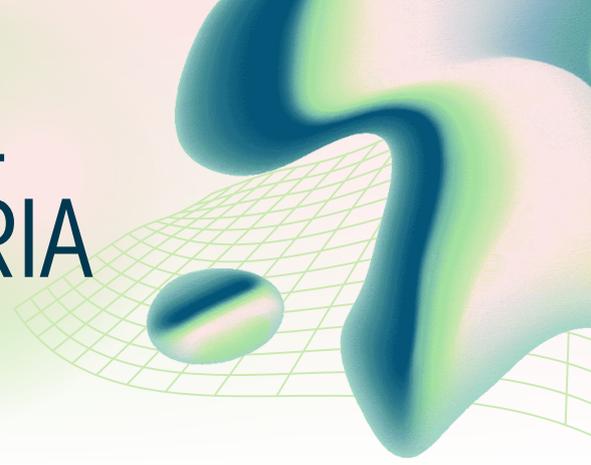


EMPOWERING LOCAL COMMERCE IN NIGERIA

A 2026 Checklist for Boosting Small Business
Growth and Community Impact



Support Local Businesses in Nigeria: 2026 Checklist

Boosting the visibility and growth of small businesses in Nigeria can have a profound impact on local economies and communities. Here's a detailed checklist to guide your efforts in supporting these enterprises effectively.

1. Buy from Local Businesses Consistently

- Choose local vendors over big brands whenever possible.
- Support small businesses in your area regularly.
- Explore and try new local products and services.
- Develop a habit of shopping locally to ensure consistent support.

2. Promote Businesses on Social Media

- Share posts from local businesses on platforms like Instagram, Facebook, and Twitter.
- Tag businesses when posting about their products or services.
- Use location-based hashtags, such as #ShopLagos or #SupportNaijaBusiness, to increase reach.
- Actively recommend businesses in online comments and discussions.

3. Leave Positive Reviews & Testimonials

- Provide reviews on social media pages to boost businesses' credibility.
- Send feedback through direct channels like WhatsApp.
- Share your positive experiences publicly to encourage others.
- Recommend these businesses to friends and followers online.

4. Refer Friends & Family

- Talk about the good businesses you've used with friends and family.
- Suggest trusted vendors during conversations.

- Share contact details when someone is in need of a service.
- Actively connect potential buyers with sellers.

5. Create User-Generated Content

- Post pictures or videos of products you have purchased from local businesses.
- Tag the business in your posts to increase its visibility.
- Share unboxing or experience videos to engage your audience.
- Create short reviews on your social media status updates.

6. Engage with Their Content

- Like and comment on the posts of local businesses to boost engagement.
- Share their content with your audience to widen their reach.
- Save their posts, which can help increase their visibility on social media algorithms.
- Respond to their updates and promotions to show support.

7. Buy as Gifts & Support Events

- Purchase local products as gifts for friends and family.
- Support small businesses during holidays and special events.
- Attend their sales, pop-up shops, or exhibitions to show support.
- Encourage others to participate in these events as well.

8. Support Locally, Physically

- Visit the shops or locations of local businesses to provide direct support.
- Recommend them within your local community to increase word-of-mouth marketing.
- Assist them in gaining offline visibility through community events.
- Introduce these businesses to nearby potential customers.

9. Collaborate or Partner

- Partner with local businesses if you own a business, too.
- Engage in cross-promotion of each other's services.
- Bundle products or services together for mutual benefit.
- Support each other's growth through collaboration.

10. Advocate for Small Businesses

- Speak positively about local businesses to help build their reputation.
- Encourage others to support small brands in their everyday lives.
- Educate people on the benefits of buying locally.
- Promote a culture of "supporting local" within your community.

Common Mistakes to Avoid

- Don't ignore small businesses in favor of big brands.
- Always provide feedback after a purchase.
- Make it a habit to recommend good services or products.
- Avoid supporting only when it's convenient for you.

Final Impact Formula

Support + Visibility + Referrals = Business Growth

Quick Action Plan (Start Today)

- Buy from one local business today.
- Share their product or service online.
- Recommend them to at least two people.
- Leave a review or testimonial.
- Engage with their social media posts.

Final Note

Small businesses thrive when they receive support from their communities. Your small actions can lead to significant differences in the success and growth of these enterprises.

More Business Resources

Visit [Nigeria Business Pro](#) for practical guides and business growth strategies in Nigeria.