

Week 2: Your Online Identity

Building A Solid Online Presence That Attracts Customers



Week 2 Session

Breakdown

1

Google Business Profile

Step-by-step profile setup and verification

Add accurate contact information and business hours

Upload photos of shop, products, and location

Understand how Google Maps increases foot traffic

Activity: Create your live Google listing

2

Instagram Business Setup

Switch to professional account

Add bio, phone, website/WhatsApp link

Upload first product photos strategically

Understand basic insights and analytics

3

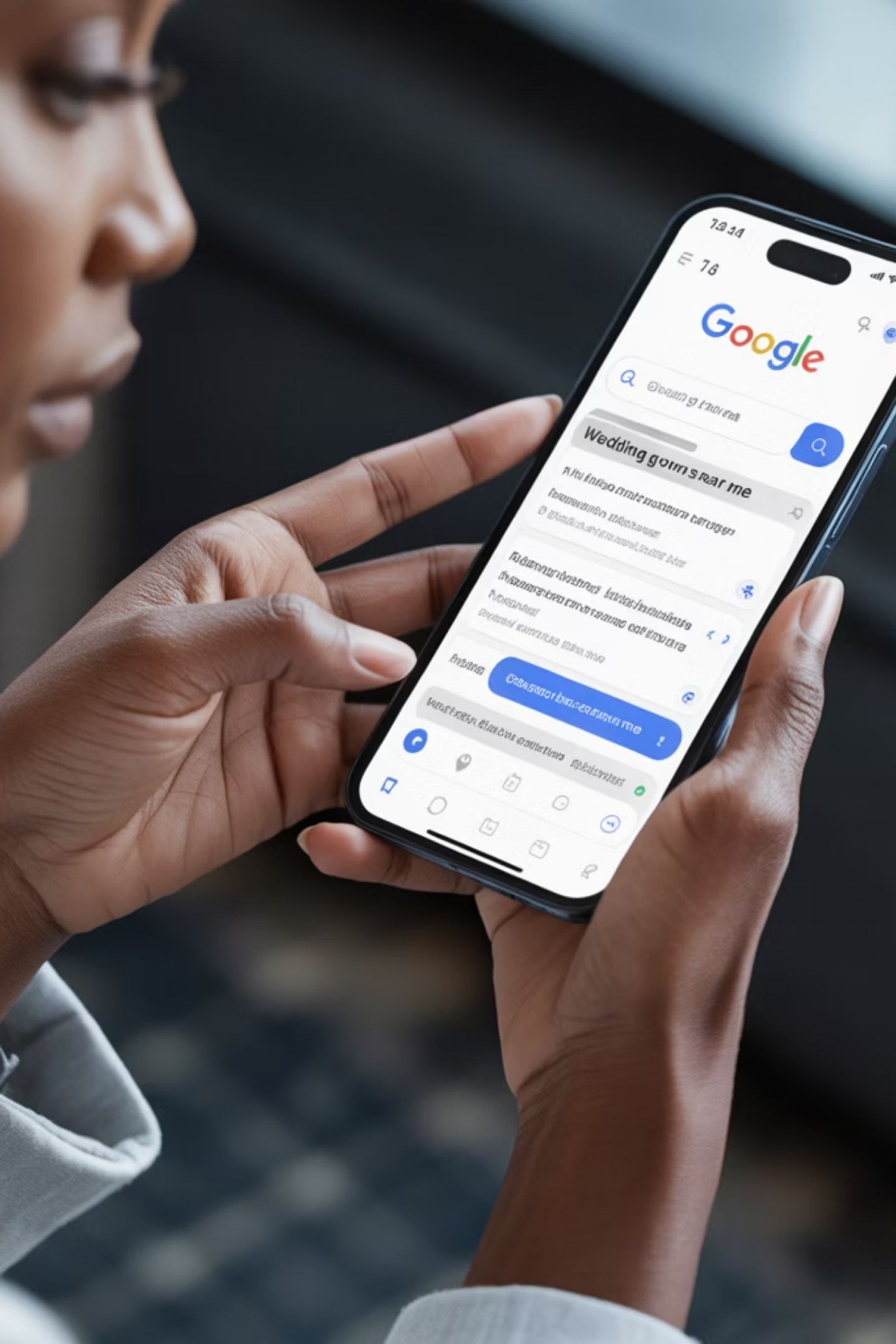
Facebook Business Page

Create professional Page from scratch

Add cover photo, logo, complete business info

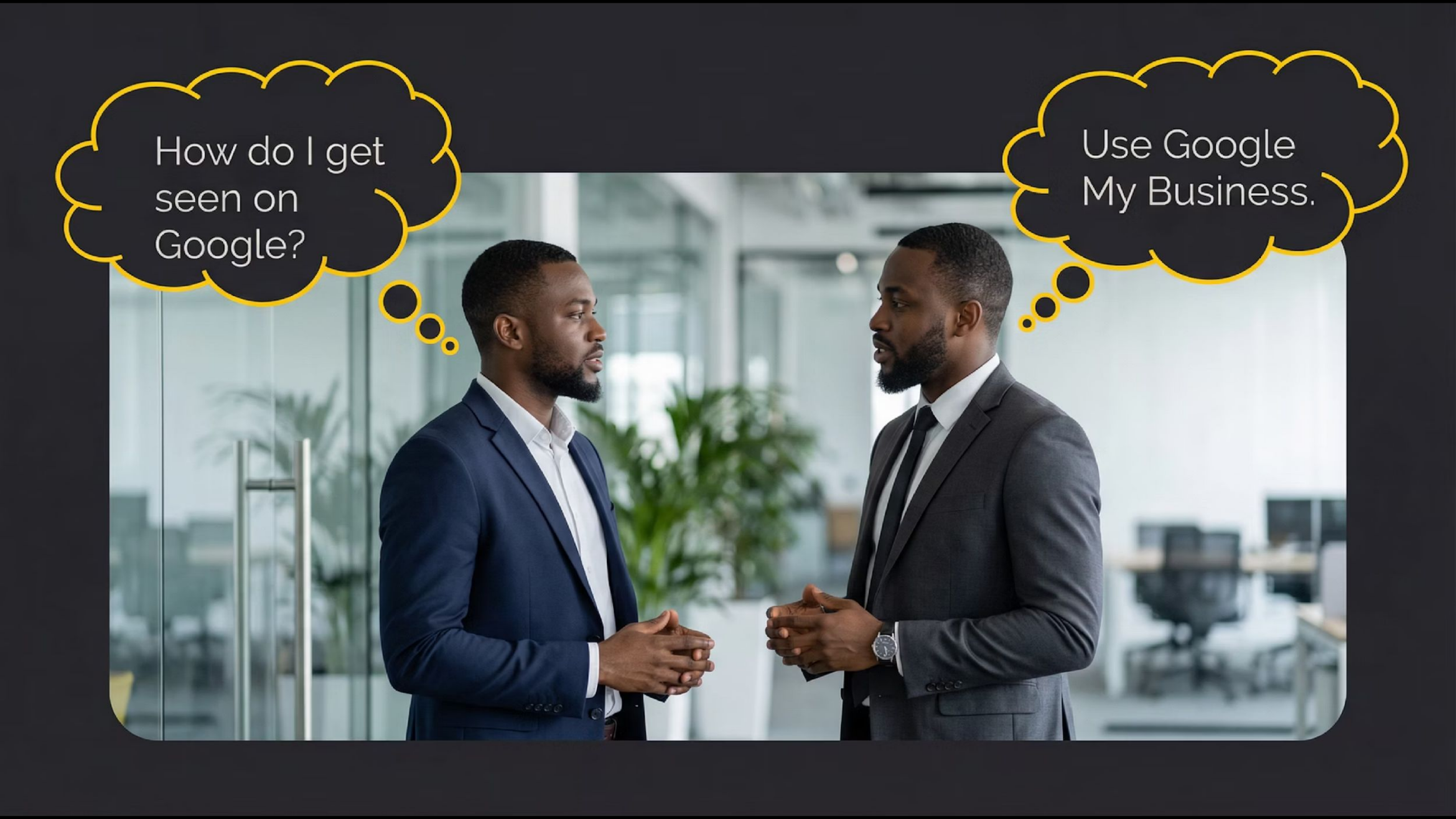
Post your first content pieces

Link Instagram and Facebook for efficiency



WHERE DO PEOPLE SEARCH FOR WHAT THEY NEED?

