

Social Media That Sells: The Small Business Growth Guide

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Build your brand, attract customers and turn content into sales. A practical guide for small business owners, beginners, online sellers and service providers, with a 30-day growth challenge.

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Chapter 1: Social Media Is More Than Posting

Imagine two businesses selling the same product.

The first posts a product photo every morning with the caption, "Available. DM to order."

The second demonstrates how the product works, explains who needs it, answers common questions, shares customer feedback with permission, and makes ordering easy.

Both are active on social media. However, the second gives potential customers more reasons to pay attention and feel confident about buying. That is the difference between simply posting and managing social media strategically.

What is social media management?

Social media management is the process of planning, creating, publishing and analysing content on social platforms to help a business achieve its goals.

It involves:

- Understanding the target customer.
- Planning useful and attractive content.
- Publishing consistently.
- Responding to comments and messages.
- Building relationships with customers.
- Promoting products and services.
- Monitoring performance.
- Improving the strategy based on results.

It is not simply uploading pictures every day. It is using social media to build relationships and support business growth.

What can social media do for a small business?

A well-managed social media presence can help a business:

1. Increase awareness of its products or services.
2. Reach potential customers who have never heard of it.
3. Educate customers about what it sells.

4. Build credibility and trust.
5. Answer questions before customers ask them.
6. Generate enquiries and sales.
7. Encourage repeat purchases.
8. Learn what customers actually want.

However, social media does not guarantee sales. Results depend on factors such as the product, pricing, customer demand, content quality, trust, competition and the ease of purchasing. It also cannot fix a weak product, slow replies or unclear prices, and it rarely produces results in a few days. Give steady, useful posting four to eight weeks before you judge it.

The social media growth cycle

Think of your business as moving customers through five stages:

Attention → Interest → Trust → Purchase → Loyalty

- Attention: someone discovers your content.
- Interest: they want to learn more.
- Trust: they believe your business may deliver what it promises.
- Purchase: they place an order or book a service.
- Loyalty: they return, recommend you or continue buying.

Your content should help people move through these stages rather than expecting every viewer to buy immediately.

Three rules for the whole guide

- Be useful before you are salesy.
- Be consistent before you are perfect.
- Always make the next step obvious: message us, book now, visit today.

Your first exercise

Complete these sentences:

- My business sells: _____
- My ideal customers are: _____
- The problem I help them solve is: _____

- The main platform I want to use is: _____
- My most important goal for the next 30 days is: _____

Keep your answers. You will use them throughout this guide.

Chapter 2: Set Goals That Actually Matter

One of the biggest mistakes business owners make is focusing entirely on follower counts. Followers can be useful, but a large audience is not automatically a profitable audience.

A business with 300 interested local followers may receive more orders than a business with 10,000 followers who live far away or have no interest in its products.

Choose a clear business goal

Your goal should reflect what your business needs most right now.

Goal	Choose this when	Focus on
A: Increase awareness	Few people know your business exists	Reach and relevant views, shares, profile visits, discovery by potential customers
B: Generate enquiries	People need to ask questions before buying	Direct messages, WhatsApp enquiries, calls, booking requests, product questions
C: Increase sales	You want more completed purchases	Orders received and completed, revenue, profit, conversion from enquiries to purchases
D: Build customer loyalty	You want existing customers to return	Repeat purchases, customer feedback, referrals, meaningful conversations, responses to updates

Make your goals measurable

Instead of saying, "I want to grow on Instagram," write:

"I will publish four useful posts each week, respond to customer enquiries promptly during my working hours, and track the number of qualified enquiries and completed orders for the next 30 days."

You can add numerical targets once you understand your current performance. For example, a business that currently receives five enquiries per month might set a reasonable initial target of eight. This is an experiment, not a promise of results.

Establish your baseline

Before starting your challenge, record the following. You will fill in the Day 30 column in Chapter 18.

Measure	Day 1	Day 30
Followers on each platform		
Average weekly reach or views		
Profile visits		
Enquiries received		
Orders completed		
Revenue generated through social media, where measurable		
Reviews collected		

Without a baseline, you cannot reliably tell whether your efforts are working.

Important: set targets you can influence. You control whether you publish useful content and respond to enquiries. You do not control whether a platform recommends every post.

Be patient and keep score: judge results after six to eight weeks of steady work, not after a few days. Review your numbers weekly (see Chapter 16).

Chapter 3: Build a Brand People Recognise and Trust

A brand is more than a logo or a business name. It is the impression customers form when they interact with your business.

Step 1: Define your brand identity

Answer these questions:

- **What do you sell?** Be specific. Instead of "fashion," you might sell affordable everyday clothing for university students.
- **Who do you serve?** Describe the people most likely to buy from you.
- **What makes your business useful?** Perhaps you offer convenient delivery, clear product demonstrations, custom orders, beginner-friendly services or reliable communication.
- **What should customers remember about you?** Choose two or three qualities, such as friendly, practical, affordable, elegant, reliable or educational.

Step 2: Choose a consistent visual style

You do not need expensive graphic design. Choose:

- Two or three main colours.
- One or two easy-to-read fonts.
- A consistent way of displaying product prices.
- A recognisable photo or video style.
- A simple logo or text-based business name.
- The same business name, and where possible the same handle, on every platform.
Short and easy to spell beats clever.

Consistency helps people recognise your content. It does not mean every post must look identical.

Save time with templates. In a free design app such as Canva, save five reusable templates: price list, promotion, testimonial, announcement and before-and-after. You can then make a branded post in minutes.

Step 3: Establish your brand voice

Your brand voice is how your business communicates.

- **Friendly:** "Need a gift but not sure what to choose? We can help."
- **Professional:** "Explore our range of made-to-order products."
- **Playful:** "Your wardrobe called. It has a few suggestions."
- **Educational:** "Before buying a blender, here are three things to consider."

Choose a voice that suits your customers and your actual business. Pick three words for how you want to sound, and check every caption against them. Write the way your customers talk. If they mix English with Pidgin or Twi, you can too, as long as the message is clear and respectful. Avoid making promises you cannot fulfil.

Step 4: Build trust through honesty

Trust-building practices include:

- Showing genuine products.
- Using your own photographs when possible.
- Displaying accurate prices.
- Explaining delivery arrangements.
- Communicating realistic timelines.
- Sharing authentic customer feedback with permission.
- Correcting mistakes openly.
- Avoiding fabricated reviews and misleading claims.

For a new business, a few clear product demonstrations may be more persuasive than an impressive-looking but empty profile.

Chapter 4: Choose the Right Social Media Platforms

You do not need to be everywhere. Choose platforms based on where your potential customers spend time and how your product is best demonstrated.

Facebook

- Local business communities and community recommendations.
- Product albums, Reels and demonstrations.
- Customer conversations.
- Reaching some older and community-oriented audiences.

Instagram

- Fashion and beauty, food photography, visual portfolios.
- Reels, Stories and product launches.
- Building a recognisable visual brand.

