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DIGITAL MARKETING CHECKLIST

To Grow Your Business Faster Online

Why 67% of Nigerian Small Businesses Fail at Digital Marketing

(And How YOU Can Join the Winning 33%)

By Greenlearners Technologies

Nigeria's Premium Digital Marketing Agency



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Before You Spend Another Naira on Marketing...

Read This...

One of my friends [Name withheld] told me a story of an unfortunate experience her aunty had in 2024 trying to grow her business online.

She had just spent ₦450,000 on what a self-proclaimed digital marketer promised would triple her fashion business sales in 30 days.

The result?

147 Facebook likes. 98 Instagram followers. And ZERO sales.

Not a single customer.

Her 'marketer' had run ads to the wrong audience, posted content nobody cared about, and vanished the moment she asked for a refund.

She wasn't the first. And unfortunately, she won't be the last.

The Harsh Truth About Digital Marketing in Nigeria

According to 2024 research citing SMEDAN and NCC data:

- 67% of Nigerian SMEs in the Southeast cite gaps in digital literacy
- 62% face inadequate marketing reach
- 58% struggle with customer acquisition due to limited promotional budgets (aligned with PwC MSME Survey 2024)
- Only ~35% achieve growth rates above 10% annually (per FATE Foundation 2024)

But here's what nobody tells you:

It's not your fault.

The digital marketing industry in Nigeria is flooded with:

- Self-taught 'experts' who watched three YouTube videos
- Agencies that promise the moon and deliver dust
- Influencers who charge premium prices for posting your flyer



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- Freelancers who disappear after collecting payment

Meanwhile, the 33% of businesses that ARE succeeding online aren't smarter than you.

They're not luckier. They don't have bigger budgets. They simply know something you don't.

They simply know something you don't.

What This Checklist Will Do For You

This is not theory. This is not motivational talk.

This is the exact system Greenlearners Technologies has used to bring 7 to 40 million potential customers to over 100+ Nigerian businesses and beyond.

Whether you're:

- A fashion designer in Aba struggling to get noticed online
- A restaurant owner in Lekki competing with bigger brands
- A tech startup in Yaba trying to attract investors
- A school in Enugu looking for more enrollments
- A manufacturer in Kano wanting to expand beyond your locality

...this checklist will show you EXACTLY what's missing from your digital marketing strategy.

Better yet, it will show you how to fix it — without wasting money on trial and error.



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Section 1: Digital Foundation (The Non-Negotiables)

You cannot build a skyscraper on sand. The same way, you cannot run successful digital marketing without these foundations.

1.1 Professional Business Identity

Why This Matters:

Nigerians don't trust businesses that look unserious.

If you're operating with a personal account, a poorly designed logo, or inconsistent branding, you're already losing 60% of potential customers before they even see your product.

Checklist:

- Register your business (CAC registration) — builds trust and opens access to corporate banking
- Create a professional logo (not Canva templates) that reflects your brand personality
- Define your brand colors (maximum 3: primary, secondary, accent)
- Choose brand fonts (one for headers, one for body text)
- Write a clear brand tagline (maximum 10 words)
- Open a business bank account separate from personal

1.2 Your Digital Headquarters: Website

Why This Matters:

Social media pages can get banned. WhatsApp status disappears.

But a website is YOUR property.

It works 24/7, ranks on Google, and positions you as serious.

In 2026, 73% of Nigerians search online before purchasing.

Checklist:

- Own a custom domain name (yourbusiness.com, not yourbusiness.blogspot.com)
- Use professional hosting with 99.9% uptime guarantee [I recommend **Hostinger**]



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- Ensure website loads in under 3 seconds on mobile (most Nigerians browse on phones)
- Install SSL certificate (https://) for security and Google ranking
- Display clear contact: phone, email, WhatsApp button, physical address
- Include high-quality product/service photos (not blurry phone pictures)
- Add customer testimonials with photos if possible
- Create 'About Us' page that builds trust
- Integrate payment systems: Paystack, Flutterwave, bank transfer details
- Set up Google Analytics to track visitors and behavior

Nigerian Reality Check:

54% of Nigerians report poor internet infrastructure.

Your website MUST be fast, mobile-optimized, and light enough to load even on 2G connections.

If your site takes more than 5 seconds to load in Lagos traffic, you've lost the customer.

1.3 Social Media Foundations

Why This Matters:

Nigeria has over 40 million Facebook users and 28 million Instagram users.

These platforms are where your customers live, gossip, shop, and make buying decisions.

But simply creating a page is NOT enough.