The answer is GOOGLE. People search for things like "Wedding gowns near me" when they are looking to buy something. Now, ask yourself, "will they find my business when they are searching?"

A photograph of two men in business suits standing in an office, facing each other and talking. The man on the left is wearing a dark blue suit, and the man on the right is wearing a grey suit. They both have their hands clasped in front of them. The background shows a modern office with glass walls, plants, and desks. Two yellow thought bubbles are overlaid on the image. The first bubble, on the left, contains the text 'How do I get seen on Google?'. The second bubble, on the right, contains the text 'Use Google My Business.'.

How do I get
seen on
Google?

Use Google
My Business.



GOOGLE MY BUSINESS

To set up Google Business Profile, go to google.com/business, sign in to a Google account, and click "Manage now" to enter your business name and category. You will then add your location, service areas, phone number, and website. Finally, you'll need to verify your business, which can be done through methods like postcard, phone, or email, depending on the options available.

THIS IS WHAT YOUR BUSINESS WILL LOOK LIKE ON GOOGLE

Lavida Shawarma Joint Calabar
5.0 ★ (10) · ₦5,000–10,000 · Fast Food · Open

Overview Reviews Photos



Call Directions Text Share Save

Open 24 hours




Plot 96 Mekenge Layout, Akim Qua Town, Calabar 540281, Cross River · 8.1 km

5.0 ★★★★★ · 10 Reviews

View Menu

Shantel Events and Bridal: Home of Quality luxury and Affordable Wedding Dresses
Bridal shop · Closed