TikTok

- Short demonstrations and entertaining educational content.
- Behind-the-scenes videos.
- Product discovery and answering questions through videos.

WhatsApp Business

- Customer enquiries, product catalogues and order details.
- Customer follow-up and organising conversations with labels.
- Communicating with customers who have opted to receive updates.

Features vary by account, country and app version.

Google Business Profile

- Helping people who search for a business "near me" or on maps.
- Showing your address, opening hours, phone number, photos and reviews.
- Best for shops, salons, restaurants and any business with a physical location or defined service area.

Snapchat and X (Twitter)

- Snapchat: quick updates and younger audiences, such as students.
- X: local conversations, promotions and events people like to share.

LinkedIn

- Consultants, business-to-business services and professional training.
- Freelancers and corporate services.

At a glance

Platform	Best for	Effort	Start here if
WhatsApp Business	Closing sales, catalogues, repeat customers	Low to medium	Almost always. It is where customers ask prices and pay.

Platform	Best for	Effort	Start here if
Instagram	Showing your work, trust, local discovery	Medium	You sell something visual: hair, food, fashion, decor, makeup.
TikTok	Reach beyond your followers with short videos	Medium to high	You can film 15 to 30 second clips consistently.
Facebook	Older customers, events, local groups	Low to medium	Your buyers are 30 and above, or you sell through local groups.
Google Business Profile	People searching nearby	Low, one-time setup	You have a shop, salon, restaurant or service area.
Snapchat or X	Young audiences or event promotion	Low	Your customers already use them.
LinkedIn	Business-to-business and professional services	Low to medium	Your customers are companies or professionals.

This table is general guidance. Your own customers' answers beat any chart.

How to choose your primary platform

Ask yourself:

1. Where do my potential customers already spend time? Ask your last ten customers directly.
2. Which platform suits the way I sell?
3. Can I produce content for this platform consistently?
4. Can customers easily contact me and place orders?
5. Does the platform's available analytics help me measure my goal?

Start with one primary platform and, if manageable, one supporting platform, plus WhatsApp Business for conversations. Give those two a full 90 days before judging them.

You can repurpose the same core idea across platforms, but adjust the format and presentation. For example, a product demonstration can become a TikTok, an Instagram Reel and a Facebook Reel.

Do not stretch yourself across five platforms if you cannot manage one well.

Chapter 5: Optimise Your Profile to Attract Customers

Your profile should quickly answer three questions:

1. What do you offer?
2. Who is it for?
3. How can someone buy from you?

Your profile checklist

Profile name. Use your business name and, where appropriate, a descriptive keyword.
Example: "Ama's Kitchen | Homemade Meals"

Profile photograph. Use a clear logo or a recognisable image associated with your business that still reads at thumbnail size.

Account type. Switch to a business or professional account where available, so you get insights and contact buttons.

Bio. A simple formula is: what you offer + who you help + location or delivery information + next step.

Example:

Affordable everyday outfits for women.
Based in Accra | Delivery available in selected areas.
Browse our collection and order through WhatsApp.

Only include claims that are true.

Contact information. Where appropriate, include a business email, a business phone number, a WhatsApp contact link, a website or ordering page, and your service area. Use business contact details rather than exposing private information unnecessarily.

Pinned content. If your platform supports pinned posts, consider pinning:

1. An introduction to your business.
2. Your bestselling products or main services.
3. How to order, including delivery and payment arrangements.

Highlights or saved information. Where available, organise useful information such as products, prices, customer feedback, frequently asked questions, delivery and how to order.

Make contacting you easy: your WhatsApp link

A click-to-chat link opens a conversation with you in one tap. The format is `wa.me/` followed by your number with the country code and no leading zero. For a Ghana number 024 123 4567, that is `wa.me/233241234567`. Put it in your bio or contact button.

WhatsApp Business setup checklist

Many sales are closed in chat, so treat this as part of your profile.

- ☐ Install WhatsApp Business and fill in the business profile: name, description, address, hours.
- ☐ Build a catalogue with at least five items, each with a photo, a price and a short description.
- ☐ Set a greeting message for new chats and an away message for after hours.
- ☐ Save quick replies for questions you answer every day: price, location, delivery, payment.
- ☐ Create labels such as New enquiry, Waiting for payment, Paid and Delivered.

Features vary by account, country and app version.

Google Business Profile

If you have a shop, salon, restaurant or defined service area, claim or update your Google Business Profile. Add your category, address or service area, hours, phone number, photos and a short description. It helps people who search nearby, and it is a good place to collect reviews.

The five-second profile test

Ask someone unfamiliar with your business to view your profile briefly. Can they tell what you sell and how to buy? If not, simplify your profile.

Chapter 6: Understand Your Ideal Customer

Your ideal customer is not simply "everyone who has money." Different people buy the same product for different reasons.

Someone purchasing a notebook may want organisation. A university student may want an affordable study tool. A business owner may want a branded gift for employees. Understanding the reason behind a purchase helps you create relevant content.

Build a simple customer profile

Write down:

Question	Your answer
Customer type: who is most likely to buy?	
Needs: what do they want to achieve?	
Problems: what frustrates them?	
Questions: what would they want to know before purchasing?	
Concerns: what could prevent them from buying?	
Buying factors: what matters most (convenience, quality, price, speed, design or support)?	
Preferred contact method: where do they prefer to ask questions?	

Example: a small bakery

Target customer: people ordering cakes for birthdays and celebrations.

Possible concerns:

- Will the cake look like the agreed design?
- How much does it cost?
- How early should I order?
- Is delivery available?
- What flavours are offered?

Useful content ideas:

- A cake decorating video.
- A guide to ordering for an event.
- A price guide.
- A flavour comparison.
- A demonstration of packaging.
- Answers to common customer questions.

Notice how customer questions become content ideas.

Research customers without guessing

Use:

- Questions customers ask in your messages.
- Comments on your posts.
- Feedback after purchases.
- Polls and question stickers where available.
- Reviews of competing products.
- Frequently discussed problems in relevant communities.
- A simple direct question to your last ten customers: how did you find us, and what almost stopped you from buying?

Never assume every customer has the same needs. Treat your ideas as hypotheses and learn from real conversations.

Chapter 7: Create Content That People Want to See

Content is the material you publish: photos, videos, text posts, carousels, stories and other formats. The most useful content usually has a clear purpose.

The five content pillars

A content pillar is a recurring topic that guides what you publish.

