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COURSE

Digital Marketing for Small Businesses

A 6-module course to get found online, attract customers and measure what works

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For Nigerian small businesses

Digital Marketing for Small Businesses
A 6-module course to get found online, attract customers and measure what works

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How to take this course

This course is for small business owners and service pros who want more customers from the internet — and who don't have a marketing team or a big budget.

Each module includes lessons, real-world examples, an exercise, a quick check (answers at the end) and a milestone. Plan about one module per week, spending 3–5 hours on each.

What's in your download

- **Course workbook** (this PDF).
- **Worksheets** (PDF) — printable pages for each exercise.
- **30-day content calendar** (spreadsheet) — plan posts, track results and see what works.

The marketing funnel in one picture

Stage	Customer's question	Your job	Examples
Awareness	"Who are you?"	Get seen by the right people	Reels, TikToks, status, referrals, Google
Interest	"What do you offer?"	Show your products and value	Catalogue, carousels, demos, prices
Trust	"Can I trust you?"	Prove you deliver	Reviews, before/after, delivery photos
Action	"How do I buy?"	Make it easy	Clear call-to-action, quick replies, easy payment
Loyalty	"Why come back?"	Delight and stay in touch	Follow-ups, offers, referral rewards

Most small businesses only do "awareness" posts and wonder why nobody buys. This course helps you cover every stage.

MODULE 1

Customer, message and goals

Lesson 1.1: Know exactly who you're talking to

Marketing to "everyone" wastes money. Write a profile of your ideal customer:

- Who they are (age, location, job, income range).
- What they want and what they worry about.
- Where they spend time online (WhatsApp, Instagram, TikTok, Facebook groups, LinkedIn, Google).
- What makes them trust a seller.

Lesson 1.2: Craft your core message

Your message answers: *Why should this customer choose you?* Use this formula:

> **We help [customer] get [result] without [pain], through [your offer].**

📘 **EXAMPLE**

"We help busy mums in Port Harcourt get healthy, homemade school lunches without the morning stress, through our weekly lunch-box delivery."

Lesson 1.3: Set goals you can measure

Pick one main goal for the next 90 days and two or three numbers to track:

- Goal: "20 new customers a month from Instagram."
- Numbers: profile visits, messages received, orders.

✍️ **YOUR TASK**

Exercise 1 (Worksheet 1): complete your ideal customer profile, write your core message, and set one 90-day goal with three numbers to track.

✅ **QUICK CHECK**

1. Complete the message formula: "We help ___ get ___ without ___ through ___."
2. Why are "likes" a weak goal on their own?

Milestone: a one-page summary of your customer, message and goal.

MODULE 2

Brand foundations online

Lesson 2.1: Look consistent everywhere

Customers often check you on two or three platforms before buying. Make sure your name, logo, colours, description and contact details are the same on WhatsApp Business, Instagram, Facebook, TikTok, Google and any marketplace profile.

Lesson 2.2: Profiles that convert

Every profile should answer within five seconds: *What do you sell? Who for? Where? How do I order?*

- **Bio:** "Handmade leather sandals 👡 | Abuja & nationwide delivery 🚚 | Order on WhatsApp ⬇️"
- **Link:** to WhatsApp, your catalogue or your store page.
- **Highlights / pinned posts:** prices, reviews, how to order, delivery info.

Lesson 2.3: Visual basics with a phone

- Shoot in daylight near a window; use plain backgrounds.
- Keep the same style of photos (angle, background, filter) so your page looks like a brand.
- Use a free design app with your colours and fonts saved as templates.

✍️ YOUR TASK

Exercise 2 (Worksheet 2): audit all your profiles using the five-second test and fix anything missing. Create three branded post templates.

✅ QUICK CHECK

3. What four questions should every profile answer within five seconds?

Milestone: all profiles updated and consistent.

End of the free sample

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