Overview Photos





Call Directions Share Save

Closed · Opens 9 am

shop, Old Odukpani Road, Ikot Ansa, Calabar 540211, Cross River · 4.2 km

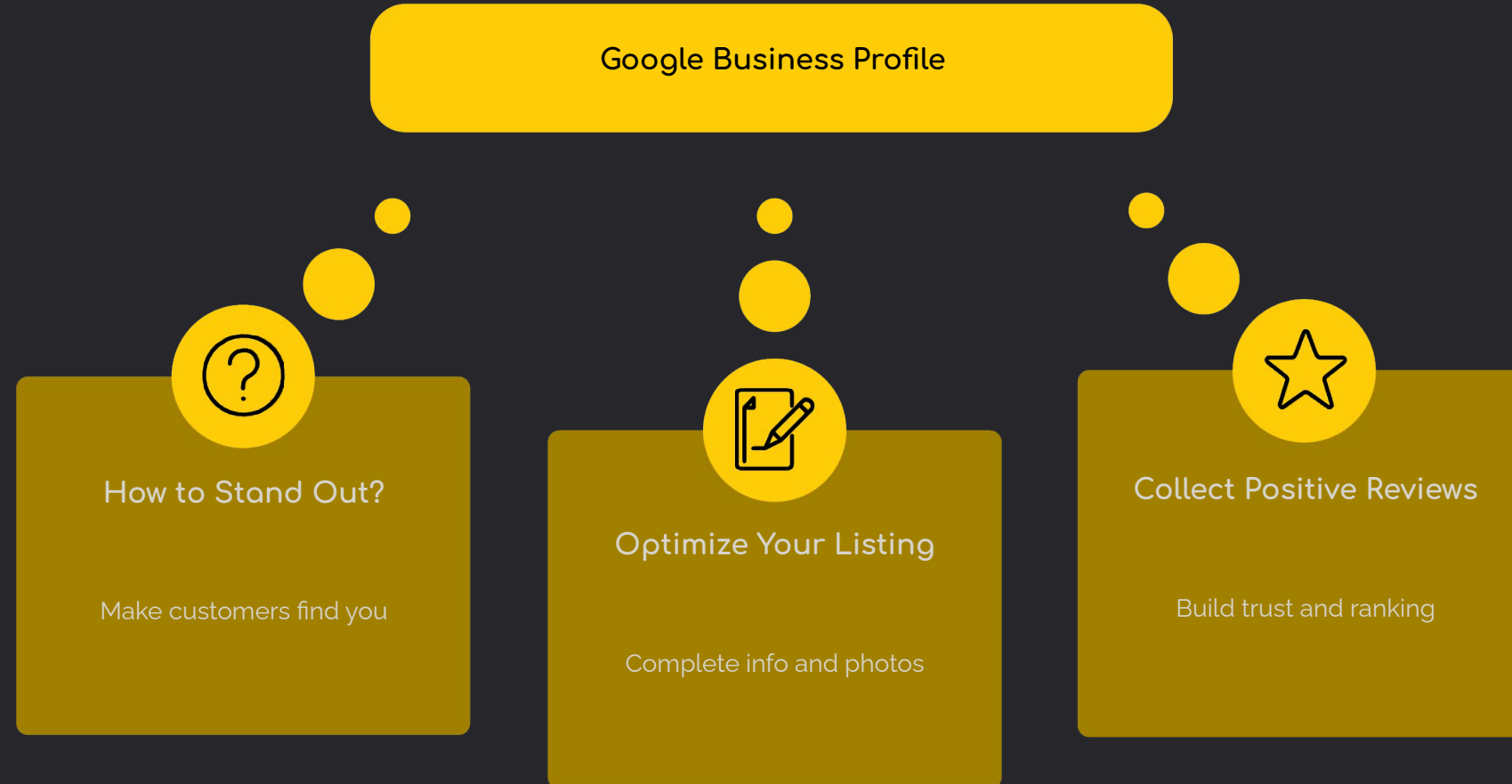
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Rate and Review on Google



GOOGLE MY BUSINESS

When customers search online for products or services you offer, you need to be visible. Your Google Business Profile is your storefront on the world's largest search engine.





WHERE ELSE CAN CUSTOMERS FIND YOU ONLINE?

ANSWER: SOCIAL MEDIA

DIFFERENT SOCIAL MEDIA PLATFORMS

- Facebook
- Instagram
- YouTube
- Snapchat
- TikTok
- LinkedIn
- X (Formerly Twitter), etc.