Pillar	What to publish	Examples	Purpose
1. Educational	Teach customers something relevant	Three ways to care for a handbag; how to choose the right cake size; what to consider before booking a makeup artist; how to store fresh food properly	Help customers understand a problem or make a better decision
2. Product or service demonstrations	Show what you sell and how it works	Demonstrating a kitchen gadget; showing the details of a dress; explaining how a consultation works; showing a finished hairstyle	Make the offer easier to understand
3. Trust-building	Help people see that your business is genuine and organised	Behind-the-scenes preparation; your packaging or working process; authentic testimonials shared with permission; answers to frequently asked questions	Reduce uncertainty
4. Community and conversation	Give your audience something easy to respond to	"Which colour would you choose?"; a poll about preferred styles; a question about common challenges; a discussion of two product options	Learn about your audience and build relationships

Pillar	What to publish	Examples	Purpose
5. Promotional	Tell people what is available and how to buy	A new product announcement; a service package; a seasonal offer; a limited booking schedule, if the limitation is genuine; a clear call to order	Convert interest into action

A practical content mix

As a starting experiment, create ten pieces of content using this distribution:

- Three educational posts.
- Two demonstrations.
- Two trust-building posts.
- One community post.
- Two promotional posts.

This is not a universal algorithm rule. Adjust the mix based on customer response and your sales goals.

The content idea formula

Use: **customer problem + useful answer + relevant offer.**

Example:

- Problem: customers do not know how to choose a suitable backpack.
- Useful answer: demonstrate three features to compare before buying.
- Relevant offer: show the backpacks you stock and explain how to order.

The content should provide value even before the customer purchases.

A powerful rule

Do not ask, "What can I post today?" Ask, "What does my customer need to understand, see or feel confident about today?" This question makes content planning much easier.

The five questions every page must answer

A stranger who lands on your page should find the answers within 30 seconds: what do you sell, how much does it cost, where are you or do you deliver, is it good (proof), and how do I order?

Content ideas by business type

Salon, barber, beauty and makeup

- Before and after transformation.
- Time-lapse of a full style in 15 seconds.
- A hair or skin care tip customers keep asking about.
- Price list with every style and its duration.
- Customer reaction after the mirror reveal, with permission.
- Booking slots left this week.

Restaurant, food vendor and caterer

- Close-up of a dish being plated.
- Menu with prices as a swipe post.
- How you make your signature dish in 20 seconds.
- Today's special, posted before lunch decisions are made.
- Party tray and event catering packages.
- Customer reactions, with permission.

Fashion, tailors and clothing sellers

- One outfit styled three ways.
- Fabric-to-finished-outfit transformation.
- Size and measurement guide.
- New arrivals with prices and sizes.
- How to order custom wear and how long it takes.

Shops, provisions and retail

- New stock arrived, with prices.
- Product comparison: which to choose and why.
- Delivery proof: parcel packed, rider leaving.
- Bundle deals, such as a starter pack for a household.

Service providers: cleaning, repairs, photography, decor, tutoring

- Job done: before and after.
- Common mistakes customers make and how to avoid them.
- What a job costs and what affects the price.
- A day on the job.
- A testimonial screenshot from a chat, with permission.

If you do not want to show your face

You can build a strong page without appearing on camera. Film hands at work, products, the shop, the process, text on screen with captions or voiceover, screen recordings and real customer results.

Always ask permission

Get a customer's agreement before posting their photo, name or message. A simple "Can we share your result?" in chat is usually enough.

Chapter 8: Turn Content into Sales

Attention is useful, but attention without a clear next step may not produce business results. Every important post should have a purpose.

Understand the customer journey

A potential customer may:

1. Discover a Reel.
2. Visit your profile.
3. Read your product information.
4. Compare prices.
5. Ask a question.
6. Place an order.
7. Recommend you to someone else.

Make each step as simple as possible. If people watch but never message, improve your profile and calls to action. If they message but never buy, improve how you answer and close (see Chapter 14).

Give people one clear call to action

A call to action, or CTA, tells the audience what to do next. Examples:

- "Send us a message for the full catalogue."
- "Save this checklist for your next purchase."
- "Comment with the colour you prefer."
- "Book your consultation using the link in our profile."
- "WhatsApp us to check availability."

Do not overload every post with several unrelated requests. Choose the action that fits the content.

Make the buying process simple

Before promoting your product, make sure you can answer:

- What exactly is being sold?
- What is the price?
- What does the price include?
- Is the product available now?
- How does the customer place an order?
- Which payment methods are accepted?
- What are the delivery arrangements?
- What happens if there is a problem?

A customer who cannot understand how to buy may leave, even when interested.

Offers that make people act

- First-time customer offer: a small discount or free add-on for new clients.
- Bundles: two or three items together at a better price.
- Deadlines: "Offer ends Sunday at 6 p.m." Use only real deadlines.
- Limited slots: only when the limit is real, such as six bookings a day.
- Referral reward: "Bring a friend and you both get a discount."
- Pre-orders and deposits: reduce no-shows and give you money to buy stock.

Check that every offer still leaves you with a profit before you announce it.

Measure more than views

Imagine two posts:

- Post A receives 2,000 views and one enquiry.
- Post B receives 450 views and eight relevant enquiries.

Post A created more exposure. Post B generated more enquiries relative to its views. Neither result tells the whole story, but this comparison shows why you should measure the metric connected to your actual goal.

Track completed sales and profit wherever possible.

Chapter 9: Create a Simple Weekly Content Plan

A content calendar helps you decide what to publish before the day becomes busy. You do not need to create a brand-new idea every morning.

A sample seven-day schedule

Day	Content type	What to do
Monday	Educational	Teach one useful thing your customer needs to know
Tuesday	Product demonstration	Show a product, service, process or result
Wednesday	Customer questions	Answer one common question
Thursday	Behind the scenes	Show how you prepare, package, create or deliver your work
Friday	Promotional	Explain an offer and how to order
Saturday	Community	Ask a relevant question, run a suitable poll or start an audience-focused discussion
Sunday	Review and planning	Review performance, prepare content ideas and organise the next week

This schedule is flexible. If your audience responds better to another arrangement, change it.

The batch-creation method

Batch creation means preparing several pieces of content in one session. For example:

1. Choose five content ideas.
2. Write the captions.
3. Photograph or film the relevant products.
4. Edit the content.
5. Prepare calls to action.
6. Schedule posts if the platform supports it.
7. Reserve time for customer conversations.

Batching reduces the pressure of deciding what to post every day.

A realistic weekly workflow

Batching can reduce social media to about five hours a week.

Day	Task	Time
Monday	Plan the week: pick four posts from your pillars and write the hooks	30 min
Tuesday	Shoot day: photos and clips for the whole week	60 to 90 min
Wednesday	Edit and design: videos and graphics	60 to 90 min
Thursday	Write captions and schedule posts	45 min
Friday	Review the numbers and reply to pending messages	30 min
Every day	Engagement block (below)	20 min

The 20-minute daily engagement block

1. Reply to every comment and message (10 minutes).
2. Post a Story or WhatsApp Status (5 minutes).
3. Comment thoughtfully on five to ten local accounts, such as customers, neighbours and suppliers (5 minutes).

