

Post with a Plan

A practical 30-day social media guide for Nigerian small business owners

OBUSKKO

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SAMPLE

Introduction

You have orders to fulfil, suppliers to chase and customers asking whether delivery is available outside your area. Then you remember: you have not posted anything this week.

You open Instagram, choose a photo and type, “Available. Please patronise us.” Perhaps a few people like it. Someone asks for the price. Then business gets busy again, and posting slips off your list.

If this sounds familiar, this book is for you.

Post with a Plan is for small business owners in Nigeria who use Instagram, Facebook or TikTok but do not yet have a reliable way to decide what to post, when to post it or how to tell whether it brings useful enquiries. You do not need marketing experience, expensive equipment or a large following to begin.

You need a clear offer, a realistic amount of time and a simple plan you can use while running your business.

From being visible to being useful

Posting to stay visible often starts with one question: “What can I put up today?”

Posting with a purpose starts with a different question: “What does a potential customer need to understand, trust or do next?”

Imagine a food vendor sharing a photograph of lunch. The photograph shows that food is available. But a customer may still need to know what is on the menu, which areas the vendor serves, when orders close and how to place an order.

A purposeful post helps answer those questions. It gives the right person a reason to pay attention and a clear next step.

That does not mean every post should ask for a sale. A sizing explanation can help someone choose clothing. A preparation video can show how a food order is handled. A service walkthrough can clarify what a customer will receive.

Some posts will prompt enquiries. Others may answer questions or help someone feel more comfortable contacting you later. Some will attract little response. No plan can make every post produce a sale, but a plan can help you make deliberate choices and learn from what happens.

A month you can manage—not a daily posting challenge

This is a calendar-first handbook. Instead of collecting endless ideas and hoping to use them, you will arrange useful ideas around your actual business month.

You will consider stock arrivals, preparation time, appointment availability, ordering deadlines and days when you are unlikely to have energy for content.

A 30-day plan does **not** require 30 posts.

Your calendar might contain two or three main posts a week,

a short preparation session and set times to reply to messages. It should also leave room for rest, unexpected work and genuine business updates.

The aim is not to fill every empty square. It is to know what matters, prepare what you can and stop starting from scratch whenever you open an app.

You will also choose one main platform and, only if it is manageable, a second platform with a clear supporting role. Being organised on one suitable platform is a more useful starting point than struggling to maintain three.

Meet the businesses we will follow

Throughout the book, three fictional businesses will show how the same planning approach works in different situations:

- **Bisi's Kitchen, a food vendor in Ibadan:** Bisi prepares weekday lunches and takes small catering orders. Her content needs to explain menus, delivery arrangements and booking requirements.
- **Nneka Styles, a fashion seller in Lagos:** Nneka sells ready-to-wear clothing. Her customers ask about fit, fabric, available sizes and delivery before deciding.
- **ClearDesk Support, a service business in Abuja:** Tunde helps small businesses organise invoices and customer records. He needs to explain his process, what the service includes and how to request a discussion.

Their worked examples are illustrations, not promises of results. Use them to understand the decisions, then adapt those decisions to your own customers, capacity and market.

What you will have by the end

As you work through the book, you will build:

- A clear focus for the month: your customer, offer and desired customer action.
- A small set of repeatable content themes.
- A manageable 30-day content calendar.
- Usable captions with clear, relevant calls to action.
- A practical routine for creating posts and answering enquiries.
- A simple enquiry-tracking system to help you identify what prompted customer interest.

You will also learn how to assess an optional micro-influencer collaboration without treating exposure as a guarantee of orders.

How to get the most from this book

Keep a notebook or simple spreadsheet beside you. Choose one offer to plan around first, rather than trying to promote everything at once.

Complete the worksheets using real customer questions, current availability and the time you actually have. Draft your first week before trying to perfect the whole month.

Then publish, respond and record what you learn. If you miss a posting day, adjust the calendar and continue. You are building a repeatable business habit—not trying to maintain a perfect posting streak.

SAMPLE

Chapter 1: Choose Where to Show Up and Why

You do not need to be everywhere to market your business well. You need to be somewhere your customers use, with an offer they understand and a clear way to contact you.

Posting on Instagram, Facebook and TikTok can look productive. But if maintaining three accounts leaves you too tired to answer enquiries, check stock or fulfil orders, the arrangement is not helping your business.

