

# **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.