WHY SOCIAL MEDIA IS IMPORTANT FOR YOUR BUSINESS

Social Media



Wider Audience Reach

Expand visibility across channels



Brand Awareness

Strengthen recognition and recall



Customer Engagement

Interact directly with customers



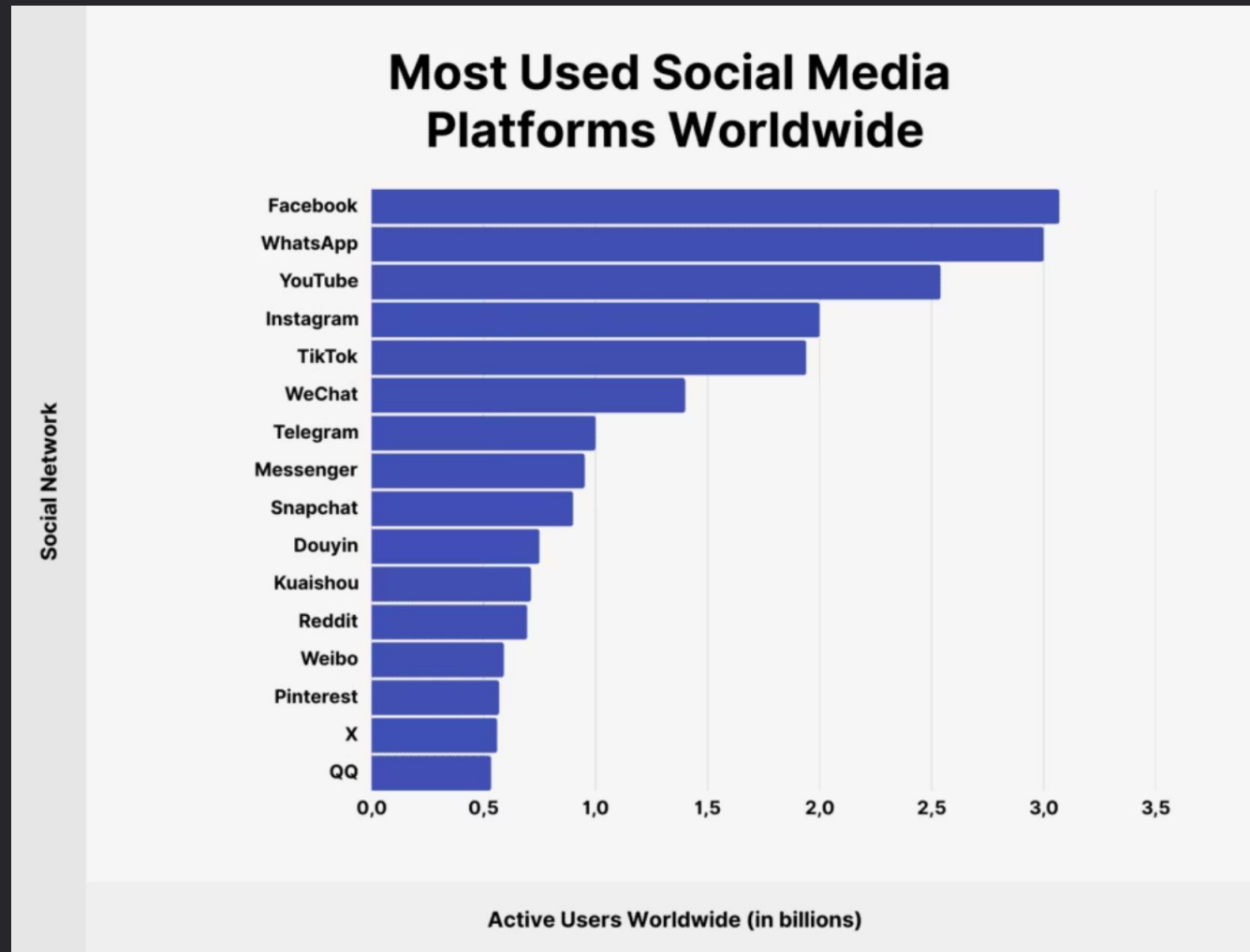
Drive Website Traffic

Send visitors to your site

CHOOSING YOUR SOCIAL MEDIA PLATFORMS

Not every social platform is suitable for every business. **You do not need to be on every platform, and you should not be on every platform.** That would take a tremendous amount of time to manage your social media presence and make you far less effective because you would be spreading yourself too thin across different channels. Determine which social media channels your customers spend the most time on, and only focus on those channels. For example, Twitter, Instagram, and SnapChat may be popular, but not where your audience engages. Find your audience and stay there.

HOW TO KNOW WHICH SOCIAL MEDIA PLATFORM TO USE:



1. STUDY THE NUMBERS

Take your business to a platform that has a large number of users. This improves your chances of reaching more people.

2. KNOW YOUR AUDIENCE.

	Facebook	LinkedIn	Twitter	Instagram	YouTube
DEMOGRAPHICS	2.7 Billion Users Ages 25-54	706 Million Users Ages 30-49	1.3 Billion Users Ages 18-29	200 Million Users Ages 18-29	2 Billion Users All Ages
PURPOSE	Relationship Building	Thought Leadership News & Articles Conversation	News & Articles Conversation	Relationship Building Brand Engagement	Interaction Brand Engagement
PROS	Brand Loyalty Build Community	Business Development B2B Interactions	Public Relations News Sharing	Retail, Art, Food, Entertainment & Beauty Businesses	Brand Awareness Interactive Information
CONS	Limited Organic Reach	Limited Organic Interactions	Limited by Character Count	Images and Short Videos Only	Resource and Time Intensive

Who is your product for? Men or women? What is their age? Where do they live and what do they do? This will help you to be on the social media apps where they are.

