

# Get Found, Get Contacted

A beginner's guide to building an online shopfront for your Nigerian small business.

**OBUSKKO**

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# Contents

|                                                                         |           |
|-------------------------------------------------------------------------|-----------|
| <b>Welcome to the course .....</b>                                      | <b>4</b>  |
| <b>Build Your Online Shopfront .....</b>                                | <b>7</b>  |
| <i><b>Lesson 1: Choose Your Customer and Contact Route</b></i><br>..... | 7         |
| <b>Answer key .....</b>                                                 | <b>19</b> |

# Welcome to the course

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Welcome to **Get Found, Get Contacted**. If you run a small business in Nigeria and want customers to find you online, you are in the right place.

Perhaps you sell food, make clothes, repair appliances or offer professional services. You know you should be online, but choosing where to start—and what deserves your limited budget—can feel confusing.

You do not need to be a marketing expert. We will take this step by step.

**By the end of this welcome lesson, you will be able to explain your online shopfront and prepare one business to work on throughout the course.**

## What is your online shopfront?

Think about a physical shop. Customers need to find it, understand what it sells and know how to buy or ask questions.

Your online shopfront does the same job. It is a clear place where someone can find your business, understand your offer and contact you. It does not have to be a website.

For example, imagine you run a tailoring business in Ibadan. A potential customer sees photographs of your work on social media, checks your service area and follows your

WhatsApp contact link to ask about an outfit. Each step helps them move from finding you to contacting you.

## Your course journey

The course has four modules:

1. **Build your foundations:** Prepare your business information and explore Google Business Profile, including whether your business is eligible.
2. **Make contact easy:** Set up your social media basics and use WhatsApp for customer enquiries.
3. **Plan content and your first advert:** Create a manageable content plan and prepare a small advert with a fixed spending limit.
4. **Measure and improve:** Track enquiries and review which activities bring customer interest.

You need no paid tools or advertising spend to begin. You can complete the advertising exercise without publishing an advert or spending money.

## Get ready to practise

Choose **one business** to work on throughout the course. Gather its name, offer, opening hours, contact details and location or service area. Have some clear photographs ready, along with your smartphone and access to your business email.

Most lessons take about 12 minutes. Pause when you need to

practise. Every lesson ends with a practical task and a short understanding-check quiz. A final assessment brings your learning together.

**Your task:** Choose your business and gather your starter materials.

## Understanding check

What is the main purpose of your online shopfront?

- A. To post new content every day
- B. To help people find, understand and contact your business
- C. To sell without answering customer questions
- D. To advertise on every available platform

**Correct answer: B.** Your online shopfront makes your business easier to discover, understand and contact.

## **BUILD YOUR ONLINE SHOPFRONT**

# **Lesson 1: Choose Your Customer and Contact Route**

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By the end of this lesson, you will be able to describe one priority customer, choose one main social platform, and map a simple route from discovering your business to contacting you.

You do not need to open accounts or pay for advertising today. You need a notebook, your knowledge of your business, and a few clear decisions.

### **Start with one customer, not everybody**

When someone asks who your business serves, it is tempting to say, “Everybody who needs what I sell.” But that answer makes online marketing harder. You cannot easily decide what to say, where to appear, or which enquiries you can actually handle.

A priority customer is the customer you will focus on first. Choosing one does not mean refusing everyone else. It gives your online shopfront a clear starting point.

Describe this customer using three details: where they are, what they need to buy, and where you can realistically serve them.

For example, “People in Abuja who need tailoring” is a start,

but it is still broad. Someone ordering wedding outfits has a different need from someone whose work trousers no longer fit.

The clearer the need, the easier it becomes to help the right person recognise your business.

## **Define your realistic service area**

Your customer's location and your service area are related, but they are not quite the same.

The customer's location tells you where the person is. Your service area describes where you can reliably fulfil their order or provide your service.

If you sell cakes, you might receive enquiries from across Lagos but only deliver reliably within a smaller area. If you repair appliances, transport time may limit the neighbourhoods you can visit. If customers bring items to your shop, think about how far they are realistically willing to travel.

Do not describe your business as serving all of Nigeria simply because the internet can reach all of Nigeria.

Ask yourself: "Can I serve this customer properly with my current time, transport and working arrangements?"

A smaller, honest service area is more useful than a large promise you cannot consistently keep.

## Write a useful customer description

Use this simple sentence structure: “My priority customer is a person in this location who needs this particular product or service, and whom I can serve through this arrangement.”

