

Digital Marketing Starter Guide

A practical, step-by-step guide for Nigerian small businesses that want consistent customers online.

1. Know your customer

- Write down who buys from you: age, location, income, problems.
- List the top 5 questions customers ask before buying.
- Identify where they spend time online (Instagram, Facebook, WhatsApp, Google).

2. Build your foundation

- Get a simple, fast website or landing page.
- Set up a WhatsApp Business profile with catalogue.
- Claim your Google Business Profile.

3. Create helpful content

- Post 3–5 times a week: tips, behind-the-scenes, testimonials, offers.
- Use short videos — they reach more people.
- Always end with a clear call to action.

4. Run small ad tests

- Start with ■5,000–■10,000 per day on Meta Ads.
- Test 3 creatives against one audience.
- Keep the winner, pause the losers after 3–5 days.

5. Measure and improve

- Track enquiries, cost per lead and sales weekly.
- Double down on what works; fix or drop what does not.

Fulgor Digital — Branding, Content, Ads, and Growth. Need help implementing this? Visit our website and click Get Started.