

MODULE 11 – ADVERTISING BUSINESSES FOR OTHERS

Advertising Services (Earn by Promoting Businesses)

Become the Person Who Helps Businesses Get Customers

INTRODUCTION

Every business needs customers.

But many don't know how to advertise themselves properly.

That's where *you* come in.

You can earn money by:

- Designing posters
- Posting ads on groups
- Creating content
- Running WhatsApp promotions
- Doing TikTok videos
- Sharing product posts
- Managing pages

You become the “marketing person” for small businesses.

This module teaches you how to get clients and help businesses grow using simple advertising methods.

SECTION 1: WHAT SERVICES YOU CAN OFFER

1. Poster Design

Clean, modern designs for promotions.

2. Product Photography

Using your phone and natural light.

3. WhatsApp Status Promotion

Posting their products daily to your audience.

4. Group Advertising

Posting in relevant WhatsApp or Facebook groups.

5. Short Video Ads

Simple CapCut edits.

6. Caption Writing

Professional product descriptions.

SECTION 2: HOW TO GET CLIENTS

1. DM Businesses

“Hey! I help businesses advertise with posters and videos. Want to see samples?”

2. Approach Local Shops

Clothing shops, cosmetic stores, salons, restaurants — all need ads.

3. WhatsApp Groups

Join groups and offer to help advertise.

4. Facebook Marketplace

Post your services regularly.

5. TikTok

Create videos showcasing your work.

SECTION 3: HOW TO DELIVER RESULTS

Businesses care about:

- Sales
- Visibility
- Professional images

You must deliver:

- Beautiful posters
- Catchy captions
- Clean product photos
- Consistent posting

SECTION 4: HOW TO PRICE YOUR SERVICES

Starter Packages

K5,000 – K12,000 per week for:

- 7 posters
- 7 captions
- Daily posting

Premium Packages

K20,000 – K50,000 per week

Includes:

- Posters
- Videos
- Content planning
- WhatsApp promotion

SECTION 5: 7-DAY ADVERTISING SERVICE LAUNCH PLAN

DAY 1: Create sample posters

DAY 2: Create 5 sample videos

DAY 3: Build a portfolio

DAY 4: Post on statuses & groups

DAY 5: DM 30 businesses

DAY 6: Take your first client

DAY 7: Deliver and collect reviews

SUMMARY

Advertising services are simple, in-demand, and perfect for beginners.
Small businesses need help — and you can become the person who grows their sales.