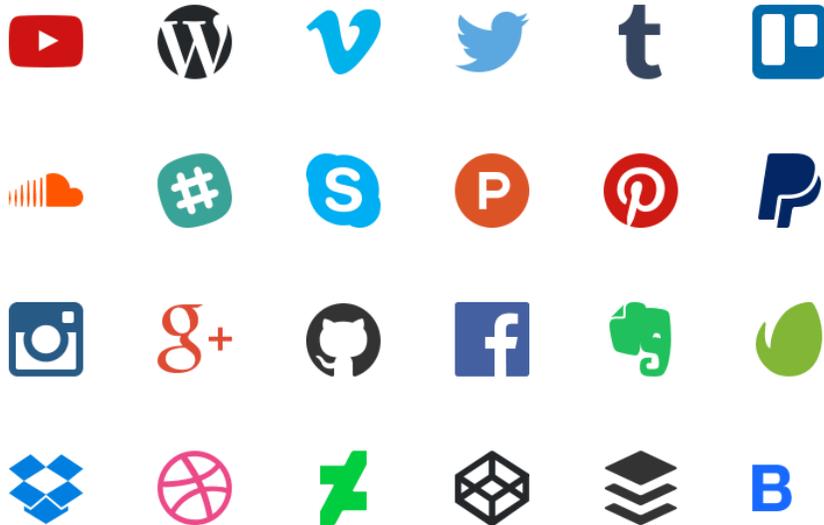


Social Media Marketer

Average Capital Requirement: N10,000 only

Summary: If you are addicted to social media, then here is a chance to make money from your addiction. With your laptop, time on your hands you can make so much money. You can gross over N150,000 per month armed with good number of audience and a lovely marketing proposal.



Introduction

Social media marketing is relatively new in Nigeria. The Nigerian market is used to adverts on mass media, prints and bill boards but with this era of broadcasts, retweets, regrams, reposts etc news spread faster now on social media than any other form of media. To confirm this, can you remember when you last sat down to watch local channels, let alone adverts on a local channel? However, you are frequent on social media, where it is hard to miss a thing. You can make money off this too.

Required Resources

- Assets
A laptop and Phone that has online access
Good followership and presence on as many social media App as possible
- Personnel
Just you till you need extra-hand
- Capital
About N10,000

Required Skills

- Good marketing skills
- Good writing skills
- Knowledge of social media, how to trend an idea, how to sway opinion and generate followership (training is available online free of charge)
- Good business proposal (Find sample of proposal on the **Business Document Page**)

Full description of Operations

- Business operation
Currently there are no strict rules about social media marketing in Nigeria and no registration is required, however, as you become more of advert manager than a social media addict you might have to register with APCON (Advertising Practitioners Council of Nigeria).

Social Media Marketing involves you opening as many social media accounts (Facebook, Instagram, Blogs, Twitter, Snapchat etc) as possible. Create your own audience or followers (you need creativity and content to do this) then get companies to advertize on your platform. If you focus on Small businesses you can get at least 5 companies each with an average contract of between N5000 to N50,000 per month/company.

To win companies over, you might be required to submit proposals stating what you can do and how it will impact on the company's sales and profit. You can download a sample of the proposal on this site.

- Objectives
Getting large number of followers
Getting companies to advertise on your platform
Making money doing what you love doing
- Benefits
You are using your data for something productive and profitable
You have the benefit of working from home and at your own time
You get to earn what others earn in months just from one good contract
It is a nice part time job that can make your full time job less boring
- Possible Limitations and solutions
Getting followership: This is the major challenge with social media marketing, it is not easy building followers but it is doable, if you are creative, persistent and well informed on social media tactics.

Core marketing aspects: this can also pose challenge if you don't know those parameters to explore and the yardstick to measure your performance as a marketer. However, this website as provided a column for proposal writing and you can also read more about marketing applications.

Financial Analysis

It is assumed that before you can say you want to go into an idea like this, you must have a laptop and phone that can access the internet, so this would not be regarded as part of your cost.

- Cost

Cost of data: Depending on your data usage, you would spend between N2,000 to N5,000 on data per month.

Cost of training: Most trainings are free online and because it is a developing industry, most information are still based on trial and error. However, search engine booster applications are not free; they range from between \$5 to \$200, Naira equivalent depends on exchange rate.

Cost of Getting Clients: This is a selective marketing so flyers don't work here, what you need is to pin-point companies that might need this sort of service then submit a proposal to them. This will take your time but it will be totally worth it.

Cost of logistics: this is negligible.

Future Forecast

- Prospects

Having your own advertizing company that goes beyond social media and beyond you manning the system

Building a brand that people all over the world wants to buy into.

Conclusion

Social media is big money; it is suffice to say it is the next big thing after Energy.

References

For Service consultation contact us via mail at lcriticizedotnet@gmail.com or call within hours +234-8056433797

Note that this may attract service charge.