Start with a smaller decision: **Where can I consistently reach suitable customers and help them take the next step?**

In this section, you will define what you want to promote, choose a purpose for the month and select one main platform. You will also check that someone discovering your business can find out what you sell and how to enquire.

Start with one clear offer

Your business may sell several things. Your social media plan does not have to promote all of them equally this month.

A main offer is the product or service you want your content to focus on. Choose something you can currently supply, explain clearly and deliver reliably.

Compare these descriptions:

- **Too broad:** “We sell food.”
- **Clearer:** “We prepare lunch packs for small office meetings in Abuja.”
- **Too broad:** “We sell female clothes.”
- **Clearer:** “We sell ready-to-wear office dresses in Lagos, with garment measurements available before ordering.”
- **Too broad:** “We do graphics.”
- **Clearer:** “We design promotional flyers for small businesses that need to advertise an event or offer.”

The clearer descriptions give you something useful to post about. They also help customers decide whether to ask for more information.

Meet our three example businesses

Throughout this guide, we will use three fictional businesses:

Business	Main offer for the month	Customer it wants to reach
Bisi’s Kitchen, Abuja	Lunch packs for small office meetings	Office administrators and business owners arranging team meals
Ada’s Wardrobe, Lagos	Ready-to-wear office dresses	Customers looking for workwear who need clear fit information
Tunde Design Studio, Ibadan	Promotional flyer design, delivered digitally	Small business owners preparing an event or promotion

Notice that the customer descriptions go beyond “everybody” or “people who can pay”.

A useful customer description identifies a situation: someone organising lunch, choosing workwear or preparing a promotion. That situation gives your content direction.

List what customers need before buying

A customer may like your post and still have unanswered questions. Your job is to make the important answers easy to find.

You do not have to put every detail into every post. However, you should know which information belongs in your profile, which needs a dedicated post and which you can confirm during an enquiry.

For our example businesses, the questions might include:

Bisi's Kitchen

- What meals are available?
- What does each lunch pack contain?
- What is the current price?
- Is there a minimum order?
- Which areas can receive delivery?
- How much notice is needed?
- How are dietary requests handled?

Ada's Wardrobe

- Which colours and sizes are available?
- What are the garment measurements?
- What does the fabric look like in natural light?

- What is the price?
- Where can orders be delivered?
- What are the exchange conditions?

Tunde Design Studio

- What does the design service include?
- What must the customer provide?
- What is the turnaround time?
- How are fees quoted?
- How many revisions are included?
- Which file formats will the customer receive?

If the same question keeps appearing in your messages, treat it as a clue. That information may need to be clearer in your content.

Before promoting an offer, confirm the details yourself. Attractive posts cannot compensate for uncertainty about availability, delivery arrangements or what a service includes.

Give the month one main purpose

“Get more engagement” is not a clear enough business purpose. Engagement can mean anything from a passing like to a serious question about an order.

Choose the main customer action you want your content to encourage this month.

For example:

- **Bisi's Kitchen:** Generate enquiries about lunch packs for office meetings.
- **Ada's Wardrobe:** Attract order enquiries for available office dresses.
- **Tunde Design Studio:** Start conversations with business owners who need promotional flyers.

You can still publish helpful tips, show your process and answer questions. Those posts support the main purpose rather than competing with it.

Keep the purpose within your capacity. If you have limited stock, promote what is available rather than attracting requests you cannot fulfil. If your service diary is nearly full, explain your next available booking period.

Your purpose guides your activity; it does not guarantee a result. Customers may need time, more information or several encounters with your business before enquiring.

Compare the platforms through your customers' habits

There is no single best platform for every Nigerian small business. Your choice depends on where suitable customers spend time, what they do there and what you can realistically produce.

Platform	What it can suit	What to consider
Instagram	Product photos, visual portfolios, short demonstrations, Stories and direct-message conversations	Can you produce clear images or short videos? Do prospective customers already discover or contact you here?
Facebook	Business Pages, detailed posts, videos and relevant community or interest groups	Are your customers active in particular groups or on Pages? Do group rules allow business posts?
TikTok	Demonstrations, spoken explanations, processes and short visual stories	Can you regularly record and edit useful videos? Can viewers quickly understand your offer and find your enquiry route?

