



Explosive
Marketing
Hacks.



FOR **START-UPS** & SMALL BUSINESSES

About The Author



Chi Ofoegbu

Digital Marketing Strategist

Chi Ofoegbu Is A Digital Marketing Expert And Content Marketing Strategist. He Has Worked With Various Brands In Nigeria And Africa In Building Sustainable Growth And Community. Currently He Manages Adovert, A Digital Marketing and Real Estate Startup in Port Harcourt.

 @MrOfoegbu



Contents

1. Ebooks Are Boring
2. 40 Cents Flight Ticket To Uganda.
3. Sorry For Repeating All The Things You Already Know About Marketing.
4. The Best Real Estates Are Not Advertised or Sold on Twitter Replies
5. Horrible Chicken Burgers With Good Marketing.
6. The Biggest Printing Press Without an Office.
7. All the directories you could list your business.
8. This Ebook Is Free, But If You Need Consultation, You're Going To Pay.
9. Who the Hell Puts Share Buttons in an Ebook?



eBooks are boring

But this is not just any eBook, this is a collection of 30 pages of explosive marketing hacks that will change your business forever.

It doesn't matter if you own a small restaurant or if you are a startup looking to raise money; this ebook is for you.

I can't wait to hear testimonials of how your sales and customers tripled, after applying these marketing hacks.

So let's get started.

Part 01

Social Media





40 Cents flight ticket to Uganda

Some months ago, I was setting up a crypto community for an exchange I was working with.

They were looking to expand to East African countries, and the only way to do this was to book a flight down to Uganda, then to Kenya, then to Rwanda.

This was going to cost roughly 8,000 dollars plus accommodation.

For a startup still struggling to raise money at that time, the trip was very unnecessary. And there was no guarantee things were going to work as planned. Plus none of us has been to East Africa before.

I had already contacted ATT Travel agency in Port Harcourt, but had to cancel after convincing the Co-founder to try Facebook ads as alternative.



It cost me only 40 cent Facebook ads to reach the first 20 people in Uganda, and these people were happy to bring their friends to test our app.

That was how we were able to build a community of Crypto lovers in Uganda.

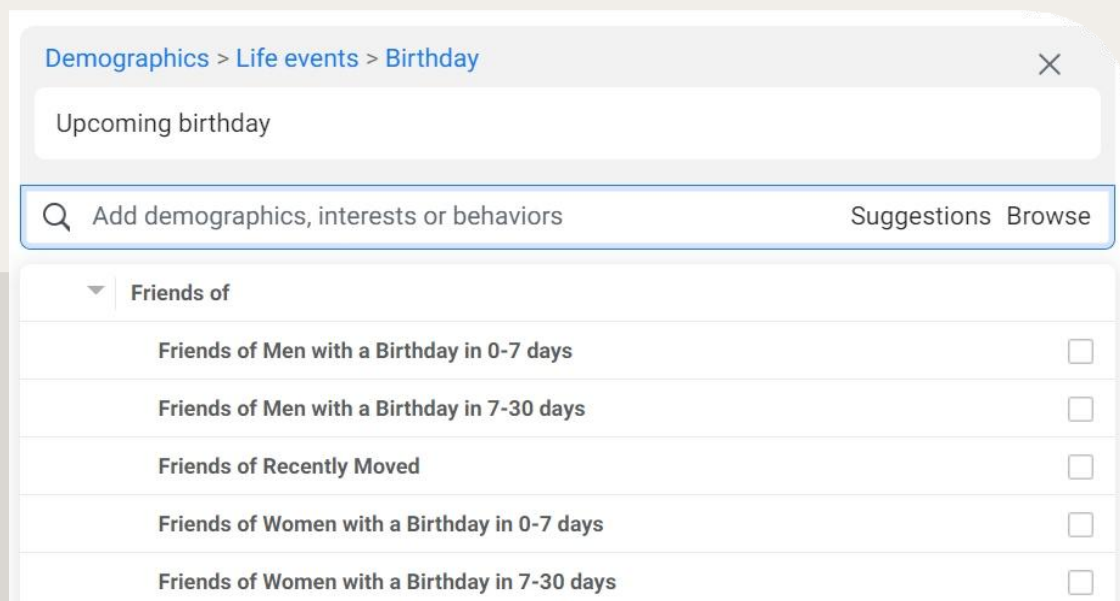
So how does this relate to your own business?

