

Customer Acquisition Checklist for Nigerian Small Businesses

Use this practical checklist to start attracting customers quickly. Work through the steps daily and weekly to build visibility, trust, and consistent sales.

Done	Customer Acquisition Task
■	Define your target customer (who needs your product most).
■	Write a clear offer explaining what problem your product solves.
■	Post your product or service on WhatsApp Status every day.
■	Share customer testimonials on WhatsApp or social media.
■	Join at least 5 Facebook groups related to your business niche.
■	Answer questions and provide helpful advice inside those groups.
■	Create a simple promotion or limited-time offer.
■	Ask at least 3 existing customers for referrals.
■	Partner with another small business serving the same audience.
■	Post consistently on Instagram, Facebook, or TikTok.
■	Create short videos demonstrating your product or service.
■	Run a small Facebook or Instagram ad test (even ■2,000).
■	List your business on Google Business Profile.
■	Distribute flyers in local areas where your customers gather.
■	Send polite follow-up messages to interested prospects.
■	Track leads and customer inquiries in a simple spreadsheet.
■	Offer excellent customer service to encourage repeat business.
■	Collect reviews and testimonials after every successful sale.
■	Review your marketing results weekly.
■	Double down on the marketing channel bringing the most customers.