Here is an example: “My priority customer is an adult living or working around Wuse, Abuja, who needs everyday clothing alterations and can bring the clothing to my workshop.”

Notice what this description leaves out. It does not guess the customer's favourite music or invent a detailed personal history. Those details are not necessary for this decision.

It tells us where the customer is, what they need, and how the business can serve them.

Pause here and try your own sentence. If your business has several customer groups, choose one you already understand and can serve reliably. You can review that choice later.

## Understand search-led discovery

Now imagine your customer needs help. How might they find you?

One possibility is search-led discovery. The customer already recognises a need and actively looks for a business that can meet it.

They might search Google for “clothing alterations Wuse” or “tailor near me”. They may see results in Google Search or Maps and compare businesses using details such as location,

opening hours, services and reviews.

Your job is to make it easy for that person to recognise whether your business fits their need and how to contact you.

Google Business Profile can support this kind of discovery for eligible businesses. In the next lesson, you will check eligibility and learn how to prepare accurate details.

For now, remember the main idea: the customer's need often comes before the search. They are looking for an answer, not simply passing time online.

## **Understand social discovery**

On Facebook or Instagram, the starting point can be different.

Someone might notice your work while scrolling, see a post shared by a friend, or encounter your business through a local community. They may not have been actively looking for your service at that moment.

A clear example of your work can help them recognise a need or remember you for later. Your profile then needs to explain what you offer, where you operate and how to contact you.

These are patterns, not strict rules. People also search on Facebook and Instagram, and a Google result does not guarantee that someone is ready to buy.

The useful distinction is this: search often helps you meet an existing need, while social content can help people notice, understand and remember your business.

Neither route guarantees an enquiry. Both need a clear next step.

## **Choose one main social platform**

You do not need to give equal attention to Facebook, Instagram and every other platform.

Choose one main social platform using three questions.

First, where do your likely customers already look at businesses or ask for recommendations? Use actual customer conversations where possible, rather than assumptions about age or income.

Second, can you show your offer clearly there? Think about whether you can explain your service and provide useful photographs with the resources you have.

Third, can you maintain the profile and respond consistently? A platform you can manage is more useful than several neglected accounts.

If you are unsure, ask a few existing or likely customers where they would look for a business like yours. Treat their answers as a starting point, not proof that everyone behaves the same way.

Choose one platform for now. This is a practical focus, not a

permanent commitment.

## **Choose one main contact action**

Discovery is only the beginning. Once someone is interested, what exactly should they do?

Choose one main contact action, such as calling your business number or sending a WhatsApp message.

Make the choice fit both the customer's need and your ability to respond. Calls may suit a service where customers want a quick conversation, provided you can answer during your stated hours. WhatsApp may suit enquiries where customers need to send a photograph or describe an item, provided you check messages reliably.

Avoid presenting five equally important instructions: “Call, email, message us here, message us there, or complete this form.” That can leave a beginner's shopfront feeling confusing.

You can have other contact options, but one should be the clear default. Wherever someone discovers you, they should understand the next action without having to guess.

## **Follow an Abuja tailor's route**

Let us bring these decisions together with a fictional example.

A tailor runs a workshop in Wuse, Abuja. The tailor wants to focus first on adults nearby who need everyday clothing

alterations, such as adjusting a waistband or shortening trousers.

Customers must bring their clothing to the workshop. The tailor is not offering home collection or nationwide service.

The priority customer description is therefore: “Adults living or working around Wuse who need everyday clothing alterations and can bring their items to the workshop.”

Because this need can lead people to search for nearby help, Google is a sensible discovery route to investigate. The tailor will check Google Business Profile eligibility in the next lesson rather than assuming a listing is automatically available.

Suppose recent customer conversations also suggest that Facebook is where those customers look for local recommendations. The tailor chooses Facebook as the main social platform instead of trying to maintain Facebook and Instagram equally.

The tailor can answer business calls during workshop hours, so the main contact action is a phone call.

## **Make the next step specific**

Here is the tailor's planned search route: a customer searches Google for alterations in Wuse, finds the business details, checks that alterations are offered nearby, and calls the business number.

The supporting social route is: a customer discovers the

Facebook page, checks the service and location, and calls the same number.

Different discovery points lead to one clear contact action.

The invitation could be: “Need clothing alterations in Wuse? Call during our opening hours to discuss the item and arrange when to bring it in.”

That instruction does not promise an immediate repair or confirm a job before the tailor has assessed it. It simply helps the customer begin a useful enquiry.