Instead of spamming on social media or sending that annoying broadcast message on whatsapp to people who don't even care about your product.

Why not promote on Facebook?

It doesn't cost much, plus you get the opportunity to connect to the right audience that are actually interested in your product or service.

For example if you are a cake vendor, there is an option on Facebook to target people whose birthdays are coming up in 7 days time.



Explosive marketing starts from getting the right audience.

In the next section, we would talk about how to engage that audience



Suppose you're the cake vendor we talked about in the last section.

You succeeded in running Facebook ads and getting people whose birthdays are coming up in 7 days.

Now you have them on Whatsapp or Instagram.

What next?

How do you engage your audience?

Your goal on social media is to get people hooked enough to buy your product, or recommend their friend.

But you can only do this if you're offering something valuable.




Dr. Chinonso Egemba (popularly known as Aproko doctor) currently have over 1.4 million followers on Twitter, an audience he built by sharing everyday health tips, and reminding people to drink water.

You can't force people to buy whatever it is you are selling, but you engage them with your content to finally buy from you when they're ready, or even recommend a friend.

I remember a Friend insisting I attend a TEDx event because Aproko doctor was speaking.

You get recommended by your contact because you're the first person that crosses their mind when someone ask them for a recommendation.

It's like asking me for a graphics design guy, and I tell you Blueprints. Or a blockchain developer and I recommend Mida Digitals. Or business developer and I recommend Francis the CEO of BOSS group.



As a business developer, Francis gives out pro business tips on Instagram, and even pay people for referrals.

Shakarami Fashion has a whole tiktok and youtube channel dedicated to teaching fashion, she is giving out her best ideas for free. At the same time she is building the reputation as an expert in that industry.

Marketing must be intentional for it to yield the desired result, you either engage your audience or your post stop showing up on their Newsfeeds.

[Click to Tweet](#)





✓ **Build an Audience (Community)**

Facebook, Twitter, Instagram, whatsapp contact, youtube, email list, ads etc.

✓ **Create Value and Engagement**

Post valuable content, give out your best ideas for free, host giveaways, Free consultations, free eBooks, branding, give product discounts, host spaces and webinars etc.



Task

- ✓ Create your first facebook ads.
- ✓ Use wa.link to generate whatsapp short links.
- ✓ Shorten and customize your links with bit.ly.
- ✓ Schedule Instagram post with Hootsuite.com
- ✓ Think of all the ways to get people talking about your product and services.

Branding

The best real estates isn't advertised or sold in social media comments or replies

- @Asemota



Right under almost every popular post on Twitter is someone selling something; a bag, a shoe or even an affiliate course.

And then there is this guy selling a 100 Million Naira Lekki apartment under my reply. A quick look and his Twitter bio says "Lekki biggest Real Estate Agent".

You know how ridiculous this looks?

Especially for someone selling a 100 Million Naira house, but can't afford Twitter ads. For someone whose marketing strategy is to spam people on Twitter.

How do you even convince people to trust you with their money?



I'm not here to argue what works, and what doesn't work, but at a stage in your business, there are certain things you shouldn't do as a brand.

I believe spamming works to some extent, and that's why people continue to market their goods and services that way.

But then no one takes a spammer serious in the long run, especially if you are building credibility.

Marketing must be intentional. Marketing is about perception. Marketing is about branding.

Branding is how people see you. And for a country like Nigeria, perception matters a lot.

The first few months of starting a business is the most difficult, because you'll have to work very hard to convince people that you are important enough, and that they can trust you.



Your goal is to make the best impression.

When people visit your Instagram page, Twitter or website. What do they see? Are they impressed?

I remember not purchasing a product because of the whack design I saw on their Instagram handle.

If you're not a professional designer, it is better not to try and do a designers job.

Branding is about being consistent, especially with your content.

Branding is about sharing your opinion and telling your story. Like Aproko Doctor sharing healths tips on Twitter and amassing over 1.4 million followers.

Share the story behind your brand; and you will be able to shape the perception of customers towards your product.

Lastly, Branding is marketing that is consistent and credible.



