

If you are a service based business in Nigeria looking for how to increase your sales, this guide is exactly what you need.

In this guide, you will learn about the current strategies that are working for service based businesses and how you can replicate them.

What are service based businesses?

Service based businesses are enterprises that primarily offer expertise, skills, or labor to clients, focusing on delivering intangible solutions rather than physical products.

To increase the number of orders you get,

Get a shop in a good location:

Location is everything when it comes to service based businesses in Nigeria. This is so because different locations have different purchasing power.

Get a shop in a location where the people in that location can afford your services. This is more important if your business is outside Lagos State.

At the time of writing this guide, Lagos State is the only state in Nigeria that has a high density of people with a moderate purchasing power scattered around different areas of the state.

If your business is outside Lagos, you do not have the luxury to pick a shop in a random location.

If you already have a shop and a customer base in a location that's not really giving you the kind of results you need, you can save up or get funding for a new shop while maintaining both locations.

Register on Google Business Profile

Google business profile is a tool from Google that allows business owners to list their business, products or services on Google for free.

When you list your business on Google business profile, customers who are searching for the services you render online can easily find you.

I got a new apartment in 2024. I left most of my furniture for the new occupant (My sibling 😊). So, I needed to buy new curtains, rugs, etc.

In this new location, I didn't know who to ask where to get curtains so I Googled for where to buy curtains.

A list of businesses came up on Google. I called the first business but the number didn't go through, I called the second and he picked. The second business even offered to come to my location and measure the lengths of the curtain for a small fee. They were the only options, of course I had to patronise them.

Listing your business on Google business profile does not mean you will begin to get an overflow of customers once you begin to rank well. The number of Nigerians that go online to search for businesses to patronise are few but you will be able to capture the ones that do.

However, the number of Nigerians that use the internet to search for businesses and services is gradually increasing (especially among young Nigerians). It is better to position your business so that as that number increases, your business is easily discoverable and well established online to capitalize on this growing trend.

Another advantage that comes with listing your business on Google is that you can use it to build trust through reviews.

When a customer reviews your business on Google, it is publicly available and you cannot delete it. If you are offering good services to your customers, they will definitely drop positive reviews. This will encourage potential clients to patronise you.

WhatsApp reviews where you take screenshots of WhatsApp chats can easily be manipulated and customers know this.

Visit business.google.com and sign in with your Gmail account to list your business for free.

Ask for Reviews

Once you have listed your business on Google, start asking your new and old customers for reviews. Give them a link to your Google business profile so they can drop their reviews.

Reviews help your business to rank better on Google search. The more reviews you have, the better for your business.

Sign up on Business Directories

Business directories are websites where businesses are listed with their contact details, services, and other relevant information to help customers find and connect with them easily.

Some customers take out time to research about a business they found online before making a purchase. This is common when you are selling high value services.

When you list your business in a directory, you get more eyeballs to your services and build credibility faster. The more places customers see your business, the more they trust you.

Some popular business directories in Nigeria where you can list your services are [Finelib](#), [connect Nigeria](#) and [Hotfrog](#).

Build a Customer Database

As you begin to get customers, you need a way to always keep in touch with them. When a customer buys from your business for the first time, you can turn them to repeat customers by sending them messages to remind them about your business.

You could send them a message to wish them well during festive periods, you could send them educational messages (how to do a particular task), you could also tell them about your new offers or other services you render that they haven't tried.

I'll give an example with a vehicle repair business.

Imagine that **Cogs and Cranks Auto Limited** repairs cars in Akure, Nigeria. When a customer comes to repair a car, they collect the customer's Whatsapp number or email address so they can message the customer later.

Three months after the customer has repaired his car, they send him a message to buy new brake oil from them. When they start selling and installing car tracking softwares, they send a message to all their customers and tell them about the importance of having tracking software.

