TomThePlug

FREE BUSINESS BLUEPRINT

Social Media Management for Small Businesses: A ₦100k-or-Less Online Business

Run Instagram, TikTok or Facebook pages for small businesses. What to charge in Nigeria in 2026, the free tools you need, and how to get your first client.

STARTUP COST	TYPE	SKILL LEVEL	FIRST SALE IN
₦20,000–₦80,000	Online	Some skill	Weeks

The quick version

- Startup cost: about ₦20,000 to ₦80,000, mostly data and basic gear. Your phone does most of the work
- Entry-level managers charge around ₦20,000–₦60,000 a month per client; one platform with 3 posts a week is around ₦40,000–₦100,000
- Best for: people who are creative, consistent and good with phones
- First step: pick one type of business (salons, restaurants, fashion) and build 3 sample posts for them

What's inside

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1 Before you start

Tick each one off before you spend serious money.

- [ ] Choose one niche, for example salons, restaurants or fashion brands
- [ ] Learn the free tools: Canva for designs, CapCut for video, Meta Business Suite for scheduling
- [ ] Set up your own business page and post consistently, since clients will check it
- [ ] Make 3 sample weeks of posts for 3 real businesses in your niche
- [ ] Write your starter offer: platforms, posts per week, replies, monthly price
- [ ] Prepare a one-page agreement: what you do, price, payment date, what costs extra
- [ ] Decide how clients will pay you upfront each month

2 Startup cost sheet

Typical November 2026 prices. Write the quotes you get in the "Yours" column, so you know your real number before you buy.

ITEM	TYPICAL COST	NOTES	YOURS
Smartphone with a good camera	₦0	Use the one you already have	
Monthly data	₦10,000–₦20,000	Uploading videos uses data	
Ring light and tripod (optional)	₦10,000–₦30,000	Helps with videos and product photos	
CAC business name (optional at first)	₦20,000	Looks more professional to bigger clients	
Total	**₦20,000–₦80,000**		

3 Monthly running costs

What it costs to keep going each month, after you start.

COST	TYPICAL AMOUNT	YOURS
Data	₦10,000–₦20,000	
Transport to shoot content for clients	Varies	

COST	TYPICAL AMOUNT	YOURS
Paid design or editing apps (optional)	Free versions are enough to start	

4 Pricing guide

What customers typically pay. Check what others near you charge and stay close to it.

WHAT YOU SELL	TYPICAL PRICE	YOUR PRICE
Student or entry-level freelancer (per client)	₦20,000–₦60,000 a month	
Mid-level, 1–3 years' experience (per client)	₦70,000–₦150,000 a month	
One platform, 3 posts a week	₦40,000–₦100,000 a month	
Two platforms, 4–5 posts a week	₦80,000–₦200,000 a month	
Paid ads	Separate budget the client pays on top	

5 30-day launch plan

Follow it in order. Tick each task when it is done.

WHEN	TASK	DONE
Days 1–3	Pick your niche. Study 10 pages of businesses in that niche: what works, what's missing.	☐
Days 4–7	Learn Canva, CapCut and Meta Business Suite well enough to make and schedule a week of posts.	☐
Days 8–12	Create sample weeks of posts for 3 real local businesses. This is your portfolio.	☐
Days 13–14	Write your starter offer and one-page agreement. Set your price using the pricing guide.	☐
Week 3	Visit or message 10 businesses in your niche. Show them the samples made for a business like theirs.	☐
Week 3	Offer the first two weeks at a discount, not free. Collect payment upfront.	☐

WHEN	TASK	DONE
Week 4	Deliver on schedule. Reply to comments and messages quickly. Save screenshots of results.	☐
Day 30	Send each client a one-page report: followers gained, top post, messages received. Ask for a referral.	☐

6 Where to buy and what to use

- Design: Canva (free)
- Video editing: CapCut (free)
- Scheduling Instagram and Facebook: Meta Business Suite (free)
- Finding clients: walk into shops in your niche, WhatsApp, and referrals from happy clients
- Ring light and tripod: Computer Village or any phone accessories market

7 Risks and how to handle them

Every business has risks. Plan for these before they happen.

RISK	WHAT TO DO
Clients who don't pay	Take payment at the start of each month, not the end.
Scope creep	Agree on the scope in writing. Extra work like ads or flyers costs extra.
Burnout	Don't take too many clients at a low price. Raise your price as your results improve.
Results expectations	Promise consistency and quality, never a number of followers or sales.

8 Profit worksheet

Fill this in with your real numbers. If the last line is too small, change your price, your costs or your plan before you start.

Average price per sale (₦)	
Cost per sale: materials, transport, data, fees (₦)	
Profit per sale (price minus cost) (₦)	
Sales you expect per week	
Weekly profit (profit per sale × sales) (₦)	
Monthly running costs (₦)	
Monthly profit (weekly profit × 4, minus running costs) (₦)	
Months to earn back your startup cost	

9 Weekly tracker

Keep it simple: write your numbers every week. It is how you spot what is working, and mistakes, early.

WEEK	CLIENTS	FEES PAID (₦)	HOURS SPENT	PROFIT
Week 1				
Week 2				
Week 3				
Week 4				
Week 5				
Week 6				
Week 7				
Week 8				

10 Tom's tips

- A niche makes you easier to sell. 'I manage pages for salons' beats 'I do social media'.
- Show, don't tell. Samples made for a business like theirs win more clients than any pitch.
- The monthly report is what keeps clients paying. Never skip it.

KEEP GOING

Read the full guide and get new ideas every week

Full guide: tomtheplug.com.ng/social-media-management-business-nigeria/

Got a question? Ask Mr. Tom: tomtheplug.com.ng/ask

Free weekly newsletter: askmrtom.substack.com

Sources

SoniBaze: How much do social media managers charge in Nigeria? (April 2026)

Prices checked November 2026. Prices in Nigeria change quickly, so always confirm before you buy or quote. This blueprint is general information, not financial advice, and no income is guaranteed. Free to share, but please don't sell it.