



The Learning Core  
Company Limited

# Design and Digital Transformation for Retail Business Growth

How simple digital tools help you sell more, save time, and attract customers.

**FAVOUR OKORO, JANUARY, 2026**

# MEET YOUR TRAINER



- A Meta and Google-certified digital marketing professional.
- Founder of Kemjii Media, a leading marketing and advertising agency based in Nigeria.
- Worked with over 200 businesses in the past four years, helping them achieve remarkable growth and profitability using proven digital strategies.
- A dynamic speaker and educator, Favour has spoken at over 20 physical events.
- Favour is a seasoned trainer and coach who has equipped more than 12,000 business owners, companies, and individuals.
- Recognized by the Federal Ministry of Innovation, Communication, and Digital Economy in 2023, celebrating her as an outstanding social media marketing tutor.

# WHAT YOU'LL LEARN:

## Week 1

### **Digital Foundations**

Build your essential online toolkit with Gmail, Google Drive, Canva, and WhatsApp Business

## Week 2

### **Online Presence**

Create your Google Business Profile and professional social media pages that attract customers

## Week 3

### **Marketing Systems**

Set up landing pages and email lists to start selling online systematically

## Week 4

### **Growth & Tracking**

Launch simple ads, plan content, and track your business performance effectively



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# Week 1: Digital Foundations

Getting Ready for the Online Space



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# The Sad Reality of Most Small Businesses



## Manual Records

Most small business owners have poor records. They use pen and paper which can easily be lost.



## No Shop, No Sales

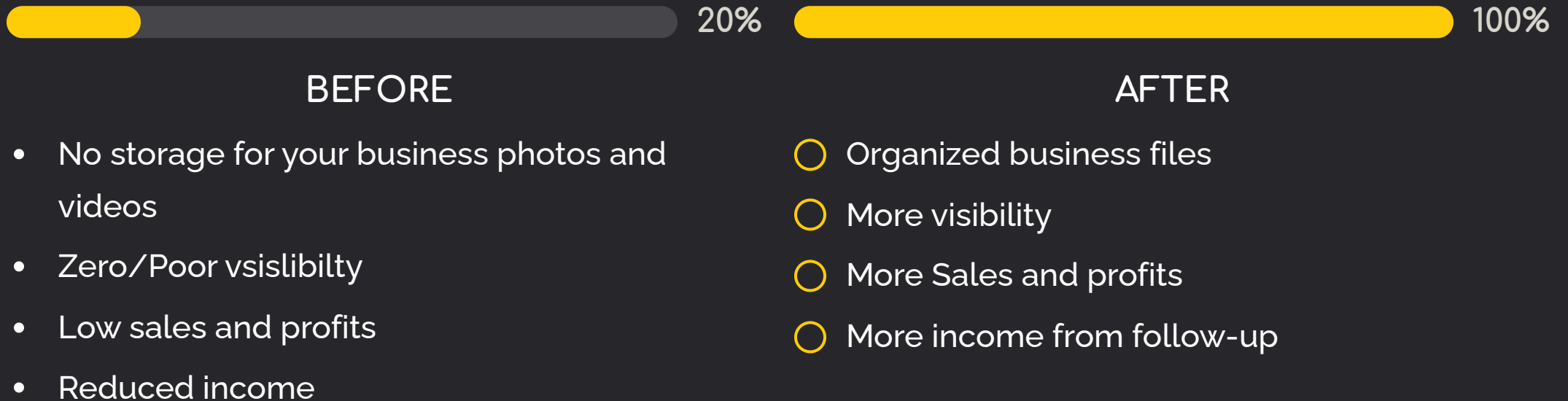
Sales depend on physical presence which is very tricky and unstable.



## No Customer List

Most business owners do not have the phone numbers and emails of their customers for follow-up.

# What Changes When a Business Goes Digital



# IMPORTANT DIGITAL TOOLS FOR BUSINESSES



## EMAIL & GOOGLE DRIVE

To communicate and save important business files.



## SOCIAL MEDIA

To share content about your business and reach new customers.



## CANVA

To create simple designs to promote your business online.

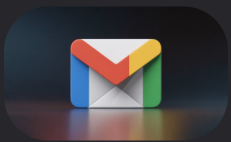


## WHATSAPP BUSINESS

To communicate, chat with and follow-up on your clients and customers.

# INTRODUCTION TO GMAIL

Gmail is a free, web-based email service by Google that is important because it offers a secure and user-friendly way to send and receive emails, with features like powerful search, large storage, and integration with other Google services like Drive and Calendar. It is also vital for establishing an online presence, as many websites, apps, and services require an email address for sign-up and account recovery.



