paid post or a product exchange? Happy to send your rate card my way."

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STEP 14 OF 17

BOOST POSTS ON A SMALL BUDGET

Paid boosts can help, but only after you know what works. Spend on posts that have already proved themselves for free.

1 · PICK	Boost a post that already got DMs or saves, not just likes.
2 · AIM	Set the location to where you deliver, and the goal to messages.
3 · TEST	Start with a small amount for a few days. Don't spend big on day one.
4 · COUNT	How many DMs, and how many became orders? That's your result.
5 · DECIDE	If it paid for itself, run it again. If not, try a different post.

BE READY BEFORE YOU BOOST

A boost sends people to your profile and your DMs. If your bio is unclear or you take a day to reply, you're paying for people to leave. Fix steps 3, 4 and 15 first.

04

TURN ATTENTION INTO SALES

Views and followers mean nothing until someone pays. This part is about the messages: replying well, staying in touch, and knowing what's working.

Step 15	Reply fast and reply well
Step 16	Send broadcasts people want to read
Step 17	Measure what works

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STEP 15 OF 17

REPLY FAST AND REPLY WELL

When someone messages, they're ready to buy. A quick, helpful reply can win the sale before they ask anyone else.

1 · GREET AND ASK

"Hi [name], thanks for reaching out. What's the occasion, and what date?"

2 · RECOMMEND

"For a 30th with about 20 guests, most people go for the two-tier at [price]. Here are three designs."

3 · MAKE IT EASY TO SAY YES

"To hold your date, it's a 50% deposit. I'll send the account details now, and the balance is due before delivery."

4 · CONFIRM

"Received, thank you. You're booked for [date]. I'll send a photo before it leaves."

SAVE THEM AS QUICK REPLIES

Answer the question they asked first, then move them one step forward. Never just reply "check my catalogue": recommend something, so they don't have to decide alone.

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STEP 16 OF 17

BROADCASTS PEOPLE WANT TO READ

Past customers are the easiest people to sell to again. A good broadcast reminds them you exist, without feeling like spam.

THE RULES

- Only message people who bought from you or asked to hear from you
- Make it easy to opt out, and respect it straight away
- Not more than once or twice a month
- One message, one offer, one call to action

WHAT TO SEND

- A new product or package
- Seasonal reminders: Valentine's, Mother's Day, Christmas, Sallah
- A real limited offer for past customers
- "We're fully booked for [month], last slots for [month]"

EXAMPLE BROADCAST

"Hi [name], it's Kemi from Kemi's Cakes. Mother's Day is coming and I'm taking 15 orders for mini cakes in gift boxes. Reply MUM to get one. Reply STOP and I won't message you about offers again."

NOTE

WhatsApp broadcast lists only reach people who have saved your number. Another good reason to ask every customer to save it.

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STEP 17 OF 17

MEASURE WHAT WORKS

Every week, write down a few numbers. In a month you'll know which posts, channels and offers bring money, and you can do more of those.

EVERY WEEK, COUNT	WHY IT MATTERS
New enquiries	Are more of the right people messaging you?
Where they came from	Instagram post, status, referral, creator, boost?
Orders	How many enquiries became paying customers?
Money in	The only number that pays the bills
Best post	Which one brought the most DMs? Make more like it.

ASK EVERY NEW CUSTOMER

"Before I forget, how did you hear about us?" One question, and you'll know exactly what's working.

IGNORE, MOSTLY

Follower counts, likes and views. They feel good, but a page with fewer followers who all buy beats a big page that never orders.