If a customer wants to sell his car, he brings it to **Cogs and Cranks Auto Limited** to sell. Cogs and Cranks can message everyone on their database about the car and within a few days, the car is sold.

Most business owners will say “why do I need a customer database when I have a Facebook or Twitter page?”

Using social media pages to reach out to your customers is risky because social media platforms can limit the reach of your post. You could have 5,000 followers but when you post, only a small fraction of that number gets to see your posts.

Also, your customers are on social media to have fun. If you share a post for them to try out a new service, most of them will ignore it.

The best way to build a customer database is to use an email marketing tool to collect customers' email and phone numbers.

You can invest in software like FluentCRM, Brevo or Maildrip to build your customer database. These tools have a free plan but as you grow, you will be required to pay a monthly subscription fee.

Perhaps your business cannot afford email marketing software, you can use cheaper options like collecting customers' contacts to send them broadcast messages on WhatsApp or by inviting each customer to join your WhatsApp channel.

Run paid ads within your location

Your customers are on social media platforms like Facebook, Instagram and X. The fastest way to get customers for your service is to advertise where your customers spend their time.

I'm not talking about posting on your page and hoping it goes viral. I mean paying a platform like Facebook money to show your services to individuals within your location, state, country or a different country.

Imagine you offer dry cleaning services in Owerri, Imo State. You can target young men or women between the ages of 25-50 who work in the bank to patronise your service.

If you bake cakes in Benin city, you can pay Facebook to show your service to people who live on Benin, whose birthdays will be coming up in 2 weeks time.

There are a lot of possibilities with paid advertising and it's not just Facebook. You can advertise your business wherever your customer is;

- Twitter/X
- Google Search
- YouTube
- Gmail
- Popular websites

Tiktok

With paid advertising, you can achieve in 3 months what another business that depends on organic growth will take 3 years to achieve.

With paid advertising, you can corner the market, own the largest market share and make your competitors close shop.

For service businesses in Nigeria, we recommend you start with Facebook ads.

You can outsource your paid advertising to GrowthPal while you focus on delivering top notch services and improving customer satisfaction.

Get a website

A website can become your best performing staff winning multiple awards every year if you know how to put it to work.

Most business owners are oblivious to what they can achieve with owning a website for their business. We will list some of the benefits for you.

A website serves as an online shop where you can list all the services you offer, products you sell with price tags.

When you walk into a supermarket, you see the products and price tags on the shelves. You pick what you want, go to the cashier and pay. You don't need to ask "how much is spaghetti?", "How much is sardine?"

Just imagine for one second that when you visit a popular supermarket, the products and prices are invisible. You have to ask a staff for what is available and the prices for each item. The queues will be mad, customers will get frustrated and never come back.

With a website for your service business, customers can visit the site, see the price list of each service and place an order without talking to you or any staff.

A hair salon with a website can list how much it costs to make different hair styles. Customers can book appointments, pay online and show up on the scheduled day without lengthy chats on WhatsApp.

Your physical shop closes but your website is open 24/7 even on holidays. Your nicest staff doesn't come close 😊.

A website will help you rank higher on Google search when people search for your services online.

You can collect data using your website. There are codes that can be installed on a website to collect important data that can help you make better business decisions.

For example, you can know the gender that visits your website the most, their age range, the city they live in, the kind of content they consume online and so many more. You don't need to ask your customers these questions. All they need to do is to visit the website, and the code which can be installed on your site will track all this information.

With this information, you can make better business decisions like knowing the city where most of your customers or orders come from. You can know the age range to target when running ads on Facebook.

You know that thing that happens when you check out a shoe on Temu or Jumia then you suddenly begin to see shoes on every website you visit for the next 2 months. You can do that too if you have a website; it will definitely increase your sales.

A website adds value to your business. Customers will see you differently when you have a website. You will stand out from the crowd because thousands of businesses in Nigeria do not have a website.

If you have issues setting any of this up, you can reach out to GrowthPal on support@growthpal.ng