

7 Free and Paid Websites to Promote Your Business in Nigeria: A Hustler's Guide | 7hubent Tech

Let me ask you a question—what's the point of owning a business if nobody knows about it? Ah, my brother, my sister, in this Nigeria, you need to shout your business from the rooftops or else nobody go hear you o. The digital age is here, and your customers are online. But how do you find them without breaking the bank? Simple! You leverage some of these free and paid platforms that can give your business the visibility it needs. And, let me whisper it now—7hubent Tech is your best friend when it comes to free advertising, but we go talk am well later.

Before we dive into it, let me tell you a small personal story that might touch your heart a little.

My Humble Beginnings: From Shop Corner to Global Reach

In 2017, I was selling Ankara fabrics at my local market in Kano. Business was hard, my people! You go stand under hot sun, smile until your face pains you, and still, na only one customer go come after five hours. It was rough. But then one day, one of

my friends told me about advertising online. I laughed it off at first. "Ah, me? This small woman from Kano market? How I go dey advertise on the same internet where people dey buy houses and cars?"

But out of frustration, I gave it a try. And guess what? By the time I figured out where and how to post, orders started coming in from places I couldn't even pronounce. People from Lagos, Port Harcourt, and even Ghana were asking about my fabrics. That's when I realized—promotion na the backbone of any business.

Now, I'll share with you seven places where you too can promote your business in Nigeria, both free and paid. And trust me, there's one platform that I swear by—7hubent Tech. You'll see why soon enough.

1. 7Hubent Tech - The King of Free Advertising (WhatsApp TV Platform)

I know I said I'd hold off, but let's not waste time. 7hubent Tech is hands down the most effective free advertising platform for small businesses in Nigeria. You fit advertise your business on their WhatsApp TV for free! Imagine reaching hundreds of

thousands of active WhatsApp users just by posting on a WhatsApp TV group!

But what makes 7hubent special? It's simple: they're focused on you, the small business owner, and the groups are super engaging. People like me can testify that the response you get when you post is crazy. I posted my Ankara business on their platform and within hours, my phone started buzzing like NEPA just restored light.

They have a dedicated audience, and the best part is—they don't charge you a dime! If you don't start with 7hubent Tech, na you dey do yourself. This one na free promo for sharp Naija hustlers.

2. Jiji.ng - Market Hub for Everything (Paid & Free)

Ahh, Jiji! Where will this list be without mentioning Jiji? Whether you're selling property, electronics, fashion, or even services, Jiji gives you both free and paid advertising options. It's like the Balogun Market of online platforms. You create your free ad, upload pictures, write a catchy description, and bam—your ad is live!

If you want more visibility, Jiji has paid promotion plans where you can feature your ad for a certain fee. That one na for when you wan flex small.

Pro tip: When using Jiji, remember to follow up with potential customers quickly, as the competition is fierce!

3. Facebook Marketplace - Social Media's Hidden Gem (Free)

Before you roll your eyes, thinking Facebook na old news, let me tell you something. Facebook Marketplace is underrated! People dey sell everything from foodstuff to cars on this platform, and it's 100% free. Just create a business page, add your products or services, and you'll start getting messages from people who are seriously looking to buy.

Facebook also allows you to join groups where you can share your business posts for even more reach. The trick here is consistency—keep posting and engaging with the people commenting or messaging you.

4. Google My Business - Put Your Biz on the Map (Free)

If you're serious about local visibility, Google My Business (GMB) should be your go-to. I mean, when was the last time you didn't "Google" something? If you're running a local business in Nigeria, especially in major cities like Lagos or Abuja, setting up a free GMB profile ensures that when people search for what you're selling, your business shows up. You can add your phone number, website (if you have one), business hours, and pictures.

The best part? It's free! And there's no better credibility boost than having Google backing you up.

5. Nairaland - The Oldie but Goodie (Free & Paid)

Nairaland, the OG of online communities in Nigeria, might not be the freshest platform out there, but it still packs a punch when it comes to advertising. The site is a hotbed of discussion for everything under the sun—sports, politics, and, of course, business.

You can post about your business in the different forums, but the key is to be active in the conversation. Don't just spam your business ad; be part of the community.

Nairaland also has paid banner ads for those who want to take things up a notch. It's not too expensive, so if you've got a little extra cash, it's worth trying.

6. Instagram Ads - The Millennials and Gen Z Playground (Paid)

Ah, Instagram! If your business deals with anything visual—fashion, food, beauty—this is where you want to be. Instagram Ads is a paid platform that lets you target specific audiences based on their interests, location, and behavior. While it costs some money, the results are impressive if you know what you're doing.

But here's the trick: consistency. Keep posting high-quality photos or videos of your products, use the right hashtags, and engage with your followers. And when you're ready to invest, use Instagram's Ad feature to target those who are most likely to buy.

7. OLX Nigeria - A Trusted Name in Classified Ads (Paid & Free)

OLX is another classified ads platform where you can promote your business for free. It operates similarly to Jiji, but some business owners prefer its simplicity and ease of use. They offer paid promotions as well if you want more visibility.

While it may not be as flashy as Instagram or Jiji, OLX can still bring in solid traffic to your business.

FAQs

Q: Can I really promote my business online for free in Nigeria?

A: Yes, you can! Platforms like 7hubent Tech, Facebook Marketplace, Google My Business, and Nairaland offer free options to promote your business.

Q: Is 7hubent Tech really free to advertise?

A: Yes, 7hubent Tech offers free advertising through their WhatsApp TV platform. It's a simple, effective, and free way to reach thousands of people.

Q: Are paid platforms worth it?

A: Absolutely, but it depends on your business and budget. Platforms like Instagram Ads and Jiji's featured ads can give you more visibility if you can afford them.

In Conclusion

Whether you choose free or paid options, promoting your business online in Nigeria is a no-brainer. If you're just starting out or looking for cost-effective ways to increase your reach, start with free platforms like 7hubent Tech. Don't forget that the key to success is consistency—keep posting, keep engaging, and watch your business grow.

Now, over to you! What platforms have you used to promote your business online? Share your experience in the comments, or better yet, tell us how 7hubent Tech has helped you grow!