

DATE	DAY	THEME	PLATFORM	CONTENT TYPE	CONTENT IDEA	CALL TO ACTION (CTA)	
1/4/2024	Monday	Business Inspiration	Facebook, Twitter, Instagram	Motivational Quote	Share a quote in English and Pidgin emphasizing the importance of supporting local business	Like, Share & Comment What inspires you to run your business?	
2/4/2024	Tuesday	Industry Trends	Facebook, Instagram Stories, Youtube Shorts	Short Explainer Video	Highlight a trending topic in the SME space (e.g., digital marketing for local businesses). Focus on the benefits and keep it short and engaging.	Watch the full video on our websites for actionable tips! (link in bio)	
4/4/2024	Thursday	Customer Story	All Platforms	Testimonial Video	Feature a short video testimonial from a satisfied Nigeria SME customer using your product/service	Learn how [Customer Name] achieved success with [your product/service]!	
5/4/2024	Friday	Fun Fact Friday	All Platforms	Quiz or poll	Create a fun quiz or related Nigeria business trivia/culture (e.g which state has the highest number of registered SMEs in Nigeria?)	Share your results in the comments below!	
8/4/2024	Monday	Business Inspiration	Facebook, Twitter, Instagram	Motivational Quote	Share a motivational quote relevant to starting a small medium enterprise (SMEs) in Nigeria.	Retweet and inspire others!	
9/4/2024	Tuesday	Industry Trends	LinkedIn	Short Video/Infographics	Highlight a current trend in the SME space and its implications for Nigeria businesses	Watch full video on our website for actionable tips! (link in bio)	
						Submit your questions and share relevant points gotten from the Q&A session	
11/4/2024	Thursday	User-Generated Content	Facebook, Instagram	Text, Image	Repost a positive customer review or photo	Tag a friend who needs your product/service!	
12/4/2024	Friday	Product /Service Spotlight	All Platforms	Image/ Carousel	Announce an upcoming promotion or Discount	Learn more via the link in bio!	
15/4/2024	Monday	Boosting Sales and Growth	Twitter, LinkedIn, Thread	Graphics, Image, Carousel	Three (3) actionable tips on using social media to increase sales lead this month	Click link for free sales check list	
16/4/2024	Tuesday	Leadership & management	Twitter	Poll	What's your biggest leadership challenge?	Follow for leadership insights	
18/4/2024	Thursday	Behind the scenes	All Platforms	Video	Create a fun video showcasing your team or workspace or post a behind the scenes look at your business operations	Let us know what you did like to see more often	
19/4/2024	Friday	Q&A with Industry Experts	Facebook Live, Twitter Spaces, LinkedIn live	Live Video	Host a live Q&A session with an industry expert on a topic relevant to business owners	Submit your questions and share relevant points gotten from the Q&A session	
22/4/2024	Monday	Boosting Sales and Growth	Instagram	Infographics	Five sales mistakes businesses make and how to fix them	Download the full infographic	
23/4/2024	Tuesday	Ask your audience	Twitter, LinkedIn	Poll, Infographic	What is the biggest challenge you face as a business owner in Nigeria	Vote now and share your thoughts!	
25/4/2024	Thursday	Appreciation day	All platforms	Graphics, Image, Video	Shoutout to all the amazing administrative professionals who keep our businesses running smoothly! Thank you for all you do!	Tag a business you appreciate	
26/4/2024	Friday	Newsletter Digest	Email	Text	This week's top business articles and exclusive offer	Read the full articles and claim your discount	

Platform	Content Type	Day
Facebook	Video	Monday
Instagram	Carousel	Tuesday
Twitter	Quiz	Wednesday
LinkedIn	Poll	Thursday
Tit-Tok	Graphics	Friday
Youtube	Infographic	Saturday
	Text	Sunday
	Quiz or poll	