LET'S BREAK DOWN 3 MOST POPULAR PLATFORMS: FACEBOOK, INSTAGRAM & TIKTOK.



INSTAGRAM BUSINESS ACCOUNT

To create an Instagram business account, open the app, go to your profile, and navigate to Settings and privacy. Tap Account type and tools, then Switch to professional account. After selecting a category, choose Business and follow the prompts to complete your profile, which may include connecting a Facebook page.

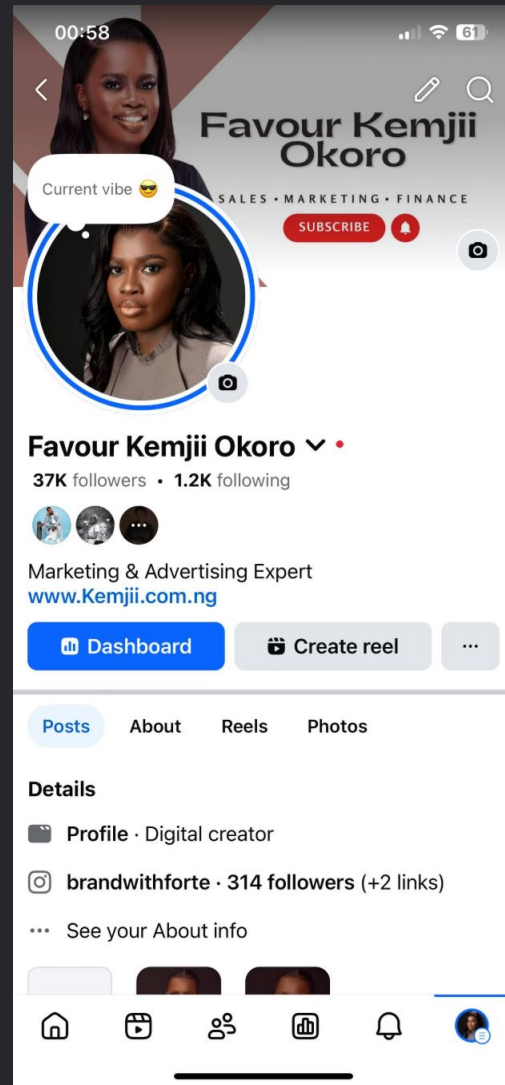
FACEBOOK BUSINESS PAGE

To create a Facebook business page, **log in to your personal Facebook account, click the menu, select "Pages," and then click "Create new page"**. You will need to enter a page name, category, and bio, and then click "Create Page". After the page is created, you can add a profile picture, cover photo, business details like contact information and hours, and an action button.