If a call button is available, it should lead to the correct number. Otherwise, the number and instruction must be easy to find. You will work on the actual profile details in later lessons.

## **Check your route before building it**

You can now draw your own route using arrows: discovery, business information, contact action.

Read it as though you are the customer. Can you tell whether the business serves your location? Can you recognise the product or service you need? Is the next action obvious? Can the business realistically respond?

If any answer is no, simplify the route before adding another platform.

Your practical takeaway is straightforward: focus first on one priority customer, one main social platform and one clear

contact action, with Google considered where it fits the need and eligibility.

You are not trying to be everywhere. You are making it easier for a suitable customer to find you, understand your offer and start a conversation.

## Exercise

### Map your first discover-to-contact route

Use a notebook or a note on your phone. You do not need to create an account or spend money.

1. **Describe one priority customer.** Write one or two sentences covering their location, their specific buying need, and how you can realistically serve them. State any important boundary, such as customer drop-off only or delivery within a limited area.
2. **Choose your likely discovery route.** Would this customer actively search Google for your offer, discover it through Facebook or Instagram, or potentially do both? Give one reason based on what you know. If you are unsure, write down a question to ask an existing or likely customer.
3. **Choose one main social platform.** Select Facebook or Instagram and explain why it fits your customers and your ability to maintain it. Do not choose both as your main platform.
4. **Choose one main contact action.** Decide whether the

customer should call or send a WhatsApp message. Explain when and how you can respond reliably.

5. **Draw your route.** Use arrows to connect the discovery point, the information the customer needs to check, and the contact action. If you include both Google and social discovery, make both routes lead to the same main contact action. Treat Google Business Profile as a proposed route until you check eligibility in the next lesson.
6. **Write your invitation.** Create one sentence telling the customer what to do next, without promising availability or a result you have not confirmed.

**Example:** Adults around Wuse needing everyday clothing alterations, with workshop drop-off → Google search → business details confirming alterations, location and hours → phone call to discuss the item and arrange a visit.

**Finish by checking:** Can a customer tell what you offer, whether you serve them, and exactly how to contact you?

### Key points

- Describe your priority customer by location, buying need and a service arrangement you can reliably fulfil.
- Google often supports active searches for a solution; Facebook and Instagram can also help people discover and remember a business.
- Choose one main social platform using customer

evidence and your capacity to maintain it.

- Give customers one clear main contact action, and check the route from their point of view.

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## Check your understanding

1. Which description gives a small tailoring business the clearest priority customer for its first online shopfront?
  - A. Everyone in Nigeria who likes well-made clothing
  - B. Adults around Wuse who need clothing alterations and can bring items to the workshop
  - C. People who use social media and enjoy looking at fashion
  - D. Customers across Abuja who want any tailoring service, including home visits the business cannot provide
2. A customer searches Google for “clothing alterations near me”, while another notices a tailor's work in a friend's Facebook post. What is the most useful distinction?
  - A. The Google customer will definitely buy, while the Facebook customer will not.
  - B. Facebook discovery is useful only for businesses that cannot appear on Google.
  - C. Both customers must already have decided which tailor to use.

- D. The Google customer is actively seeking a solution, while the Facebook customer may be discovering the business without actively searching.
3. A business owner has limited time and is unsure whether to focus on Facebook or Instagram. What is the best first approach?
- A. Ask likely customers where they look for similar businesses, then choose one platform the owner can maintain.
  - B. Open accounts on every platform and publish the same material everywhere.
  - C. Choose whichever platform has the most features, regardless of customer habits.
  - D. Avoid social platforms until the business can employ someone to manage both.
4. Which planned route gives the Abuja tailor's customers the clearest way to start an enquiry?
- A. Facebook post → several different contact instructions with no main option
  - B. Google search → business details that do not mention alterations or location → customer guesses whether to call
  - C. Google search → accurate details showing alterations in Wuse → call during opening hours to discuss the item
  - D. Facebook page → promise that every alteration will be completed immediately → visit without checking

# Answer key

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## Lesson 1: Choose Your Customer and Contact Route

1. **B** - This description identifies a location, a specific buying need and a service arrangement the business can realistically fulfil.
2. **D** - Search often begins with a recognised need, whereas social discovery can introduce a business before someone actively looks for it.
3. **A** - Customer evidence and the owner's capacity provide a practical basis for choosing one manageable main platform.
4. **C** - This route confirms that the service and location fit before directing the customer to one clear, realistic contact action.