

**Course Code:** DGT-SMM

# Social Media for Small Business

The Beginner's Guide to Turning Likes Into Loyal Customers

**Level:** Beginner

**Instructor:** Abdirahman A. — Founder, DIGITA

**Powered by:** DIGITA HUB™

## Hey Business-Minded Creator,

If you've ever posted your product and heard crickets... or wondered why your business isn't growing online, you're not alone.

Most small businesses use social media **wrong**. They post, hope, and pray. This guide is here to fix that.

Whether you run a side hustle, a physical store, or a growing online brand — this mini-course will give you clarity, structure, and strategy.

Time to go from "*just posting*" to actually **building an audience and making sales**.

Let's run it !

— **Abdirahman A.**

Founder, DIGITA HUB™

## What You'll Learn

- What platforms matter for your business
- How to post content that converts (not just gets likes)
- The “3C Formula” for creating great content
- How to use WhatsApp + Instagram for closing sales
- How to start even if you have 0 followers

## Main Course Content

### Part 1: Platform Strategy

Not every platform is created equal. Here's what works for small businesses:

Platform	Why Use It
<b>Instagram</b>	Great for visuals + product display
<b>Facebook</b>	Good for local reach & groups
<b>TikTok</b>	Powerful for discovery + trends
<b>WhatsApp Business</b>	Your #1 closing tool

**Rule:** Focus on **1–2 platforms**. Don't try to dominate all of them at once.

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## Part 2: The 3C Content Formula

Your content should always do one of these:

### 1. Create Awareness

- Show the product, how it works, behind-the-scenes
- Helps people **know** you exist

### 2. Build Connection

- Talk to your audience, show your face, share your story
- Helps people **trust** you

### 3. Drive Conversion

- Give offers, discounts, benefits, testimonials
- Helps people **buy** from you

If your page is only doing one of these (like posting product pics only), you're missing out.

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## Part 3: Weekly Content

**Monday:** Teach something or give a tip

**Tuesday:** Show a testimonial or review

**Wednesday:** Share a behind-the-scenes

**Thursday:** Talk about a problem your product solves

**Friday:** Promo or offer (with a clear CTA)

### Tools to create:

- Canva (for design)
  - CapCut (for video)
  - ChatGPT 😊 (for caption ideas)
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## Part 4: The Sales Funnel

Instagram/TikTok/Facebook Post → DM → WhatsApp → Payment

This is how people *actually* buy. You must guide them, not just expect them to comment "Price?"

- Add a WhatsApp link in your bio
- Use WhatsApp auto replies for instant greetings
- Close the sale like a human, not a robot. Build trust.

## Part 5: Tips for Small Biz Owners

- Use **stories daily** — they build connection
- Don't sleep on **reels** — even 0 followers can go viral
- Keep your branding consistent (same colors, tone, voice)
- Use captions that tell stories, not just "in stock"
- Show your face — people buy from **people**, not just logos

## Quick Tools You Can Start With

Tool	Use
Canva	Design posts & highlights
Meta Business Suite	Schedule posts on FB + IG
WhatsApp Business	Fast response + catalog
CapCut	Easy reels editing
Linktree / Bio.fm	Manage multiple links

## Your Assignment

Take action today:

1. Choose **one skill** from the list that you feel most curious or confident about.
2. Go to YouTube, type: “How to become a [your skill] freelancer” and watch 2–3 videos.
3. Create a simple bio introducing yourself as a beginner in that skill.
4. Start building a **portfolio** (even with mock work).

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Want feedback on your bio or help improving it?

👉 Fill in the form at the end of this PDF. We'll review it and maybe even recommend you for an internship.

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## Internship Opportunity

We don't just teach — we connect.

If you're serious about building a skill and getting practical experience, **DIGITA can match you with real businesses** (SMEs, agencies, side hustlers) that need help.

- ✓ Learn on the job
- ✓ Get mentorship
- ✓ Build experience + confidence

👉 [Click here to fill the DIGITA internship form]  
(or visit [abdirahman-marketing.com/digita-courses](https://abdirahman-marketing.com/digita-courses))

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## Final Note from Abdirahman

The world is noisy. Everyone's chasing success, but few are willing to **start from the ground**. You just did, and that already puts you ahead.

Use what you've learned. Apply it fast. Reach out if you're stuck.

And always remember: **You can DIGITA your way out of anything.**

📱 Follow us @digita.hub

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🌐 Website: [abdirahman-marketing.com/digita-courses](https://abdirahman-marketing.com/digita-courses)

– **Abdirahman A.**

Founder, DIGITA HUB™