Checklist:

- Create business pages (not personal profiles) on Facebook and Instagram
- Use consistent usernames across all platforms (@yourbusiness everywhere)
- Upload professional profile and cover photos (not pixelated images)
- Write compelling bio with clear value proposition
- Add contact buttons: WhatsApp, Call, Email, Website link
- Fill out all business information: category, hours, location, services
- Create Instagram/Facebook Highlights organizing content into categories
- Set up Facebook/Instagram Shop if selling physical products



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- Enable messaging on all platforms
- Respond to DMs and comments within 1 hour during business hours

Critical Insight:

In Nigeria, WhatsApp is king.

85% of purchase decisions happen on WhatsApp.

Make sure your WhatsApp business number is prominently displayed on ALL your social media pages and website.

Better yet, use WhatsApp Business API to automate responses.



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Section 2: Content Strategy (What to Post and When)

Content is the oil that makes the digital marketing engine run.

Without valuable, consistent content, your beautiful website and social media pages will remain empty showrooms that nobody visits.

2.1 Understanding Your Nigerian Audience

Why This Matters:

Marketing to Nigerians is VERY different from marketing in the U.S. or UK. What works in America will flop here.

Why?

- Nigerians are relationship-driven — we buy from people we know, like, and trust
- Nigerians love storytelling — facts tell, stories sell
- Nigerians are price-sensitive but value-conscious — cheap doesn't always win, but value does
- Nigerians are skeptical — too many scams have made us cautious; we need PROOF
- Nigerians love community — we share, tag, and recommend products to friends and family

Checklist:

- Define your ideal customer: age, location, income level, pain points, desires
- Research where your customers spend time online (Facebook groups, WhatsApp, Twitter/X, TikTok)
- Identify their biggest problems that your product/service solves
- Study competitors: what are they doing right? What are they missing?
- Use Nigerian language, slang, and cultural references appropriately (not forced)
- Address local pain points: power failure, fuel scarcity, traffic, economic challenges

2.2 The Content Calendar (Post With Purpose)

Why This Matters:

Random posting is killing your business.



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Posting when you 'feel like it' means you'll post too much one week and disappear for three weeks.

This confuses the algorithm, frustrates followers, and tanks your engagement.

Checklist:

- Plan content 30 days in advance (minimum 2 weeks)
- Post minimum 3-5 times per week on each platform
- Use the 80/20 rule: 80% value content, 20% promotional content
- Mix content types: educational, entertaining, inspirational, promotional
- Post when your audience is most active (test different times and track engagement)
- Use scheduling tools: Meta Business Suite, Buffer, Later, Hootsuite
- Create content pillars (3-5 main topics you consistently talk about)

2.3 Video Content (The Game Changer)

Why This Matters:

Video content gets 1200% more engagement than text and images combined.

In 2026, TikTok, Instagram Reels, and YouTube Shorts are dominating. If you're not creating short-form video, you're invisible.

Checklist:

- Create 2-3 short videos per week (15-60 seconds)
- Show your face — people buy from people, not logos
- Invest in good lighting (ring light minimum ₦18,000)
- Use trending sounds and hashtags (research weekly)
- Add captions to all videos (many Nigerians watch with sound off)
- Hook viewers in the first 2 seconds (start with a question or bold statement)
- End with a clear call to action: DM us, visit our website, tag a friend



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Section 3: Search Engine Optimization (Get Found on Google)

73% of Nigerians search Google before making a purchase. If you don't appear on the first page of Google, you don't exist.

This section will change that.

3.1 Local SEO (Dominate Your City)

Why This Matters:

When someone in Lagos searches 'best fashion boutique near me' or 'affordable catering services in Abuja', Google shows local businesses first.

If your business isn't optimized for local search, that customer will find your competitor instead.

Checklist:

- Create a Google Business Profile (free) and verify your location
- Add complete business information: hours, phone, website, services, photos
- Collect and display customer reviews (aim for minimum 20+ Google reviews)
- Respond to ALL reviews (positive and negative) within 24 hours
- Use location keywords in your website content (Lagos, Abuja, Port Harcourt, etc.)
- Create location-specific pages if you serve multiple cities
- List your business on Nigerian directories: Jiji, VConnect, YellowPages Nigeria
- Ensure NAP (Name, Address, Phone) consistency across all platforms

3.2 Keyword Research (Speak Your Customer's Language)

Why This Matters:

Your customers aren't searching for 'premium automotive lubricants'. They're searching for 'best engine oil in Lagos'. Use the exact words and phrases your Nigerian customers type into Google.