Your weekly planning sheet

Complete this table each week:

Day	Content topic	Format	Goal
Monday	A customer problem	Carousel or video	Educate
Tuesday	Product demonstration	Reel or video	Build interest
Wednesday	Frequently asked question	Text or video	Build trust
Thursday	Behind the scenes	Photo or story	Show the process
Friday	Featured offer	Photo or video	Generate orders
Saturday	Customer conversation	Story or post	Learn and engage
Sunday	Performance review	Private planning	Improve

You may publish less often if that is what you can manage consistently. Quality, relevance and follow-through matter more than filling every available day. A realistic baseline for a busy owner is three to five feed posts a week plus Stories or Status on most days.

For free tools to design, edit and schedule your content, see Chapter 11.

Chapter 10: Write Better Captions

The first line decides whether anyone reads the rest, so write the hook first and the caption second.

The caption structure

1. **Hook:** one line that stops the scroll.
2. **Value or story:** two to four short lines.
3. **Proof or detail:** a price, a result, a number.
4. **Call to action:** one clear next step.

Ten hook formulas

- The result: "From damaged to shiny in two hours."
- The question: "Still paying too much for [thing]?"

- The mistake: "Three mistakes that ruin your [thing]."
- The insider tip: "What we do that most [business type] won't tell you."
- The number: "Five ways to make your [thing] last longer."
- The warning: "Read this before you buy [thing]."
- The story: "A customer walked in with this problem."
- The deadline: "Only four slots left this week."
- The local angle: "[Town], this one is for you."
- The proof: use a real customer comment, with permission.

Calls to action that work

A good call to action is one action, easy to do, with a reason to do it now.

- "Send 'PRICE' on WhatsApp and we will reply with the full list."
- "Book today. We take six clients a day."
- "Tap the link in our bio and tell us which one you want."
- "Tag a friend who needs this."
- "Save this post so you can find it when you need it."

Use one call to action per post. Three options mean none of them get done.

Before and after

Weak caption	Stronger caption
"New stock available. Come and see."	"New sneakers just landed, sizes 38 to 45, from GH¢ 180. Send your size on WhatsApp and we will reserve a pair."
"Our food is the best."	"Hot jollof, grilled chicken and coleslaw, GH¢ 45 a plate, ready by 12. Order now and we deliver to East Legon."
"Book now."	"Braids from GH¢ 150, finished in three hours. Four slots left on Saturday. Message us to book."

The prices are examples. Always post your own real prices. Hiding prices usually costs you messages because people are too shy or too busy to ask.

Hashtags and keywords

Use three to eight specific hashtags, not thirty random ones. Mix your location, your niche and your service. Check that each hashtag is relevant and not spammy. Also use the plain words customers search for, such as "cake delivery Accra," in your captions, bio and video text.

Language and tone

- Keep sentences short.
- Name the price, the place and the next step in every offer.
- Match your brand voice from Chapter 3.
- Never promise what you cannot deliver. A broken promise loses a customer and a review.

Chapter 11: Make Attractive Content on a Small Budget

You do not need a studio. A clean phone lens, good light and a clear idea will take you most of the way.

Start a content bank

Create a folder in Google Drive or on your phone called Content Bank. Every time you finish a job, sell an item or cook a batch, take a photo or a ten-second clip and drop it in. Sort it by pillar. You will never again stare at a blank screen.

Photo tips that cost nothing

- Clean your phone lens before every shoot.
- Shoot near a window. Natural light beats a cheap lamp.
- Use a plain, uncluttered background: a clean wall, a table, a sheet of cloth.
- Get close and show detail. Texture, stitching, steam and finish sell products.
- Keep colours consistent by using the same spot and style each time.
- Include something that shows size, such as a hand or a familiar object.

Video tips

- Hold the phone vertically for Reels, TikTok and Status.

- Film in short clips of three to five seconds and join them. Cutting between clips makes any video look more professional.
- Keep the phone steady. Rest it on a stack of books or a cheap tripod.
- Start with the most interesting moment. Do not begin with a logo.
- Add on-screen text or captions. Many people watch with the sound off.
- Use music that the app provides for business use. Do not use copyrighted music or other people's videos without permission.

Design tips

- Use your saved templates so every post looks like yours.
- Keep text large and short. Put the price and one call to action on the image.
- Use no more than two fonts and three colours.
- Check that the post is readable on a small phone screen.

Content you can make without equipment

- A screenshot of a happy customer message (with permission and with private details hidden).
- A text post answering a common question.
- A price list carousel.
- A before-and-after pair of photos.
- A short voiceover over photos of your products.
- A poll or question in Stories.

Respect other people's work

Use your own photos and videos. If you use stock images, music or templates, check that the licence allows business use. Never copy another brand's designs or captions.

Free or low-cost tools

Job	Tool
Graphics, price lists, carousels	Canva
Phone video editing and captions	CapCut

Job	Tool
Scheduling Facebook and Instagram	Meta Business Suite
Storing your content bank	Google Drive
Planning and tracking	Google Sheets

Chapter 12: Grow Your Audience Organically

Organic growth means attracting people without paying for ads. It is slower than advertising, but it builds trust and costs mainly time.

1. Post consistently

Choose a rhythm you can keep for six months. Four good posts a week for six months beats daily posting for two weeks followed by silence.

2. Be useful and searchable

Answer the questions customers search for. Put the words people use, such as your product, service and town, in your bio, captions and on-screen text.

3. Be active on other pages

Spend five minutes a day leaving real comments on local accounts: customers, nearby businesses, community pages and suppliers. Say something specific. A generic "nice" does nothing.

4. Reply to every comment, early

Reply to comments in the first hour after posting. Ask a question at the end of captions to invite replies, such as "Which colour would you pick?"

5. Collaborate

Partner with businesses that serve the same customers but do not compete with you. Examples:

- A salon and a makeup artist.
- A restaurant and an event decorator.

- A tailor and a fabric seller.

Swap shoutouts, run a joint giveaway or offer each other's customers a small discount.

6. Run safe giveaways

Keep the prize related to your business. Make the rules simple, such as following the account and tagging two friends. Set an end date and announce the winner publicly. Only offer a prize you can afford and will definitely deliver. Check each platform's current rules on promotions first.

7. Share customer content

When customers post about you, thank them, ask permission and share it. It is proof that costs you nothing.

8. Use local communities

Join local business and neighbourhood groups. Answer questions helpfully, share genuine offers where the rules allow, and avoid spamming.

9. Encourage referrals

Ask happy customers to tell friends. A simple reward, such as a discount for both people, makes it more likely.

10. Repurpose your best content

When a post performs well, make it again in a different format: a carousel into a short video, a video into a text tip, a tip into a Story.

What to avoid

- Buying followers. They do not buy, they hurt your reach and they damage trust.
- Posting the same advert repeatedly.
- Joining every trend. Use a trend only when it fits your brand.
- Spamming strangers with unsolicited messages.

Chapter 13: Use Stories, Reels, Short Videos and Live Sessions

Video is often the fastest way to show what you do and earn trust. You do not need to be polished. You need to be clear.