These are starting points, not rigid rules. A food vendor can explain an ordering process on TikTok. A designer can show work on Facebook. A fashion seller can answer fit questions on Instagram.

Do not choose only because another business appears successful there. You cannot see all the work, existing relationships or advertising behind its account.

Look for evidence you already have

Before opening another account, check:

1. Where have previous customers contacted you?
2. Which platform do they mention using?
3. Where do people ask relevant buying questions—not just

leave compliments?

4. Which account can you manage without neglecting the business?

Ask a few current customers: “Where would you usually look for a business like mine?” Their answers are useful clues, although a small group will not represent every potential customer.

Count the work, not just the account

An account may cost nothing to open, but maintaining it uses time, data, storage and attention.

Consider your available tools and skills:

- Can your phone record clear video?
- Do you have suitable light and a quiet place for spoken clips?
- Can you upload video reliably?
- Are you more comfortable writing explanations, taking photographs or demonstrating something?
- When can you check and answer messages?

You do not have to appear on camera to make useful videos. Hands preparing an order, garment close-ups or a screen recording of a design process may communicate enough. However, recording and editing still require time.

Choose a platform you can support with useful content—not one that demands a production routine you cannot maintain.

Choose one main platform

Your main platform gets your first attention: preparing posts, checking information and responding to enquiries.

For example:

- Bisi chooses **Facebook** because existing customers interact with her Page and she participates in relevant local groups that permit business posts.
- Ada chooses **Instagram** because she already receives clothing questions there and can photograph available stock.
- Tunde chooses **TikTok** because he is comfortable recording short design explanations and prospective customers have asked about his work there.

These choices follow evidence and working habits, not a rule about which platform belongs to which industry.

Add a second platform only if it has a job

A second platform should have a clear supporting role.

Ada might use Facebook to share selected stock updates with an existing customer audience while keeping Instagram as her main account. She does not need a separate daily content schedule for both.

Before adding a second platform, answer:

- Who will it help me reach?
- What will I publish there?

- When will I check its messages?
- Can I adapt existing material without doubling the workload?

If the answers are unclear, stay with one. An accurate, responsive account is more useful than several neglected ones.

Make the route to enquiry obvious

Imagine someone sees one post, opens your profile and knows nothing about your business.

Can they quickly answer these questions?

1. What do you sell?
2. Where do you operate or deliver?
3. How do I enquire?

A useful profile description for Bisi could be:

Lunch packs for office meetings in Abuja. Delivery availability depends on location and date. Send a WhatsApp message with your meeting date, delivery area and number of packs.

For Tunde:

Promotional flyer design for small businesses. Based in Ibadan; working remotely with clients elsewhere. DM your promotion details and required completion date to

request a quote.

Use the contact options available on your account, whether that is a direct message, contact button or WhatsApp link. Features can differ by account type and change over time.

Test the route from another phone if possible. Check that the link opens the correct conversation, the number is current and any automatic reply is accurate.

Then follow the whole journey:

Post → profile → contact route → useful enquiry → clear reply.

Tell customers what to send first. “Message us” is less helpful than “Send the dress name, preferred size and delivery location.”

Exercise

Complete this worksheet in a notebook or document before planning your posts.

1. Define your focus

Write down:

- The main offer you can reliably supply this month.
- The customer situation it serves.
- Five questions that customer needs answered before buying.
- The one customer action your content should encourage.

2. Choose your platform

For each platform you are considering, record:

Decision question	Your notes
What evidence suggests my customers use it?	Record customer comments, past enquiries or other observations.
Which useful formats can I produce?	Choose photographs, written posts, demonstrations or spoken videos.
What time, data and skills will it require?	Describe what you can realistically manage.
Will it be my main platform, a supporting platform or not used this month?	Give the platform a clear role.

Choose one main platform. Add a second only if you can explain its supporting job.

3. Test your enquiry route

Check your profile description, location, contact details and links. Send a test enquiry and confirm that it reaches the right place.

Finally, write one sentence naming your customer, offer and desired action. Bisi's completed version is:

"This month, I will use Facebook to help office administrators in Abuja enquire about meeting lunch packs by sending their meeting date, delivery area and number of packs through WhatsApp."