



How To Get More Customers Or Attract More Clients | 7hubent Tech

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Lagos Hustle Chronicles: The Journey to Attracting More Clients

Let's talk about the Great Lagos Hustle—where every entrepreneur is on a quest to get more customers. In this city, you either have your game on or you're left in the dust. So, how do you ensure you're not just another face in the crowded Balogun Market? Here's your guide, spiced with a dash of satire and a sprinkle of real talk.

1. Know Your Customer (Because They Definitely Don't Know You Yet)

Before you start screaming "Buy my product!" in the middle of Marina, understand who you're targeting. Are they the jollof rice enthusiasts or the tech-savvy millennials? Create customer personas—those imaginary friends who represent your ideal customers. Trust me, it's not as weird as it sounds.

- Why? Knowing your customer helps tailor your marketing efforts.
- Example: If your customers are mainly students, think student discounts, back-to-school promotions, and budget-friendly deals.

2. Go Digital or Go Home

Your customers are on their phones, so why aren't you? Embrace digital marketing like suya on a Friday night. Create a website that doesn't look like it was designed during the Y2K scare. Ensure it's mobile-friendly because, let's face it, everyone's browsing on their phones while stuck in Lagos traffic.

- Longtail Keyword: "affordable digital marketing services in Lagos"
- Why? A strong online presence builds trust and reaches more people.
- Example: Use social media ads to target specific demographics, like Lagos-based young professionals.

3. Content is King, Queen, and the Whole Dang Palace

Create content that not only sells but also entertains. Nigerians love a good story, so why not weave one around your product? Blog posts, videos, and memes are your best friends here. And don't forget, consistency is key. Post regularly, or your audience will move on faster than an okada on an empty street.

- Why? Engaging content attracts and retains customers.
- Example: Share success stories of how your service helped local businesses.

4. Offer Irresistible Deals

Nigerians love a good bargain. Flash sales, buy-one-get-one-free deals, and festive discounts can make your store the talk of the town. But don't just offer any deal—make sure it's something your customers actually want.

- Why? Attractive offers increase footfall and sales.
- Example: During festive periods like Christmas or Eid, run special promotions that are hard to resist.

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5. Leverage Influencers (Because Aunty Bisola's Endorsement Ain't Enough)

Influencer marketing is like jollof rice—everyone's doing it, and you should too. Partner with local influencers who resonate with your target audience. Remember, authenticity is key. A forced endorsement is as off-putting as undercooked beans.

- Why? Influencers can boost your brand's visibility and credibility.
- Example: Collaborate with a popular Lagos-based lifestyle blogger to showcase your products.

6. Customer Service That Makes Mama Proud

In Nigeria, word-of-mouth is powerful. One bad experience, and your customer will tell everyone in their WhatsApp group. Offer exceptional customer service that leaves them raving about you, not ranting.

- Why? Happy customers become repeat customers and free marketers.
- Example: Train your staff to be polite, responsive, and helpful. It's the little things that count.

7. Networking Like Your Life Depends on It

Attend local business events, trade shows, and even neighborhood meetings. Hand out business cards like they're party jollof. The more people you know, the more potential customers you have.

- Why? Networking expands your reach and opens up new opportunities.
- Example: Join local business associations and participate in community events.

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FAQs

Q: How can I attract more customers to my online store?

- A: Utilize social media marketing, search engine optimization (SEO), and influencer partnerships. Engage with your audience through compelling content and responsive customer service.

Q: What's the best way to retain customers in Lagos?








- A: Provide excellent customer service, offer loyalty programs, and continuously engage your customers with new products and deals.

Q: How important is having a mobile-friendly website?

- A: Extremely important. Most Lagosians browse on their phones, so a mobile-friendly website ensures a smooth user experience and higher engagement.




In the bustling city of Lagos, standing out is a survival skill. Follow these tips, and you'll not only get more customers but also turn them into loyal fans. Now, go forth and conquer the Lagos market—your competitors won't know what hit them!

The End

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