What each format does best

Format	Best for	Tip
Reels, TikToks, Shorts	Reaching new people	Hook in the first two seconds, keep it under 30 seconds
Stories and WhatsApp Status	Daily presence and quick offers	Post several short pieces a day, use polls and countdowns
Carousels	Teaching and price lists	Make the first slide the hook, the last slide the call to action
Live sessions	Launches, Q and A, demonstrations	Announce the time beforehand and prepare your talking points

The four-part short video

1. **Hook (first two seconds):** show the result or ask the question.
2. **Show:** demonstrate the product, process or tip.
3. **Payoff:** show the finished result or the answer.
4. **Call to action:** one clear next step on screen and in the caption.

Ten short-video ideas for any business

1. Before and after.
2. A 15-second time-lapse of your process.
3. Packing an order.
4. Answering a customer question.
5. A myth about your product, busted.
6. Three mistakes customers make.
7. Unboxing a new delivery of stock.
8. A day in your business.
9. A product comparison: which one to pick.

10. A customer reaction or result, with permission.

A simple Stories sequence

1. Show what is happening today.
2. Ask a question or run a poll.
3. Share an offer with a deadline and a countdown.
4. Show proof: a customer message or a finished job.
5. End with how to order.

Post the offer sequence to WhatsApp Status too, since many customers check it.

Going live

Live sessions work best once you have an audience that wants to ask you questions.

- ☐ Choose a purpose: a launch, a demonstration, a question session or a behind-the-scenes tour.
- ☐ Announce the day and time at least a day in advance.
- ☐ Write three to five talking points.
- ☐ Check your internet, battery and lighting.
- ☐ Welcome people by name and answer comments as they appear.
- ☐ End with a clear call to action.
- ☐ Save or reshare the best parts afterwards.

If you are shy on camera

Start with hands, products and text on screen. Add a voiceover when you feel ready.

Many successful pages never show a face. Clear, useful and consistent content matters more.

Keep it safe

Be careful what appears in the background of your videos: addresses, documents, customer messages and private details. Do not film customers without their permission.

Chapter 14: Turn Followers into Paying Customers

Sales usually happen in a private chat. Your job on the feed is to start conversations. Your job in the chat is to finish them.

Close the sale in chat

- Answer the question asked, then give the price and the next step in the same message.
- Say clearly how to pay, such as Mobile Money or cash on delivery, and confirm when payment arrives.
- For services, take a deposit to hold the slot.
- Send a confirmation: item or service, price, time or delivery date, location.
- Use quick replies for common questions, then add a personal line.

Reply within an hour during opening hours. A slow reply often means a lost sale, because the customer has already asked someone else.

Follow up

Many buyers say "let me think about it" and then forget. Send one polite follow-up the next day and another after three days. Add a useful detail, such as an available slot, a restock or a deadline. Then stop. Do not nag.

Build trust early

- Show your location, a real phone number and opening hours.
- Share delivery proof or receipts where appropriate, with customer details hidden.
- Pin your best reviews.
- Be clear about refunds, delays and delivery fees before the customer pays.

Build your own customer list

Save the phone numbers of past customers, with their permission, and use WhatsApp labels to sort them. A WhatsApp broadcast list only reaches people who have saved your number, so ask customers to save it. Send useful updates, not constant promotions: new stock, open slots, a seasonal offer. Past customers are your cheapest source of sales.

Ask for referrals and reviews

After a good experience, ask the customer to tell a friend and to leave a review. Use the templates in Chapter 19.

When to use paid ads

Ads multiply what already works. Start only after three to four weeks of organic posting has shown you which offers and posts people respond to.

Before you spend any money

- ☐ A clear offer with a price and a deadline.
- ☐ WhatsApp Business set up and someone ready to reply within an hour.
- ☐ A post or video that already got good saves, shares or messages without ads.
- ☐ A payment method that works for online ads. Check what is currently accepted by the platform.

A simple first campaign

Setting	Recommendation
Goal	Messages (click to WhatsApp) for most service and retail businesses
Budget	Start small, around GH¢ 10 to 20 per day for five to seven days. Adjust to what you can afford.
Location	Your town or a 3 to 10 km radius around your shop. Avoid targeting all of Ghana unless you deliver nationwide.
Audience	Broad: choose age range and location, then let the platform find buyers
Creative	One 15 to 30 second video, or one clear photo with the price on it
Text	Offer, price, place and one call to action
Test	Two versions of the creative, same budget, same audience

Rules that save money

1. Let a campaign run for at least three days before you change anything.
2. After a week, turn off the weaker version and keep the stronger one.
3. Judge by cost per message and, more importantly, cost per sale, not by likes.
4. Do not boost posts that contain no offer.
5. Reply to ad enquiries quickly. Paid leads go cold fast.
6. Keep claims honest. Misleading images or false promises can get ads rejected and accounts restricted.

A quick profit check

Suppose you spend GH¢ 100 and get ten messages, and two of them buy something worth GH¢ 150 each, with GH¢ 60 profit per sale. You make GH¢ 120 in profit before ad costs. After the GH¢ 100 ad spend you are left with GH¢ 20, plus two customers who may buy again. These numbers are an example. Do this sum with your own prices before you scale.

Chapter 15: Customer Service and Reputation Management

People judge a business by how it treats them in public and in private. Good service can win a customer for life. Poor service can undo months of good content.

The service basics

- Reply to messages and comments promptly during your stated hours.
- State your working hours in your profile and in your away message.
- Be polite, clear and specific. Give the price, the time and the next step.
- Keep your promises. If you will be late, say so before the customer has to ask.
- Keep a record of orders, payments and agreements in writing.

Reviews

- Ask every happy customer for a review right after the service, when they are most pleased.
- Send a direct link to your Google Business Profile or Facebook Page.
- Reply to every review, positive or negative, within a day.
- Never write fake reviews or pay for them. They break platform rules and destroy trust.

Handling a complaint

1. **Listen.** Let the customer finish. Do not interrupt or argue.
2. **Apologise** for their experience, even when you think you were right.
3. **Ask** for the details you need to understand what happened.
4. **Offer a fix:** a repair, a replacement, a refund or a discount, whichever is fair.
5. **Move it to a private chat** if it began in public, and follow up to confirm it was resolved.
6. **Learn.** If the same complaint appears twice, fix the cause.

Answer public complaints calmly. Other customers read how you respond.

Difficult messages

- Rude or abusive: stay polite, set a boundary, and block or report if it continues.
- "Is it cheaper elsewhere?": explain your value, such as quality, delivery or reliability. Do not insult competitors.
- Hagglng: decide in advance how much flexibility you have, and keep prices fair for everyone.

Protect your accounts and customers

- Turn on two-step verification on every account.
- Keep your login email and phone number current.
- Be suspicious of messages claiming your page broke a rule and asking you to log in through a link. These are common scams.
- Never share your passwords. Give helpers admin or partner access instead.
- Do not post customers' private information, addresses or payment details.

