

The Ultimate Guide for Small
Businesses

Facebook, Instagram and Google My Business

Why they are Essential for Small
Businesses

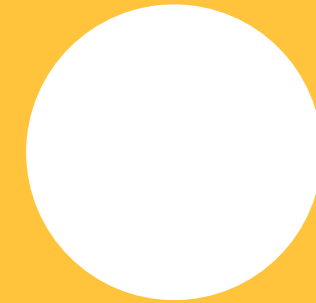
@Kodachi Digital Marketing

90%

Businesses use social media

40%

Product purchases are influenced by social media





Why

In today's digital-first world, having a strong online presence is critical for small businesses.

Facebook, Instagram, and Google My Business are three powerful platforms that can help you connect with your audience, build your brand, and drive sales.

Here's why they're essential and how you can make the most of them.

Our Focus will be on



Facebook



Instagram



Google My Business



Key Benefits of Each Platform

Facebook

With over 2 billion active users, Facebook is a hub for connecting with your audience, sharing updates, and fostering a sense of community.

Facebook is suitable for marketing to general customers, business professionals, local communities, and special interest groups



Key Benefits of Each Platform

Facebook

- 01 **Business Page:** Create a visually appealing business page to serve as your brand's home on Facebook.
- 02 **Facebook Groups:** Build a loyal community around your brand or specific interests related to your products or services..
- 03 **Targeted Ads:** Utilize Facebook's advanced targeting options to reach specific demographics with precision.
- 04 **Interactive Engagement:** Foster a personal connection through regular interactions via comments, messages, and live videos.



Key Benefits of Each Platform

Instagram

As of April 2024, Instagram had over 2 billion monthly active users. This makes it one of the most popular social media platforms in the world.

Instagram's primary user base ranges from 18 to 24 years old, a key demographic for many brands. Instagram is all about visuals, making it perfect for businesses with products or services that look great in photos and videos.



Key Benefits of Each Platform

Instagram

- 01 **Visual Display:** Use high-quality photos and videos to showcase your offerings.
- 02 **Stories and Reels:** Engage users with timely behind-the-scenes content, updates, and promotions
- 03 **Hashtags:** Expand your reach with targeted hashtags.
- 04 **Instagram Shopping:** Seamlessly integrate product listings into your posts.

Note: as of Feb 2025, this feature is not available to Countries in Africa. See list of [Countries here](#)



Key Benefits of Each Platform

Google My Business

Google My Business or GMB optimizes your business presence on Google, the world's leading search engine, ensuring that potential customers find your business when they search online, especially for local queries.

Whenever someone searches hotel in Calabar, or Mechanic near me, if the search is related to your business, then you will be found. Awesome isn't it?



Key Benefits of Each Platform

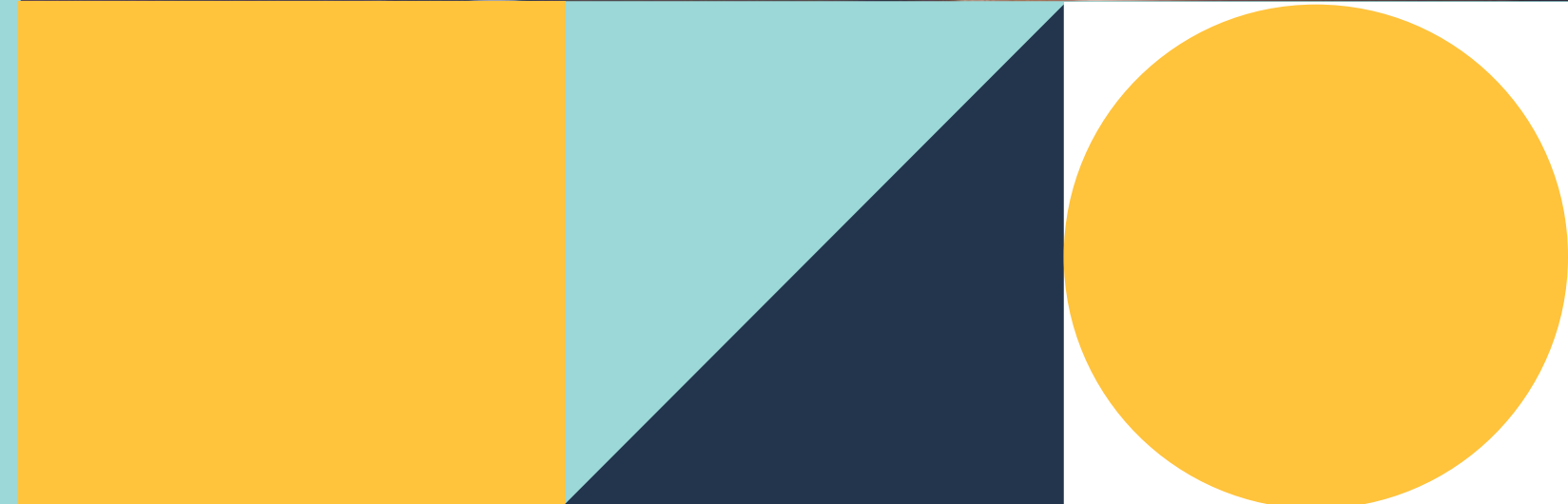
Google My Business

- 01 **Business Profile:** Create a comprehensive profile with essential business information..
- 02 **Local SEO:** Appear in local search results and Google Maps.
- 03 **Customer Interaction:** Gather and respond to reviews, post business updates, and engage with customers directly through your profile.

The Beginners Guide

Quick Tips on How to Get Started

Elevate your Business with Social Media Marketing



Facebook

How to get started



Create

Create a business page with a clear profile picture and cover photo.



Content

Create and post regularly (3–5 times per week) to keep your audience engaged.



Advertise

Use Facebook Ads to target specific demographics.



Respond

Respond to comments and messages promptly to build trust.

Instagram

How to get started



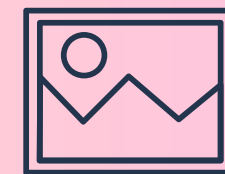
Create

Post high-quality photos and videos that reflect your brand.



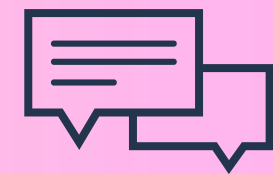
Content

Use Instagram Stories and Reels to share behind-the-scenes content.



Visibility

Leverage hashtags to increase visibility (e.g., #SmallBusiness, #LocalBusiness).



Link

Set up Instagram Shopping to link products to your website.

Google My Business

How to get started



Create

Create and verify your GMB profile.



Content

Add accurate business information (address, hours, phone number)



Visibility

Post updates, offers, and events regularly to stay visible.



Reviews

Encourage happy customers to leave reviews.



Summary

Welcome to the end of the slide. We have covered so much ground.

Here's a rundown of what we have discussed.

Reason Why

Why these platforms are essential for small businesses.

Benefits

Key benefits of each platform and how to leverage them

Statistics

Real-world examples of small businesses succeeding on these platforms.

Tips

Quick tips for getting started on Facebook, Instagram, and Google My Business.

A large orange circle on the left side of the page, with a smaller yellow circle partially overlapping it from the top right.

References

BOOKS AND ARTICLES

Written By

Ekpenyong Etim
Digital Marketing Coordinator
Kodachi Digital Marketing