

# WHATSAPP MARKETING

## Blueprint

*How to Turn Your WhatsApp Into a Daily Sales Machine for Your Nigerian Business*

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**BONUS MATERIAL | Included with 33 Businesses You Can Start With Less Than ₦100K**

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## Why WhatsApp Is Your Most Powerful Sales Tool

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WhatsApp has over 90 million active users in Nigeria. More importantly, it is the platform where Nigerians actually buy things. Not just browse, buy. A well-run WhatsApp business account consistently outperforms Facebook ads, Instagram posts, and even physical flyers in converting warm contacts into paying customers.

This blueprint gives you a complete system for using WhatsApp to generate daily sales for your business whether you sell food, fashion, beauty products, household items, or services. Follow it step by step.

## Section 1: Setting Up for Success

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### 1.1 — Set Up WhatsApp Business (Not Regular WhatsApp)

Download WhatsApp Business from the Play Store or App Store. It's free and gives you features the regular app doesn't:

- Business profile with your name, address, category, and website
- Catalogue to display your products with photos and prices
- Auto-reply messages for when you're away or unavailable
- Quick replies — save your most-used messages and send with one tap
- Labels to organize contacts (e.g. 'New Customer', 'Regular', 'Pending Payment')

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**PRO TIP:** *Use a dedicated SIM for your business WhatsApp. Mixing personal and business contacts is a fast route to looking unprofessional.*

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### 1.2 — Optimize Your Business Profile

Your profile is your shop front. Fill it completely:

- Profile photo: Your product, logo, or a clean photo of you in your business context
- Business name: Use your actual business name — not your personal name
- Category: Choose the most relevant one (Retail, Food & Grocery, Beauty, etc.)
- Description: Write 2–3 lines about what you sell and who you serve. Keep it clear and benefit-focused
- Business hours: Set them so customers know when to expect a response
- Location: Add your general area so local customers can find you

### 1.3 — Build Your WhatsApp Catalogue

The catalogue feature lets you showcase your products inside WhatsApp itself. Add every product you sell with:

- A clear, well-lit product photo
- Product name and brief description
- Price (always include a price — hiding it slows down sales)
- A link to order or a call-to-action

When a customer asks 'what do you sell?', send your catalogue link instead of typing out a list. It's faster, looks professional, and converts better.

## Section 2: Building Your Contact Base

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### 2.1 — Start With Who You Know

Your first 50–100 customers are already in your phone. Go through your contacts and identify everyone who could benefit from what you sell. Don't spam, instead, send a personal, warm message introducing your business.

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Hi [Name], I just started a business selling [product/service] and I immediately thought of you. I'd love for you to be one of my first customers — I'm offering a small launch discount for this week only. Let me know if you'd like to see what I have.

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### 2.2 — Use Your Status to Attract Contacts Organically

Every person who views your status is a warm lead. Post on your status consistently and the ones who are interested will reach out. Focus on:

- Product photos (clear, well-lit, showing the full product)
- Short videos, unboxings, demos, before-and-after
- Customer testimonials, screenshots of happy buyers with their permission
- Behind-the-scenes content, packing orders, restocking, production
- Scarcity posts, 'Only 3 left' or 'Last day for this price'

### 2.3 — Add Your WhatsApp Number Everywhere

- On all your Instagram and Facebook bios
- On every flyer, business card, or package label
- In your email signature
- At the bottom of every receipt or invoice
- On your product packaging

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**GROWTH HACK:** Add a click-to-chat WhatsApp link to your Instagram bio: [wa.me/2348XXXXXXXXXX](https://wa.me/2348XXXXXXXXXX) — anyone who clicks goes straight into a chat with you.

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## Section 3: The Daily Content System

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Consistency on WhatsApp Status is what separates businesses that grow from businesses that stall. Here's a simple daily posting framework you can follow:

### The 5-Post Weekly Status Formula

#### Monday — Product Spotlight

Feature one product. Show a clear photo, state the price, and give one strong reason why someone needs it today.

#### Tuesday — Social Proof

Post a customer review, a screenshot of a testimonial, or a before-and-after result. If you're new, post a photo of your product in use.

#### Wednesday — Education or Value

Share something useful related to your niche. A cleaning tip if you sell household items. A styling idea if you sell fashion. A recipe if you sell food ingredients. This builds trust without selling.

#### Thursday — Offer or Promo

Run a limited-time deal. Bundle two products together. Offer free delivery for orders above a certain amount. Create urgency.

#### Friday — Behind the Scenes

Show how you work. Packing orders, restocking, and making your product. People buy from people they feel connected to.