Your reputation checklist

- ☐ Replies sent within an hour during opening hours.
- ☐ Reviews requested after every sale.
- ☐ Every review answered.
- ☐ Complaints handled privately and followed up.
- ☐ Prices, delivery times and refund terms clearly stated.
- ☐ Security settings reviewed this month.

Chapter 16: Understand Your Social Media Insights

Insights, also called analytics, show how people interact with your content. Use them to decide what to make more of, not to judge yourself.

The only number that pays you is sales that came from social media. Rank every other number by how closely it leads to a sale.

The numbers worth watching

Metric	What it tells you	Check
Sales from social media	Whether the effort pays. Ask every new customer how they found you.	Weekly
Messages and enquiries	Whether your content creates real interest	Weekly
Link and WhatsApp button clicks	Whether your profile and calls to action work	Weekly
Saves and shares	Whether content is valuable enough to keep or pass on	Weekly
Reach and views	How many people saw it and whether your hooks work	Weekly
Profile visits	Whether posts make people curious about you	Weekly
Follower growth	A slow sign of awareness. The least important number.	Monthly

Metric names and menus differ between platforms and change over time. Look for the equivalent in each app's insights section.

How to read the numbers

- **High reach, few messages:** your hook works, but your offer or call to action does not. Improve the offer and make the next step clearer.
- **Few views, high saves:** the content is useful but few people saw it. Improve the hook and repost it in another format.
- **Many messages, few sales:** look at your replies, your price or your payment steps.

- **Followers rise, sales do not:** you may be attracting the wrong audience. Make content for buyers, not spectators.

A 15-minute weekly review

1. Which three posts got the most saves, shares or messages?
2. Which three got the least?
3. What did the top three have in common: topic, format, hook or time?
4. How many messages came in, and how many became sales?
5. What will you do more of next week, and what will you stop?

Write one sentence of lessons each week. After a month, patterns will appear.

Keep a simple record

Use the tracking sheets in Chapter 20. Record each post's topic, format, reach, saves or shares, messages and sales.

One rule for growth

Find what worked, make more of it, and drop what did not. Learn from your own results rather than copying someone else's numbers.

Chapter 17: Common Mistakes That Hold Small Businesses Back

Most struggling business pages share a few problems. Each one has a simple fix.

Mistake	Fix
Posting only adverts	Mix the five content pillars: educate, demonstrate, build trust, start conversations and promote
No prices anywhere	Post a price list and pin it. Put prices in captions.
Slow replies	Reply within an hour during opening hours. Use quick replies.
Posting daily for two weeks, then vanishing	Choose a pace you can keep for six months, even if it is three posts a week

Mistake	Fix
Being on every platform	Focus on one primary and one supporting platform for 90 days
Blurry photos and dark videos	Clean the lens, use window light and shoot close
No clear call to action	End every post with one next step
Chasing followers and likes	Track enquiries, orders and profit instead
Buying followers	Never. They do not buy, they hurt your reach and they damage trust.
Copying competitors exactly	Learn from them, but show what makes you different
Hiding delivery, payment or refund information	State them clearly before customers have to ask
Ignoring negative comments	Reply calmly and move the conversation to chat
Making promises you cannot keep	Promise only what you can deliver, and say so honestly
Giving up after two weeks	Judge results after six to eight weeks of steady posting
Sharing account passwords	Give helpers admin or partner access instead
Using other people's photos, music or designs without permission	Use your own content, licensed music in the app and properly licensed stock images
Never measuring	Track the numbers in Chapter 20 every week

A quick self-check

How many of these are true for your business right now? Pick the two that cost you the most customers and fix them first, before you create anything new.

Chapter 18: The 30-Day Social Media Growth Challenge

Thirty days, 30 to 60 minutes a day, four themes: set up, show up, build trust, then sell. By Day 30 you will have a complete profile, a content bank, a posting rhythm, reviews, an offer that has run, and real numbers to improve on.

Rules of the challenge

- Do one day's task each day. If you miss a day, do it next and keep going. Do not restart.
- Use your primary platform, your supporting platform and WhatsApp Business.
- Fill in the baseline table from Chapter 2 on Day 1 and the Day 30 column on Day 29.
- End every post with one call to action.
- Use the templates in Chapter 19 for captions, replies and review requests.
- Judge the challenge by enquiries, orders and lessons, not only by followers.

Week 1: Set up (Days 1 to 7)

Day	Task	Time	Done when
1	Baseline and goal. Complete the Chapter 2 baseline table and pick one 30-day goal, such as 20 enquiries a week.	30 min	Baseline filled and goal written down
2	Fix your profiles on your two main platforms: photo, bio formula, business account, WhatsApp link, hours (Chapter 5).	45 min	Both profiles pass the profile checklist
3	Set up WhatsApp Business: profile, catalogue with five items and prices, greeting, away message, three quick replies.	60 min	A friend messages you and gets an instant greeting
4	Build your brand kit in Canva: two colours, two fonts, logo and three templates (price post, testimonial, announcement).	60 min	Three templates saved

Day	Task	Time	Done when
5	Define your ideal customer and your top three offers (Chapter 6). Write who buys, what problem you solve and why people should pick you.	30 min	Customer profile and three offers on paper
6	Plan your content pillars. List five ideas for each of the five pillars (25 ideas) using Chapter 7.	45 min	25 ideas written
7	Shoot day: 20 photos and five short clips of products, process and place. Sort them into your Content Bank by pillar.	60 to 90 min	Content Bank has at least 25 files

Week 2: Show up (Days 8 to 14)

Day	Task	Time	Done when
8	Post your "what we do" introduction and pin it. Add a Story or Status saying what you sell, where you are and how to order.	30 min	Pinned post and one Story live
9	Post your price list as a carousel or single image and pin it. Make sure the same prices are in your WhatsApp catalogue.	45 min	Prices visible on profile and catalogue
10	Post a behind-the-scenes video of your process, 15 to 30 seconds, with on-screen text.	45 min	Video posted with a call to action
11	Post an educational tip: a myth, a mistake or a how-to in your niche. A carousel works well.	45 min	Post live, caption ends with a question
12	Post proof: a testimonial or before and after, with permission. If you have none yet, message three past customers today and ask.	40 min	One proof post live, or three requests sent

Day	Task	Time	Done when
13	Post an offer: a first-time customer deal or bundle, with a deadline and a WhatsApp call to action.	40 min	Offer posted on feed, Story and Status
14	Weekly review (15 minutes): which post did best? Write three lessons. Plan Week 3 and schedule four posts.	45 min	Three lessons written, four posts scheduled

Week 3: Build trust and engage (Days 15 to 21)