GMAIL LOGO

# INSIDE GMAIL, WE HAVE THE FOLLOWING:

- PRIMARY INBOX
- PROMOTIONS
- SPAM
- SOCIAL
- STARRED
- IMPORTANT
- SENT
- SCHEDULED
- OUTBOX
- DRAFTS



# HOW TO CREATE A GMAIL ACCOUNT



## 1. Go to the sign-in page:

Open a browser and type `gmail.com`. or download gmail app on Google Playstore or App store



## 2. Start account creation:


Click "Create account" and select the option for your use (e.g., "For personal use").



## 3. Enter personal details:

Provide your first and last name, date of birth, and gender, then click "Next".

# HOW TO CREATE A GMAIL ACCOUNT (CONTD.)



## 4. Choose Your Gmail Address

Select a suggested username or create a unique one. This will be your new email address. Click "Next."



## 5. Create a Strong Password

Enter a password that combines letters, numbers, and symbols. Confirm your password, then click "Next."



## 6. Add Recovery Information

Optionally, add a recovery phone number or email address. This helps secure your account and recover it if you forget your password. Click "Next."



## 7. Review & Agree to Terms

Review your account details. Read Google's Terms of Service and Privacy Policy carefully, then click "I agree."

# HOW GMAIL & GOOGLE CAN SAVE YOUR BUSINESS



MR. KUNLE LOST ALL HIS BUSINESS RECEIPTS, PICTURES AND VIDEOS BECAUSE OF POOR STORAGE.



MR. HASSAN HAS NOTHING TO WORRY ABOUT AS ALL HIS BUSINESS FILES ARE SAFELY STORED TO GOOGLE DRIVE.

# INTRODUCTION TO GOOGLE DRIVE

Google Drive is a **cloud-based storage service that allows you to store, access, and share files online from any device with an internet connection**. It is important because it provides a central, secure location for your files, enables collaboration with others on documents, and integrates with other Google services like Docs, Sheets, and Slides. This makes it a convenient and efficient tool for managing files and working together, whether you're a student, professional, or in a business setting.

# WHY IS GOOGLE DRIVE IMPORTANT?

**Cloud storage:** Store all your files in one place.

**Access anywhere:** Access your files from any device, at anytime.

**File sharing:** Easily share files and folders with specific people or the public.

**Automatic backup and syncing:** Files are automatically backed up and kept up to date across all your connected devices, which helps prevent data loss.

**Security:** Google Drive uses encryption and stores data in secure data centers to protect your files.

# HOW YOU CAN USE GOOGLE DRIVE



1. Upload and save pictures & videos



2. Share and collaborate



3. Move content from one phone to another

# The Digital Business Cycle

See how essential digital tools work together to propel your business forward.

## Establish Online Presence

Use Gmail for professional communication and to register for online services.



