

DETAILS FOR THE CONTENT CALENDAR CREATED.

1. MONDAY

Motivational Quote

“Small steps today lead to giant leaps tomorrow. Embrace the journey of growth, for every challenge is a milestone towards greatness. You are the heart and soul of innovation, the catalyst of change. Shine brightly, for your potential knows no bounds.”

“Rooted in community, thriving in purpose. Your business is the heartbeat of progress, the catalyst of connection and the cornerstone of dreams realized”

TUESDAY

Industry Trends

We create a short video highlighting a trending topic in the SMEs space. E.g Digital marketing for local businesses

THURSDAY

Customer Story

Feature a short video testimonial from a satisfied Nigeria SME customer who have used Jasper product/service

FRIDAY

Fun Fact Friday

Create a fun quiz or related Nigeria business trivia/culture

- **Which Nigerian entrepreneur is known for founding the online payment platform, Paystack?**
- **which state has the highest number of registered SMEs in Nigeria?**
- **In Nigerian business culture, what gesture is commonly used to express respect when greeting someone?**
- **Which of the following Nigeria dishes is often served during business meetings or gathering?**

MONDAY

Motivational quote

“Every great journey begins with a single step. Take the leap, start your pursuit and let your dreams fuel your success.”

Take the leap with confidence, fueled by your vision and determination. Embrace challenges in your business pursuit as opportunities to learn and grow, knowing that resilience is the key to triumph.

TUESDAY

Industry Trends

We create a video or Infographics highlighting a current trend in the SME space (either positive or negative) and its implications for Nigeria businesses.

THURSDAY

User-Generated Content

Repost a positive customer review or photo

FRIDAY

Product /Service Spotlight

Announce an upcoming promotion or Discount

MONDAY

Boosting Sales and Growth

Three (3) actionable tips on using social media to increase sales lead this month

- 1. Create engaging content**
- 2. Utilize paid advertising**
- 3. Engage with your audience**

TUESDAY

Leadership & management

Create a poll on biggest leadership challenge facing SMEs

Could it be ;

- Decision making**
- Talent management**
- Regulatory Compliance**
- Adapting to change**
- Work-life balance e.tc**

Feel free to vote for the option you believe is the biggest leadership challenge for SMEs

THURSDAY

Behind the scenes

Create a fun video showcasing Jasper team or workspace or post a behind the scenes look at Jasper business operations

FRIDAY

Q&A with Industry Experts

We Host a live Q&A session with an invited industry expert with relatable experience on a topic relevant to business owners

MONDAY

Boosting Sales and Growth

Five sales mistakes businesses make and how to fix them

Certainly, here are five often overlooked sales mistakes and ways to rectify them

- **Listening Actively; Practice active listening skills**
- **Neglecting existing customers; Implement strategies to nurture and retain existing customers**
- **Ignoring non-verbal cues; Train teams to be attentive to non-verbal cues during interactions with customers and adapt approach accordingly**
- **Not building trust; Focus on building trust with customers by being transparent, honest and reliable in your interactions.**

TUESDAY

Ask your audience

What is the biggest challenge you face as a business owner in Nigeria?

THURSDAY

Appreciation day

Shout out to all the amazing administrative professionals who keep our businesses running smoothly! Thank you for all you do!

FRIDAY

Newsletter Digest

This week's top business articles and exclusive offer