Day	Task	Time	Done when
15	Spend 20 minutes following and commenting on 20 local accounts: customers, neighbours, suppliers, community pages. Post a "meet the business" Story (faceless is fine: hands, workspace, process).	40 min	20 real comments left, Story posted
16	Ask five recent customers for a review using the template in Chapter 19. Send them a direct link.	30 min	Five requests sent
17	Create or update your Google Business Profile: category, hours, phone, photos and description.	45 min	Profile complete and submitted for verification if needed
18	Collect five questions customers ask most. Answer them in a short video or carousel (an FAQ post).	60 min	FAQ post live
19	Run a poll or question sticker in Stories, such as "Which style or dish should we feature next?" Reply to every response.	30 min	Poll posted and all replies answered
20	Collaboration outreach: message one complementary local business to propose a shoutout swap or a joint giveaway.	30 min	Message sent

Day	Task	Time	Done when
21	Weekly review. Take your best post and remake it in a new format. Schedule next week.	60 min	New version posted, next week scheduled

Week 4: Sell and scale (Days 22 to 30)

Day	Task	Time	Done when
22	Post a "how to order" guide: steps, payment method, delivery or booking details. Pin it and add it to your WhatsApp quick replies.	40 min	Pinned and saved as a quick reply
23	Share a customer story: the problem, what you did, the result and a quote, with permission.	45 min	Story post live
24	Launch a 48-hour offer. Announce it on feed, Stories, Status and in your WhatsApp groups. Add a countdown.	60 min	Offer live on all your platforms
25	Follow up with everyone who asked a price but did not buy, using the follow-up template. One polite message each.	30 min	All follow-ups sent
26	Final-day push: post "last chance" and show proof of demand, such as slots taken or items sold. Reply to every enquiry within the hour.	40 min	Post live, all messages answered within the hour
27	Optional: boost your best-performing post for three to five days with a small budget, aimed at messages (Chapter 14).	30 min	Campaign running, or a decision made to wait
28	Create a referral offer: "Bring a friend and you both get [reward]." Announce it and tell ten past customers directly.	45 min	Referral post live, ten customers told

Day	Task	Time	Done when
29	Month review. Fill the Day 30 column of the Chapter 2 baseline table. List your top five posts, what to repeat and what to stop.	60 min	Baseline table complete, three decisions written
30	Plan Month 2: choose a new goal, build a four-week calendar and commit to a posting rhythm. Post a thank-you to customers.	60 min	Calendar for the next four weeks complete

After Day 30

- Keep your weekly rhythm: plan, shoot, edit, schedule, review.
- Repeat the content that worked and retire what did not.
- Run one offer a month and one collaboration a quarter.
- Raise your ad budget only when you know your cost per sale.
- Repeat the challenge with a harder goal. A good Month 2 goal is to double Month 1 enquiries.

Chapter 19: Copy-and-Use Templates

Replace the words in square brackets with your own details and keep your own voice.

Captions

Offer

```
[Hook: result or deadline]
[What you offer in one line]
Price: GH¢ [price]
Where: [location or delivery area]
[Only X slots or items left / Offer ends day, time]
Send "[keyword]" on WhatsApp to order: [link]
```

Proof

[Customer first name, with permission] came to us with [problem].
We [what you did] and this is the result.
"[One-line quote from the customer]"
Want the same? Message us to book or order: [link]

Educational tip

[Number] mistakes that [bad outcome] your [thing]
1. [Mistake and fix]
2. [Mistake and fix]
3. [Mistake and fix]
Save this post so you can find it later. Questions? Ask in the comments.

Behind the scenes

Ever wondered how we [process]? Here is a look.
[One or two lines about why you do it this way]
Want to order? Message us: [link]

Community question

Quick question: which would you pick, [option A] or [option B]? Tell us in the comments and we will feature the winner this week.

Messages and replies

First reply to a price enquiry

Hello [name], thank you for contacting [business]. [Item or service] is GH¢ [price] and takes [time or delivery time]. We are at [location] and open [hours]. Would you like me to reserve [slot or item] for you?

Follow-up the next day

Hello [name], just checking in about [item or service]. We still have [slot or stock] for [day]. Let me know if you would like me to hold it for you.

Second follow-up after three days

Hello [name], a quick reminder that [offer or slot] ends [day]. If now isn't a good time, no problem. Message us whenever you are ready.

Booking or order confirmation

Order confirmed. Item or service: [item]. Date and time: [date, time]. Place or delivery address: [address]. Price: GH¢ [price]. Deposit received: GH¢ [amount]. Please message us if anything changes.

Review request (send the same day)

Hello [name], thank you for choosing [business]. We would love your feedback. It takes 30 seconds and helps other people find us: [review link]. If anything was not perfect, tell me here and we will fix it.

Reply to a complaint

Hello [name], thank you for telling us, and I am sorry about this. I want to make it right. Please message me on [WhatsApp number] with the details and I will sort it out today.

Permission to share a customer's result

Hello [name], we are so happy with how this turned out. May we share your photo or comment on our page? We will not post your phone number or other private details.

Collaboration proposal to another business

Hello [name], I admire what you do at [business]. Our customers are similar but we do not compete. Would you like to try a shoutout swap or a small joint giveaway this month? I am happy to share ideas.

WhatsApp greeting and away message

Greeting: Hello and welcome to [business]. Tell us what you need and we will reply shortly. Prices and catalogue are available here.
Away: Thank you for your message. We are closed now and open [hours]. We will reply as soon as we are back.

Chapter 20: Your Weekly and Monthly Tracking Sheets

Copy these tables into Google Sheets or a notebook. Fill them in on the same day each week. Five minutes of tracking each week shows you what to repeat.

Weekly tracking sheet

One column per week. Use the same measures every week so you can compare.

Measure	Week 1	Week 2	Week 3	Week 4
Posts published				
Stories or Status posted				
Total reach or views				
Saves and shares				
Profile visits				
Enquiries received				
Orders completed				
Revenue from social media (GH¢)				
Reviews received				
Top post this week				
One lesson				

Post log

Add one row for every feed post or video.

Date	Platform	Format	Content pillar	Hook or topic	Reach or views	Saves and shares	Enquiries	Orders

Monthly summary

Measure	Last month	This month	Change
Followers on primary platform			
Followers on supporting platform			

Measure	Last month	This month	Change
Enquiries			
Orders completed			
Revenue from social media (GH¢)			
Ad spend (GH¢)			
Reviews collected			
Best three posts			
Weakest three posts			

Monthly review questions

1. Did I reach my goal? If not, what stopped me?
2. Which pillar and format produced the most enquiries?
3. What did customers ask about most?
4. Which offer sold best, and did it leave a profit?
5. What will I do more of, less of or stop next month?
6. What is my goal for the next month?

Content calendar

Plan four weeks at a time.

Day	Week 1	Week 2	Week 3	Week 4
Monday				
Tuesday				
Wednesday				
Thursday				
Friday				
Saturday				
Sunday				

Chapter 21: Your 90-Day Growth Roadmap

The 30-day challenge builds the habit. The next two months turn the habit into a system. Move to the next phase only when you have passed the checkpoint, not simply because the date arrived.