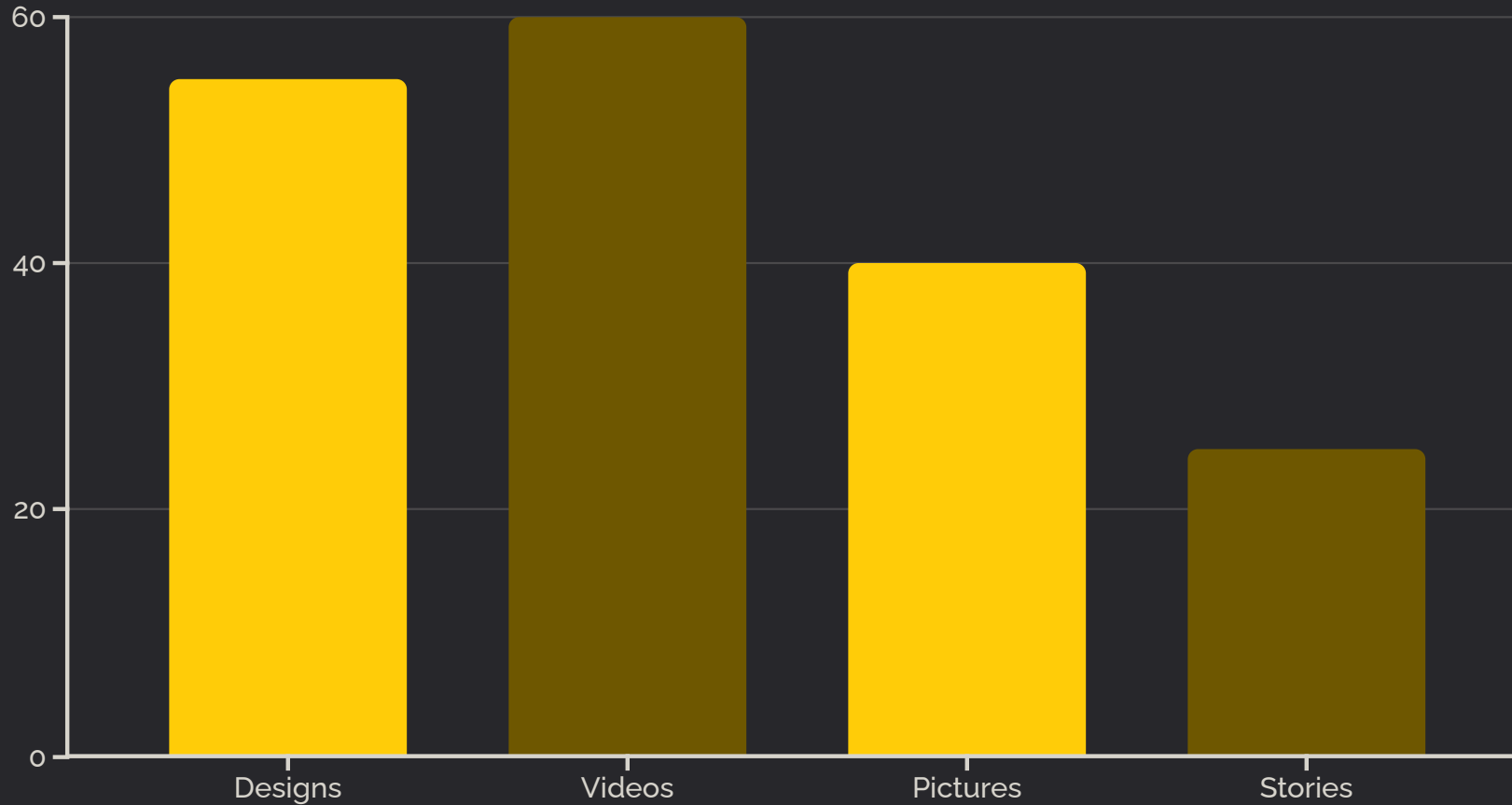
## Create & Organize Content

Leverage Canva for engaging visuals and Google Drive to securely store all your business files.

## Engage & Drive Sales

Utilize WhatsApp Business to connect with customers, provide support, and close deals efficiently.

# TOP WAYS TO SELL ONLINE



# SIMPLE DESIGNS LIKE THESE HELP YOU PROMOTE YOUR BUSINESS ONLINE:



YOU CAN MAKE BEAUTIFUL DESIGNS LIKE THIS WITH YOUR PHONE- USING AN APP CALLED CANVA.

# INTRODUCTION TO CANVA FOR DESIGN

Canva is an online graphic design tool that makes it easy for anyone to create visuals like social media posts, presentations, and posters using a drag-and-drop interface and thousands of templates. It is important because it democratizes design, making professional-looking graphics accessible to people without a design background and allowing for quick, consistent visual branding.

HOW DO YOU CHAT WITH YOUR CUSTOMERS,  
FOLLOW-UP AND CLOSE DEALS FAST?

USE THIS FREE BUT VERY POWERFUL TOOL CALLED WHATSAPP BUSINESS.

# WHAT IS WHATSAPP BUSINESS?

WhatsApp Business is a free app for small businesses to communicate professionally with customers, featuring tools like automated messages, quick replies, and product catalogs. It provides a business profile, allows users to organize chats with labels, and enables sharing a link for customers to start a conversation directly. A more sophisticated and scalable version, the WhatsApp Business API, is available for larger enterprises needing more advanced features and integrations.

# HOW TO USE WHATSAPP BUSINESS

1. Download the WhatsApp Business app from the App or Play Store.
2. Agree to the terms and conditions.
3. Register using your business phone number (a separate number from your personal one is recommended).
4. Set up your business profile by adding your business name, category, logo, description, and contact information.



WATCH THE VIDEOS ATTACHED FOR  
PRACTICALS ON EACH SEGMENT.



# WEEK 1 CLASS ACTIVITY

1. Create a Gmail account
2. Sign in to Google Drive with the account
3. Upload 5 product photos/videos
4. Create a business folder
5. Share the folder link to the class group