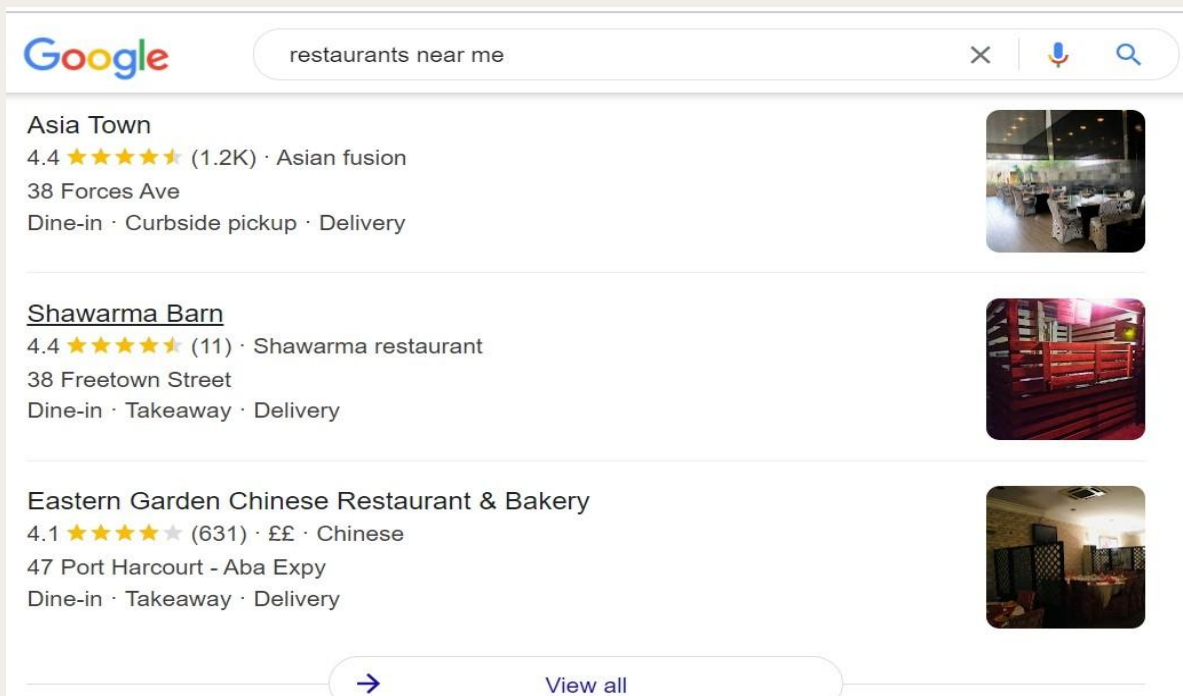
Part 02

Google my Business

Google My Business

I recently moved to Port Harcourt, as a new city I use Google for almost every recommendation. From the very first restaurant I visited (God knows, their chicken burger was very horrible) down to the studio I had my birthday shoot.

A lot of people rely on Google for recommendation, especially if they're new to a place.



(insert business) near me



Now Imagine all the people moving into your location.

Imagine if you sold the best burgers.

Imagine getting dusted by a restaurant with horrible chicken burgers because you didn't care to submit your business on Google.

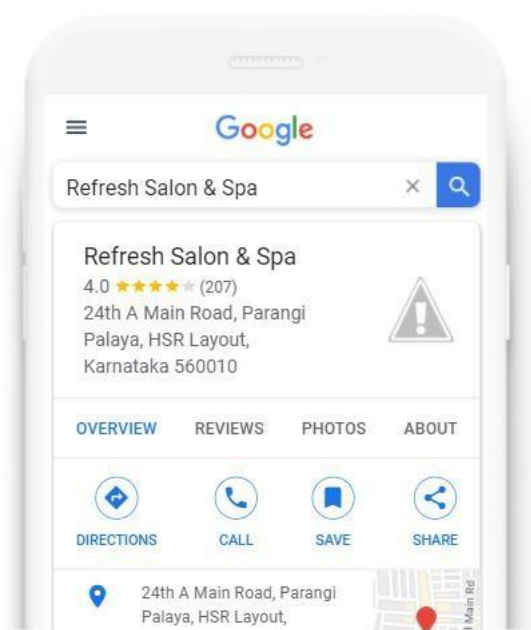
Not like it is a difficult thing to do.

Google allows you to list your business for free, to enable people in your location find your product and services.