Phase	Days	Focus	Key actions	Checkpoint before moving on
1. Build	1 to 30	Foundation and consistency	Complete the 30-day challenge: profiles, WhatsApp Business, brand kit, content bank, four posts a week, first offer, first reviews	Baseline and Day 30 numbers recorded, at least five reviews requested, a weekly rhythm in place
2. Optimise	31 to 60	Learn what works	Double down on your top-performing posts and formats, drop the weakest, test two new hooks a week, run one offer, start one collaboration, improve your replies and follow-ups	You know your top three content types, enquiries are up on Month 1, and you can say what stopped people from buying

Phase	Days	Focus	Key actions	Checkpoint before moving on
3. Scale	61 to 90	Grow what works	Increase frequency only if you can keep quality, run a small ad test on your best offer, build a customer list and referral offer, systemise with templates, consider a helper	You know your cost per enquiry and cost per sale, you have a repeatable weekly routine, and you have a Month 4 goal

Month 2 weekly rhythm

- **Week 5:** review Month 1, choose a new goal and rebuild the calendar around your top three post types.
- **Week 6:** test two new hooks and one new format. Record results in the post log.
- **Week 7:** run a one-week offer and a collaboration. Track enquiries by source.
- **Week 8:** review, retire the weakest content type, and plan Month 3.

Month 3 weekly rhythm

- **Week 9:** set an ad budget you can afford to lose, choose your best offer and run a small test (Chapter 14).
- **Week 10:** read the results, switch off the weaker ad and keep the stronger one.
- **Week 11:** launch a referral offer and message past customers.
- **Week 12:** compare Day 1, Day 30 and Day 90. Write what worked, what did not and what you will do next.

Day 90 review

Compare your baseline from Chapter 2 with your numbers now. Write down:

1. The three changes that brought the most enquiries.
2. The three things you will stop doing.
3. Your goal for the next 90 days.
4. One system you will build, such as a content calendar, a quick reply set or a referral routine.

Progress is rarely a straight line. If one month is weaker, check your consistency, your offer and your replies before you change everything.

Chapter 22: Final Checklist

Use this list at the end of the challenge and again every quarter. Tick what you have done and fix what is missing.

Foundation

- ☐ I wrote down who I serve, what I sell and the problem I solve.
- ☐ I chose one clear goal and recorded my baseline numbers.
- ☐ My brand colours, fonts, logo and voice are consistent.
- ☐ I have chosen one primary and one supporting platform.

Profiles

- ☐ My profile name, photo and bio are clear and accurate.
- ☐ My contact details and WhatsApp link work.
- ☐ My WhatsApp Business profile, catalogue, greeting and quick replies are set up.
- ☐ My Google Business Profile is complete (if I have a location or service area).
- ☐ My pinned posts explain what I do, my prices and how to order.

Content

- ☐ I use all five content pillars.
- ☐ I have a content bank and a weekly plan.
- ☐ Every post has one clear call to action.
- ☐ My captions start with a hook and include real prices and details.
- ☐ I use short videos, Stories or Status regularly.

Customers

- ☐ I reply to messages within an hour in opening hours.
- ☐ I follow up politely with people who did not buy.
- ☐ I ask every happy customer for a review and a referral.
- ☐ I answer every review and handle complaints privately and calmly.

- ☐ I keep a customer list with permission.

Growth and measurement

- ☐ I do my 20-minute daily engagement block.
- ☐ I review my numbers weekly and my results monthly.
- ☐ I know which three posts worked best and why.
- ☐ I run one offer a month and one collaboration a quarter.
- ☐ I only use paid ads on an offer that already works, with a budget I can afford.

Safety and honesty

- ☐ Two-step verification is on for every account.
- ☐ I share no passwords and I give helpers admin access instead.
- ☐ I use my own or properly licensed photos, music and designs.
- ☐ I have permission before posting any customer's photo, name or message.
- ☐ My claims, prices and promises are honest and I can deliver them.

A closing thought

Social media rewards businesses that are useful, consistent and easy to buy from. You do not need to be perfect. Start with one clear offer, one helpful post and one fast reply, then repeat them every week.

Bonus: Manage Social Media for Other Businesses

If you want to run pages for other businesses, sell a monthly result you control, such as posts, replies and reports, and prove it with numbers every month.

Three packages to start with

The prices below are starting points to test, not market facts. Adjust them to what businesses around you can pay, and raise them as your portfolio grows.

Package	What the client gets	Starting price per month
Starter	Eight designed posts or flyers, posted on two platforms, WhatsApp Business setup, one monthly report	GH¢ 300 to 500
Growth	Twelve posts including four short videos, regular Stories or Status, reply templates, review requests, one offer campaign, weekly check-in	GH¢ 600 to 1,000
Pro	Everything in Growth plus ad management (ad budget paid separately), Google Business Profile upkeep and a monthly strategy call	GH¢ 1,200 and above

Price your first clients to learn, not to lose

While you build a portfolio, offer a short, low-priced pilot of two to four weeks to three businesses. In return, ask for a testimonial, permission to use their results and a referral. Then move them to a monthly package.

Onboarding checklist for a new client

- ☐ Agree on the goal in writing: enquiries, bookings or sales per month.
- ☐ Collect the logo, photos, price list, WhatsApp number, location and opening hours.
- ☐ Get access through admin or partner roles. Never ask for passwords, and never share yours.
- ☐ Set up or fix their profiles using Chapter 5.
- ☐ Agree on how many posts, which days and how quickly the client must approve content.
- ☐ Agree on payment: amount, date and method. Many freelancers ask for payment before the month starts.
- ☐ Record their baseline numbers so you can show the change later.

What to put in a simple agreement

- What is included, and what counts as extra.
- The number of posts and revisions per month.

- The client's duties: sending photos, approving content on time and replying to customers.
- Payment terms and what happens if payment is late.
- Who owns the content and accounts (the client).
- How either side can end the arrangement.

The one-page monthly report

1. The goal and whether you hit it.
2. Posts published and the top three, with the numbers.
3. Enquiries and sales that came from social media.
4. What worked and what did not.
5. Next month's plan and one new offer idea.

How to find your first clients

- Walk into salons, restaurants and shops near you. Show one improved post or a before-and-after of their page, and offer a short pilot.
- Post your own case studies: the problem, what you did and the numbers.
- Ask every client for one referral and one testimonial.
- Message businesses whose pages are active but messy: no prices, no pinned posts, no WhatsApp link.
- Join local business groups and answer questions helpfully instead of advertising.

How to grow your income

- Raise prices when your calendar is nearly full.
- Upsell short promo videos, logo and branding, WhatsApp catalogue setup and ad management.
- Specialise in one type of business, such as salons, restaurants or fashion. A niche lets you reuse templates and charge more.
- Train a helper for posting and scheduling so you can focus on strategy and sales.

Protect yourself

- Keep payments and agreements in writing.
- Never promise a number of sales. Promise work you control: posts, replies and reports.

- Credit stock images and music properly, and avoid copying other brands' designs.