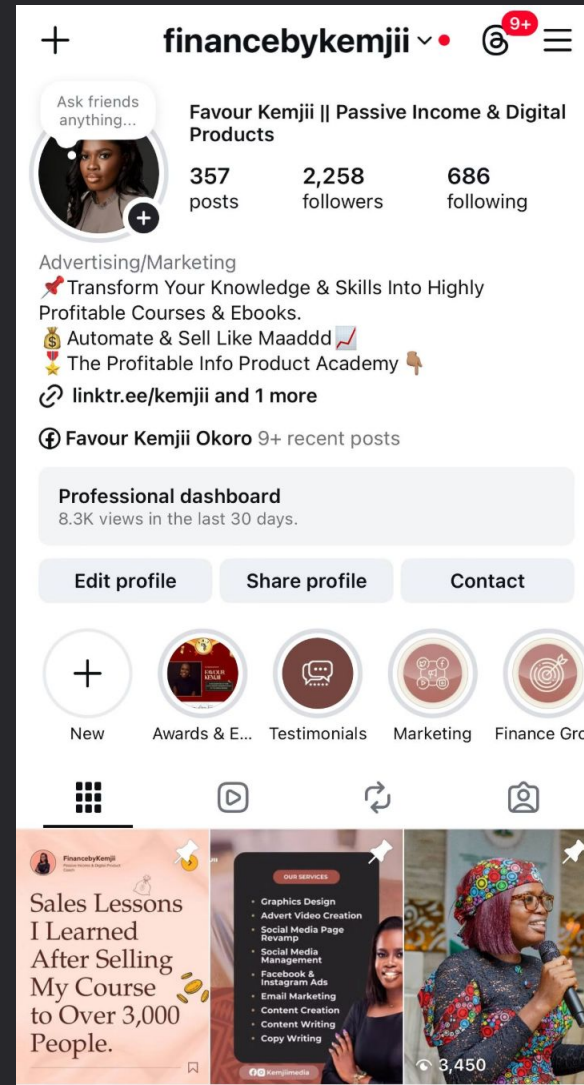
TIKTOK ACCOUNT

To create a TikTok Business Account, **open the app, go to your Profile > Menu (☰) > Settings and privacy > Account, then select "Switch to Business Account,"** choose your business category, and **follow the prompts to optimize your profile with a logo, bio, and links for features like analytics and commercial music.**

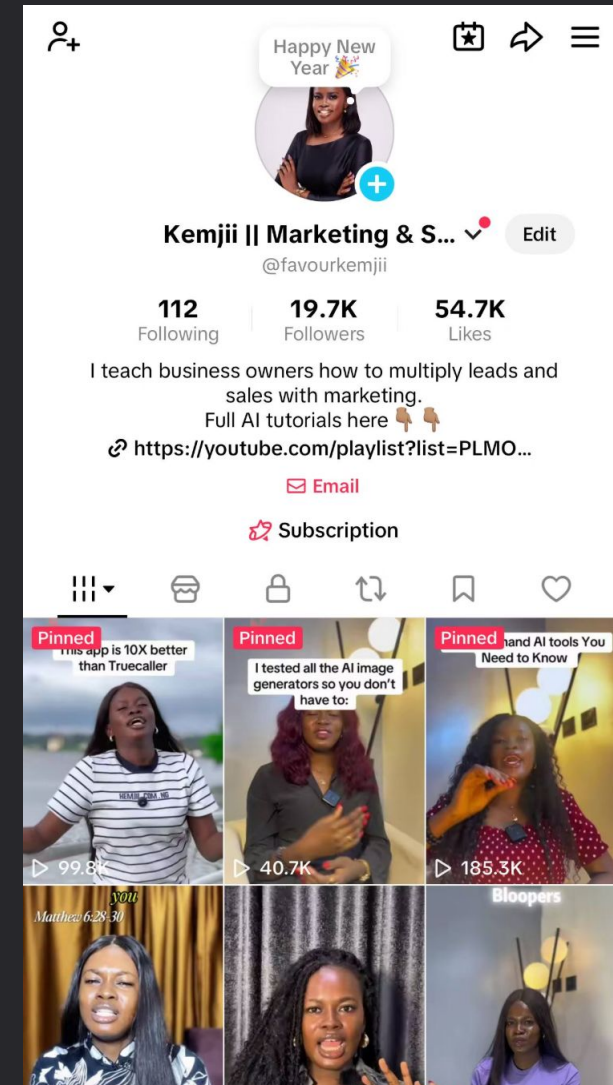
THIS IS WHAT YOUR PAGE WILL LOOK LIKE



FACEBOOK PAGE



INSTAGRAM PAGE



TIKTOK PAGE

WEEK 2 CLASS ACTIVITY

1. Create a Facebook account
2. Create an Instagram business page
3. List your business on Google
4. Create a Facebook business page
5. Share the page link to the class group

