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EBOOK

Sell More on WhatsApp & Instagram

A field guide to finding customers, building trust and closing sales on social media

nglancer.com

For Nigerian small businesses

Sell More on WhatsApp & Instagram
A field guide to finding customers, building trust and closing sales on social media

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Why social selling works in Nigeria

For millions of Nigerian businesses, WhatsApp is the shop, the catalogue, the customer service desk and the payment reminder — all in one app. Instagram is the shop window. Together they let a small business reach customers across a city, or the whole country, without paying rent for a shop on a busy road.

But simply being on these apps isn't enough. Many sellers post occasionally, reply slowly and wonder why sales are low. The businesses that do well treat social media like a real shop: tidy, open at predictable hours, well stocked, and with a friendly person at the counter.

This guide shows you how to run that shop.

> 💡 **TIP**
> Your goal on social media is not "likes". It is **conversations that turn into orders**. Every post should make it easy for someone to message you.

CHAPTER 1

Set up WhatsApp Business properly

If you still sell from your personal WhatsApp, switch to the free **WhatsApp Business** app. It keeps business chats separate and gives you tools that save hours every week.

Your business profile

Fill in every field:

- **Business name** exactly as customers should remember it.
- **Profile photo** — your logo, or a clear photo of your best product on a plain background. Avoid blurry or dark images.
- **Category and description** — say what you sell, for whom, and where. "Fresh small chops & party packs for events in Abuja. Order 48 hours ahead."
- **Address or service area**, opening hours, website or Instagram link.

Tools to switch on

- **Catalogue** — add your products with photos, prices and short descriptions. Customers can browse without asking "what do you have?"
- **Greeting message** — sent automatically to new customers: "Welcome to Ada's Kitchen! See our menu in the catalogue. Tell us your order and delivery area."
- **Away message** — for when you're closed, so customers know when to expect a reply.
- **Quick replies** — saved answers to frequent questions (prices, delivery fees, payment details, how to order). Type "/" to use them.
- **Labels** — tag chats as *New customer*, *Pending payment*, *Paid*, *Delivered*, *Follow up*. You'll never lose track of an order again.

> ✍️ **YOUR TASK**
>
> Set up your WhatsApp Business profile, add at least five products to your catalogue, and create quick replies for your five most frequent questions.

CHAPTER 2

Photos that sell (with just a phone)

On social media, customers can't touch your product. The photo does the selling.

The basics

- **Light:** shoot near a window during the day. Avoid harsh direct sun and yellow bulbs at night.
- **Background:** plain and uncluttered — a white wall, a cloth, a clean table. Remove anything that distracts.
- **Steady:** hold the phone with both hands or lean it against something. Tap the screen to focus.
- **Clean the lens.** A smudged lens is the number one cause of hazy photos.

Shots every product needs

1. The **hero shot** — the whole product, front view.
2. **Details** — texture, stitching, ingredients, label.

End of the free sample

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