

The 7■Day TikTok Growth Plan for Small Businesses (Nigeria Edition)

How small businesses can start getting customers from TikTok — even with less than 1,000 followers.

No dancing. No expensive equipment. No marketing experience needed.

Why TikTok Works for Small Businesses

- 1 TikTok pushes small accounts more than many other platforms.
- 2 Customers trust videos more than pictures.
- 3 People want to see products before buying.
- 4 One viral video can bring weeks of sales.
- 5 Consistency beats perfection.

The 7■Day Posting Plan

Day 1 — Introduce Your Business

Show your face or workspace. Say what you sell and who you help.

Day 2 — Problem Video

Talk about a common customer struggle and show the problem clearly.

Day 3 — Product Demo

Show your product in action using Before → During → After.

Day 4 — Customer Question

Answer a question customers always ask about your product.

Day 5 — Behind the Scenes

Show packing orders, production, or delivery preparation.

Day 6 — Testimonial

Share reviews or read customer feedback aloud.

Day 7 — Soft Sales Video

Show the problem, present your solution, and add a clear call to action.

The Simple Viral Video Formula

- 1 **Hook (First 3 seconds):** Grab attention immediately.
- 2 **Value:** Teach something or demonstrate your product.
- 3 **Call to Action:** Ask viewers to follow, comment, or message you.

Easy Content Ideas (Never Run Out)

- 1 Mistakes customers make
- 2 Product myths
- 3 Before and after results
- 4 Frequently asked questions
- 5 Packaging videos
- 6 Pricing explanations
- 7 Customer reactions

Next Step

Want viral caption templates and hook scripts? Follow on TikTok and send the word GROWTH to receive bonus resources.