Checklist:

- Research keywords using Google Keyword Planner (free)
- Focus on long-tail keywords (3-5 words) like 'affordable wedding cakes in Ikeja'
- Include location in ALL major keywords (your city, state, or Nigeria)
- Use Nigerian English spelling and slang where appropriate



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- Add keywords naturally in page titles, headers, and first paragraph
- Don't keyword stuff — write for humans first, search engines second
- Use tools like AnswerThePublic or Google Trends to find what people are searching

3.3 Content SEO (Blog Your Way to Page One)

Why This Matters:

Businesses that blog get 67% more leads than those that don't.

Each blog post is a new opportunity to rank on Google, attract customers, and showcase your expertise.

Checklist:

- Publish minimum 2-4 blog posts per month
- Write minimum 1,000 words per post (Google favors comprehensive content)
- Answer common customer questions (How to, What is, Where can I)
- Use headers (H1, H2, H3) to organize content
- Include images with descriptive filenames and alt text
- Add internal links to other pages on your website
- Include external links to authoritative sources (builds credibility)
- Optimize meta descriptions (155 characters max)
- End each post with a clear call to action



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Section 4: Paid Advertising (Make Every Naira Count)

Organic reach is dead.

In 2026, only 5% of your followers see your posts unless you boost or run ads.

But most Nigerian businesses waste money on ads because they don't understand targeting.

This section ensures you never waste another naira.

4.1 Facebook & Instagram Ads

Why This Matters:

Facebook and Instagram combined have 68+ million Nigerian users.

These platforms have the most sophisticated targeting options, allowing you to reach EXACTLY the people most likely to buy from you.

Checklist:

- Set up Facebook Business Manager (free)
- Install Facebook Pixel on your website to track conversions
- Start with a small budget: test with ~~N~~2,000-~~N~~5,000 per day
- Define your objective: awareness, traffic, engagement, or conversions?
- Target by demographics: age, gender, location, language
- Target by interests: what your ideal customer likes, follows, buys
- Target by behavior: online shopping, device usage, travel patterns
- Create lookalike audiences from your best customers
- Test multiple ad variations (3-5 different images/videos and copy)
- Use high-quality visuals that stop the scroll
- Write compelling ad copy with clear benefit-driven messaging
- Include strong call-to-action: Shop Now, Learn More, Contact Us
- Track ROI: cost per click, cost per conversion, return on ad spend
- Retarget website visitors who didn't buy (these are your warmest leads)

Nigerian Targeting Strategy:

Don't waste money targeting ALL of Nigeria.



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If you're in Lagos selling same-day delivery products, target only Lagos and surrounding areas (Ogun State).

If you sell online and ship nationwide, start with tier-1 cities (Lagos, Abuja, Port Harcourt, Ibadan, Kano) where purchasing power is highest.

Expand to tier-2 cities only after proving ROI in tier-1.

4.2 Google Ads (Capture High-Intent Buyers)

Why This Matters:

When someone searches Google for 'buy iPhone 15 in Lagos', they have **BUYING INTENT**.

They're not browsing; they're ready to buy.

Google Ads puts you at the top of these searches, capturing customers at the exact moment they're looking for you.

Checklist:

- Set up Google Ads account and link to Google Analytics
- Start with Search Ads (not Display Ads) for better conversion
- Research high-converting keywords specific to Nigeria
- Use negative keywords to exclude irrelevant searches
- Set geographic targeting to your service area
- Write compelling ad headlines (include keywords and benefits)
- Add ad extensions: location, call button, site links
- Create specific landing pages for each ad campaign
- Set daily budget and monitor spend closely
- Track Quality Score and improve it for lower costs



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Section 5: Conversion Optimization (Turn Clicks Into Cash)

Traffic means nothing if visitors don't buy.

This is where most Nigerian businesses fail; they get the clicks but lose the customers.

This section shows you how to convert browsers into buyers.

5.1 Trust Signals (Prove You're Legit)

Why This Matters:

Nigerians have been burned by scams.

They WON'T buy from you unless they trust you. Your website and social media must scream 'LEGITIMATE BUSINESS' not 'yahoo operation'.

Checklist:

- Display physical address with Google Maps integration
- Show real photos of your team and office/shop
- Display verified customer reviews with photos
- Add trust badges: verified payment systems, security seals
- Publish company registration number (CAC)
- Include multiple contact methods (phone, email, WhatsApp, social media)
- Respond quickly to inquiries (under 1 hour during business hours)
- Show real-time customer activity ('5 people viewing this product')
- Offer multiple payment options including COD (cash on delivery) for first-time buyers
- Create video testimonials from real Nigerian customers

5.2 Optimize Your Sales Process

Why This Matters:

Every friction point in your sales process loses you customers.