YOUR 30-DAY PLAN, PART 1

WEEKS ONE AND TWO

WEEK 1

SET UP

Day 1	Write down your main customer
Day 2	Write your one line
Day 3	Fix your Instagram bio and name
Day 4	Make highlights: prices, reviews, how to order
Day 5	Set up WhatsApp Business tools
Day 6	Collect reviews into a proof folder
Day 7	Rest, and plan next week's posts

WEEK 2

START POSTING WITH A PLAN

Day 8	Shoot a week of photos and videos
Day 9	Post: show your best work
Day 10	Post: teach one useful tip
Day 11	Post: a review, with permission
Day 12	Post: behind the scenes
Day 13	Post: a clear offer with a keyword
Day 14	Count enquiries and note the best post

POST ON WHATSAPP STATUS EVERY DAY AS WELL, USING THE SAME CONTENT.

YOUR 30-DAY PLAN, PART 2

WEEKS THREE, FOUR AND BEYOND

WEEK 3

REACH NEW PEOPLE

Day 15	Message two businesses about a collab
Day 16	Post a reel: result in the first second
Day 17	Leave helpful comments on 10 posts
Day 18	Post a carousel that teaches
Day 19	Ask three customers for referrals
Day 20	Post an offer with a new keyword
Day 21	Count enquiries and where they came from

WEEK 4

TURN IT INTO SALES

Day 22	Save your quick replies
Day 23	Follow up everyone who asked and went quiet
Day 24	Send a broadcast to past customers
Day 25	Go live, or do a joint live
Day 26	Reach out to one creator
Day 27	Test a small boost on your best post
Day 28	Count orders and money in

DAYS 29 AND 30

Look back at the month. Keep what brought DMs and orders, drop what didn't, and plan the next 30 days with more of what works.

SAVE YOURSELF THE STRESS

MARKETING MISTAKES TO AVOID

POSTING WITH NO PLAN

Random posts get random results. Use your pillars and the 30-day plan.

ONLY SELLING

"Buy now" every day makes people tune out. Show, teach and prove most of the time.

HIDING YOUR PRICES

Many people won't DM just to ask. Show at least a starting price.

SLOW REPLIES

A day-late reply often means a lost sale. Set up quick replies and away messages.

BUYING FOLLOWERS

Fake followers never buy, and they make your real posts reach fewer people.

SPAMMING GROUPS

Dropping flyers in every group annoys people. Help first, and follow the rules.

COPYING BIG BRANDS

You can't outspend them. Be more personal, more local and faster.

QUITTING TOO SOON

Marketing builds up over weeks. Give your plan a full month before judging it.

PRINT IT OR COPY IT

YOUR MARKETING WORKSHEET

1. MY CUSTOMER AND MY LINE

My main customer is

Their biggest worry is

My one line

2. MY PILLARS

Show the work:

Teach:

Prove:

Behind the scenes:

Sell:

3. MY WEEKLY NUMBERS

New enquiries

Where they came from

Orders

Money in ₦

Best post

4. MY PLAN

I'll post on these days

My keyword for this month

Two businesses to team up with

PUT IT TO WORK

YOUR MARKETING, IN NEXT MILE

Once the DMs start coming, Next Mile helps you keep up with them and turn them into sales.

01 · ONE INBOX

Messages from WhatsApp, Instagram, Messenger, email and your website chat land in one place, so no DM gets missed.

02 · KEYWORD REPLIES

Set up an automation: when someone sends "CAKE" on WhatsApp, send them a WhatsApp template, add a tag and create a deal.

03 · EVERY ENQUIRY SAVED

People who message you become contacts you can tag, so you know who asked about what, and who has bought.

04 · CAMPAIGNS

Send an email or WhatsApp template to a group of contacts, like past customers. People who opt out are left out automatically.

FROM DM TO PAID

Move each enquiry along your pipeline, send a quote they can accept online, and get paid in naira with Paystack.

YOUR NEXT STEP

GET SEEN.
GET DMS.
GET PAID.

Start the 30-day plan today. When the messages start coming in, let Next Mile help you keep up.

- WhatsApp, Instagram and more in one inbox
- Automatic replies to your keywords
- Campaigns to past customers
- Quotes and naira invoices paid with Paystack

START YOUR FREE TRIAL →

At **nextmilehq.com**

KNOW YOUR NEXT MILE.