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**REMEMBER:** *You don't need to post every day. 3–5 quality status updates per week consistently beats 20 random ones that go nowhere.*

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## Section 4: Converting Viewers Into Buyers

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### 4.1 — How to Write Status Captions That Sell

Most business owners post a photo and say nothing — or worse, say 'DM for price'. This kills conversions. Here's a better formula:

1. Hook — start with something that stops the scroll (a question, a bold statement, a relatable problem)
2. Product — introduce what you're selling and what it does
3. Benefit — what changes for the buyer after they get it
4. Price — always show the price openly
5. CTA — tell them exactly what to do next ('Chat me now', 'Send ORDER to this number')

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Still spraying perfume that fades in 2 hours? Our perfume oils last 6–8 hours and they cost less than a third of the imported brands. Roll-on: ₦1,200 | Spray bottle: ₦2,000  
Chat me now to order. Delivery available within Abuja.

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### 4.2 — Handling Price Objections

When someone says 'it's too expensive', don't reduce your price immediately. Try these instead:

- Justify the value: 'This lasts twice as long as the alternatives and you actually save more in the long run'
- Offer a smaller entry: 'I have a starter size at ₦800 if you want to try it first'
- Bundle the value: 'If you take two, I'll add a free [small item]'
- Acknowledge and hold: 'I understand but I don't compromise on quality. The price reflects that'

### 4.3 — Closing the Sale

Most sales are lost because the seller never actually asks for the order. When a customer is interested, close directly:

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Great! So I'll put you down for [product]. Do you want delivery or pickup? Kindly send your address and I'll confirm your total including delivery. Payment is via bank transfer and I'll send you the details once you confirm.

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## Section 5: Broadcast Lists — Your Secret Weapon

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A broadcast list lets you send one message to up to 256 contacts at once, and each person receives it as a private, personal message from you. Unlike groups, there's no chaos, no noise, no replies visible to everyone.

This is the closest thing to email marketing that WhatsApp offers and Nigerians open WhatsApp messages far more than emails.

### How to Build Your Broadcast List

6. Go to WhatsApp > New Broadcast
7. Add contacts who have your number saved (this is important if they haven't saved your number, they won't receive the broadcast)
8. Segment your list: 'Buyers', 'Leads', 'VIP Customers', 'Cold Contacts'
9. Send different messages to each segment — buyers get loyalty rewards, leads get promos, cold contacts get value content

### Broadcast Message Templates

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New stock just landed!  I've restocked [product name] and I only have [number] units available. Price: ₦[X]. First come, first served — reply 'I WANT' to reserve yours.

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Happy weekend! This Saturday only — buy [product A] and get [product B] at half price. Offer ends Sunday night. Reply 'WEEKEND' to claim yours.

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You've been one of my best customers and I appreciate you. As a thank-you — your next order gets free delivery, no minimum. Just mention this message when you order.

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## Section 6: WhatsApp Groups — How to Use Them Properly

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WhatsApp groups can work for your business, but only if managed well. A poorly run group becomes a ghost town or gets muted by everyone. Here's how to do it right.

### Should You Create a Group?

Create a group if you have 20+ customers who buy regularly and would benefit from being in a community e.g. a foodstuff supply group, a fashion buyers group, or a deals notification group. If you have fewer customers, stick to broadcast lists.

### Group Rules for Business

- Name the group clearly e.g. 'Zara's Kitchen Deals', not 'My Business Group'
- Set a description explaining what the group is for
- Post a welcome message every new member can read
- Keep it business-relevant don't allow random forwards and gossip
- Post no more than 2–3 times per day value first, selling second
- Respond to every question publicly so all members benefit from the answer

## Section 7: 30-Day WhatsApp Launch Plan

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If you're starting a new business, here's how to use WhatsApp in your first 30 days to get your first sales:

### Week 1 — Set Up & Announce

- Set up WhatsApp Business profile fully
- Build your catalogue with at least 5 products
- Send personal intro messages to 50 warm contacts
- Post on your status 3 times, one product photo, one intro video, one offer

### Week 2 — Content & Conversations

- Post status daily following the 5-post weekly formula
- Follow up with anyone who viewed your status but didn't respond
- Create your first broadcast list
- Send your first broadcast. A launch promo with a 3-day deadline

### Week 3 — Social Proof & Referrals

- Ask every buyer for a review or photo, post these on your status
- Launch a referral offer: 'Bring a friend who buys, get ₦500 off your next order'
- Add your click-to-chat link to all your social media bios
- Post a 'behind the scenes' video showing your process

### Week 4 — Systems & Consistency

- Review what content got the most responses do more of that
- Set up your away message and quick replies in WhatsApp Business settings
- Create your second broadcast list segment
- Plan next month's promotions in advance so you're never scrambling for content

## Final Note: Consistency Beats Everything

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WhatsApp marketing is not about going viral. It's about showing up consistently for the people who are already watching you. The business owner who posts on their status every single day for 6 months will always outperform the one who posts 20 times in a week and disappears for a month.

Build your contact list daily. Post your status consistently. Follow up on every lead. Ask for every sale. That's the system. It works.

***Your phone is your most powerful sales tool. Use it like one.***