

Top WhatsApp Influencers in Nigeria | 7hubent Tech

If you're a Nigerian who hasn't heard of WhatsApp influencers, my brother or sister, I fear for your data usage. See, WhatsApp isn't just where you share your mum's endless "Good Morning" prayers or that auntie in the family group telling everyone to 'keep safe'. It's now a powerhouse for businesses, hustlers, and sharp people who have turned the platform into a money-making machine. And that's where the Top WhatsApp Influencers in Nigeria come into play.

But wait—why should you care?

Well, because these influencers are shaping the way people buy things, watch things, even eat things! And let me tell you, if you don't catch this train, you might as well be living under Third Mainland Bridge. Also, spoiler alert—7hubent Tech is the plug for your business growth on WhatsApp. But don't worry, I'll explain why in a minute. Let's start from the top.

What is a WhatsApp Influencer?

Before I get into the gist, let me quickly explain: a WhatsApp influencer is someone who uses their WhatsApp status, groups, and networks to influence buying decisions or trends. These people don't need fancy cameras or a hundred thousand followers on Instagram—nah, their mobile phone is their office, and their WhatsApp status is their TV channel.

Just think about it. When you're scrolling through your contacts, looking at statuses, what do you see? New shoes, latest gadgets, someone selling "original" perfumes. These influencers know how to grab attention and move their audience like juju. And the thing is, their reach is personal—because, let's face it, you'll open your WhatsApp more than any other app in a day. Abi I lie?

Nigeria's Top WhatsApp Influencers

1. Zara The Plug

Zara is like the queen of hustling. If there's something she can sell, believe me, she will sell it. From electronics to Ankara fabrics, her WhatsApp status is a mini Jumia. The way she puts her captions? A combination of pidgin and English that'll make you forget your budget for the month.

And the best part? She'll respond to every single inquiry personally. Her connection with her audience is tight.

2. Daniel 'Big Biz'

This guy? A business mogul in the making. Daniel uses his WhatsApp TV to push financial advice and business deals. I remember when I first saw his status talking about how to invest in real estate with just ₦50,000. I thought it was Yahoo Yahoo until I saw testimonies. He's always dropping useful gems on how to grow your finances and if you follow him well, you'll start thinking like a millionaire—even if your account balance is still doing ske ske.

3. Blessing aka Madam Connect

Blessing is the plug for social events. From weddings to concerts, her status is always filled with tickets and event updates. You're missing out on the hottest happenings if you're not following her. I remember attending an event she hyped on her status—it was supposed to be "lit." Long story short, I got there and felt like I was part of a Davido concert. The hype was real, and Blessing had a hand in it. She knows how to package tori, and she's got a loyal following who trust her recommendations.

How WhatsApp Influencers Work Their Magic

Now, you might be wondering, “What makes these people so special?” It’s simple: trust and personal connection. WhatsApp is intimate; it’s where we talk to people we know. So when someone you’ve chatted with starts sharing business deals or marketing products on their status, it feels more legit than just another Instagram ad, abi?

These influencers rely on word of mouth. They’ll get you so invested in what they’re selling or promoting, and before you know it, you’re telling your friend, “Have you seen what Zara posted today?” And boom, just like that, you’ve become part of the marketing chain.

Why You Should Care About WhatsApp Influencers for Your Business

Here’s the main reason why this article should interest you: WhatsApp influencers are affordable. Unlike Instagram and Facebook, where you have to spend millions on sponsored ads, WhatsApp influencers can charge way less for better engagement. They already have your attention by

simply being on your contact list. And guess what? You can leverage that for your business.

Now, this is where 7hubent Tech comes in. You see, while these influencers can boost your business on a personal level, 7hubent Tech provides the space for small businesses to advertise for FREE across Nigeria. Yep, you read that right—for free.

7hubent Tech connects businesses with WhatsApp groups dedicated to different industries—whether you're selling clothes, electronics, or services. You don't need to beg an influencer to post your product; just sign up, find the right group, and start promoting. It's the ultimate hack for small businesses in Nigeria, and it's saving people thousands of naira on marketing costs.

Personal Testimony: My Journey with WhatsApp Business

Let me share my own experience. I run a small graphic design business, and at first, I was struggling. I posted on Instagram, paid for ads on Facebook, but no traction. Then one day, my friend Daniel—yes, the same Daniel 'Big Biz' I mentioned

earlier—suggested I try promoting my business via WhatsApp.

He connected me to a couple of groups and influencers, and before I knew it, I was getting orders from people I never thought would even care about graphic designs. That's how I discovered 7hubent Tech. From that day on, I've never looked back. My phone has been buzzing with inquiries from different WhatsApp groups. It's like magic—only it's not magic, it's 7hubent Tech.

FAQs: Answering Your Burning Questions

1. How do I become a WhatsApp influencer?

Start small. Share valuable content, grow your contact list, and engage with people. Remember, on WhatsApp, it's all about trust. Consistently post things people want to see or learn about, and before long, you'll build a loyal audience.

2. Is it expensive to advertise with WhatsApp influencers?

It depends. Some influencers charge depending on the size of their audience, while others are more

flexible. But the beauty of WhatsApp influencers is that they're generally more affordable than influencers on bigger social media platforms like Instagram or Twitter.

3. What's 7hubent Tech, and how can it help my business?

7hubent Tech is a platform that connects Nigerian businesses with free advertising through WhatsApp groups. Instead of spending a fortune on ads, you can promote your business to a targeted audience through WhatsApp, Nigeria's most personal and widely used messaging app.

Join the Conversation

Have you had any success with WhatsApp influencers or advertising on WhatsApp? Are you considering trying out 7hubent Tech for your business? Share your thoughts in the comments below! Let's talk about your experiences—who knows, your next big business move might be just a message away.

In conclusion, if you're serious about making waves in the Nigerian business scene, you need to be on WhatsApp. And not just browsing family gossip but taking advantage of WhatsApp influencers and platforms like 7hubent Tech to promote your hustle. After all, who doesn't like free advertising, especially in this economy?