Make it TOO EASY to buy from you. Remove obstacles. Simplify choices. Guide customers to purchase.

Checklist:

- Reduce checkout steps to maximum 3 pages



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- Allow guest checkout (don't force account creation)
- Display total cost upfront (including delivery)
- Show clear delivery timeline ('Delivery in 2-3 days to Lagos')
- Add WhatsApp 'Order Now' button for direct purchases
- Use abandoned cart emails to recover lost sales
- Create urgency: limited stock, time-limited offers, countdown timers
- Offer money-back guarantee or return policy
- Bundle products for higher average order value
- Send order confirmation and tracking information immediately

Nigerian Customer Psychology:

Nigerians love bargaining and discounts.

Use scarcity and urgency (Flash Sale! Only 5 Left!).

We also love feeling like we're getting a deal. Instead of ₦15,000, show ₦20,000 ₦15,000 (save ₦5,000).

This psychology increases conversions by up to 40% in the Nigerian market.



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Section 6: Analytics & Improvement (Measure What Matters)

You can't improve what you don't measure.

Most Nigerian businesses are flying blind; posting, advertising, and praying.

Smart businesses track data, analyze results, and make informed decisions.

6.1 Essential Metrics to Track

Checklist:

- Website traffic: total visitors, unique visitors, page views
- Traffic sources: organic search, social media, direct, referral, paid ads
- Bounce rate: percentage of visitors who leave immediately (aim for under 60%)
- Average session duration: how long people stay on your site
- Conversion rate: percentage of visitors who become customers
- Cost per acquisition (CPA): how much you spend to get one customer
- Return on ad spend (ROAS): revenue generated per naira spent on ads
- Customer lifetime value (CLV): total revenue from one customer over time
- Social media engagement rate: likes, comments, shares per post
- Email open rates and click-through rates

6.2 Monthly Review Process

Checklist:

- Review Google Analytics monthly
- Analyze Facebook/Instagram Insights for top-performing posts
- Calculate ROI on all advertising spend
- Identify best and worst performing content
- Double down on what works, eliminate what doesn't
- Set new goals and KPIs for next month
- A/B test one element: headlines, images, CTA buttons, ad copy
- Gather customer feedback through surveys or reviews
- Update or remove outdated content
- Document lessons learned and insights gained



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What Happens Next?

You now have the complete digital marketing roadmap that 67% of Nigerian businesses don't have.

But knowledge without action is worthless.

Here's what you need to do right now:

1. **Choose ONE section to implement this week.** Don't try to do everything at once. Start with your foundation (Section 1) if your basics aren't in place.
2. **Print this checklist** and check off items as you complete them. There's power in physically marking your progress.
3. **Set a 90-day goal.** Where do you want your business to be in 3 months? Write it down.
4. **Commit to consistency.** Digital marketing is a marathon, not a sprint. Small actions every day compound into massive results.

Remember of my friend's aunty from the beginning of this guide?

After sitting in our office, we didn't just comfort her. We rebuilt her entire digital marketing strategy using this exact checklist.

Within 90 days:

- Her website ranked on Google page 1 for 'best fashion boutique in Lagos' and many other keywords
- Her Instagram grew from 47 followers to 4,200+ engaged followers
- She made ₦1.8M in sales — 4X her original investment
- She hired her first employee
- She now gets 20-30 inquiries per week on WhatsApp

This is not magic.

It's strategy. It's consistency. It's THIS CHECKLIST + Our EXPERIENCE.



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Need Professional Help?

If you're reading this and thinking:

"This is great, but I don't have time to do all this myself..."

"I need someone who understands Nigerian businesses to help me..."

"I want to skip the trial and error and get results faster..."

Then we should talk.

Greenlearners Technologies has brought **7 to 40 million potential customers** to Nigerian businesses just like yours.

We don't do cookie-cutter marketing.

We build custom strategies for YOUR business, YOUR audience, and YOUR goals.

Our Services Include:

- Search Engine Optimization (SEO) — Get found on Google when customers search for what you offer
- Social Media Marketing — Build engaged communities that buy from you repeatedly
- Paid Advertising (Facebook, Instagram, LinkedIn, X, Google Ads) — Maximize ROI on every naira spent
- Content Marketing — Create valuable content that attracts and converts customers
- Website Design & Development — Fast, beautiful, mobile-optimized sites that sell
- Email Marketing — Turn subscribers into buyers with strategic campaigns
- Brand Strategy & Positioning — Stand out in the crowded Nigerian market

Visit us:

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Let's grow your business together.

The best time to start was yesterday. The second best time is now.



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