How to submit your Business on Google in 6 steps

First you need your gmail Account

- ✓ Visit www.google.com/business and sign in




Find and manage your business

🔍

Can't find your business?

[Add your business to Google](#)

- ✓ Add your business to Google

- 
- ✓ Proceed to fill other details about your business including phone number, pictures, address, website, etc
 - ✓ If you don't have a website, you will be asked to create a business.site.
 - ✓ Do a video verification of your office location.
 - ✓ Next, request for Google mail verification. A Google mail is a 6 digit code that is sent via a Parcel to your location. It takes about 4 weeks to arrive. You will use this pin (code) to verify your address.



What happens if you never receive the Google mail?

Right now there are thousands of businesses who can't verify because they never get to receive the parcel.

Check the nearest post office close to your business. You will find your mail there.

You'll also be shocked by dozens of other businesses who may never get to verify because their mail was dumped somewhere in Post office

- ✓ After entering the Google mail pin, your business will start showing up when people in your location search for your product and services.

THE BIGGEST PRINTING PRESS WITHOUT AN OFFICE

Owprint.com does not have a physical office or printing equipment, but it is the biggest online printing press in Owerri.


How?

He was able to optimize his business in such way that if you include anything relating to "Print and Owerri" in whatever you're searching on Google, his website is the first on the result.

He then connects people who needs printing.

Imagine all the big businesses getting dusted by this marketing guy who doesn't pay rent (He pays money to host his site though).

Now imagine the advantage your business would get over your competitors if you did the exact same thing.



But first you need a website; And then you need to optimize the website.

You can start with free platforms like [blogger.com](https://www.blogger.com) or the free [business.site](https://www.business.site) you created after submitting your business to Google.

Your website not only gives you some kind of online reputation, but also an avenue for people to find your product on Google.

Your job is to write about your product and services and upload it on your website.

When you do this, chances are that Google will show your site to people who are searching for something similar to the products you are selling or the services you're offering.

These people might visit your website, contact you or even go as far as purchasing something.



This whole process is known as Search Engine Optimization (SEO).

For Owprint.com, he created a Catalogue of all printing services people are searching for on Google, and today his products are all over Google first page.

But not all websites show up on Google top page. Some show on the second page. Some don't even show at all.

This is because Google relies on Content and authority to decide which website will show first on its search result.

First you write good contents, and then you get other websites to vote for you, to get authority.

Other websites linking to your site signals to Google that your website is important. It is a vote that you are qualified enough to appear on the first page.



Here are simple things you can do Today to optimise your site

- ✓ **Write quality articles about your products and service.**

Most especially the kind of articles that people are actually searching for. For example; if you sold gadgets, you could write a review about the latest iPhone or Samsung.

Indirectly, you're inviting your readers to patronize your own gadgets.

If you own a crypto exchange like Binance, you could create tutorial content to help people searching for answers relating to crypto on Google. Indirectly you also promote your own crypto app.

Organise your product into different posts and categories. The same way Owprint created a catalogue of all printing services people are searching for on Google.



✓ **Submit your business to online directories**

Online directories are one of the best places to showcase your product and service. And also one of places to get quality backlinks (vote) to your website.

Examples of popular online directories includes;


Tradevite.com. Businesslist.com.ng.
Googry.com. Starofservice.com.ng.
Branches.com.ng. Worldplaces.me.
ConnectNigeria.com. Worldorgs.com.
B2bhint.com

You can visit these websites and signup to list your business.



Other things you can do to optimize your website include;

- ✓ Do a youtube video and link to an article on your site
- ✓ Join other communities and share your website with them.
- ✓ Contribute to similar blogs and have them link to your site.
- ✓ Contribute on Forums like nairaland.com and link to your site.
- ✓ Submit your business on Google (We already covered this previously)
- ✓ Create a profile on linktr.ee to link all your content and social media.
- ✓ Share your post on Social media to drive up engagement.



This ebook is free,
but if you need
consultation,
you're going to
pay.

Looking to scale your business online and need
professional help?

 [@mrofoegbu](https://twitter.com/mrofoegbu)

 chiofoegbu.com@gmail.com



Who the hell adds share buttons to an ebook?

Hello I'm Chi Ofoegbu, I have been meaning to put share buttons in my eBook. This is a marketing experiment. Let's see how it goes.



Click to Share