

A *to* Z

*of Business Visibility  
And Credibility*

SECRETS TO BOOST YOUR  
BUSINESS VISIBILITY AND  
CREDIBILITY

MARTIN VICTOR

## **Introduction**

I'm happy that you find interest in getting this ebook, I greatly appreciate it. I believe you want to boost your business visibility and credibility and also boost your level of income.

If you agree to diligently implement all the tips and strategies you're about to learn in the book, you will end up getting the desired results for your business.

Each of the chapters discussed in this book is equipped with a full strategy that can give you the result you're craving for in your business.

Whether you are doing an online business or you are doing an offline business, each strategy covers how they can impact your success rate.

I implore you to take your time and read each of the chapters meticulously and grab the idea behind the information I have detailed there.

After you read each chapter, you are required to apply each strategy to measure your success rate, take action on the strategies, and report on your success level.

## My Goal

### What is my goal with this Book?

Before we go any further it's important that I share my exact goal on why I wrote this eBook.

I want to help you learn the secret to boosting your business credibility and visibility.

Keep in mind that as you start to implement the ideas in this Book it will take you time before it clicks and results start flowing in.

Business visibility and credibility have a structure you need to follow to remain consistent and win everyday.

I also want you to grow your business more while making sales so I may share general tips to help you scale your digital business.

I made provision for a business-oriented group which you can be a part of to ask questions and get clarified on any chapter you need more information on.

Check your email for a link to the group, if you were not redirected when you purchased this book.

Once again, I implore you to follow each step I have drafted in this ebook and you will get results, that I'm aware of.

## **My Book Journey**

### **Please Read Me**

This book came as an idea to me to document my experiences on how I helped businesses by growing their social media accounts, make their business visible to more people and drafted a plan on how to make content that brings in consistent sales to this businesses as a digital marketer.

I had this thought to myself that if things I have done work for most businesses, why not make it a documented file and share my experience out to other businesses to help them become visible and credible, and as well create relationships between much more businesses, And this idea gave birth to this book.

I have tried a lot of strategies for visibility on social media and other platforms, failed badly at a lot of them, yet got some right. Reading this book and taking action on it will show you that the strategies I share here work.

All of the strategies I have detailed in this book, I applied to businesses as a digital marketer, some of the strategies are written based on the research I made, training I had and practical experiences I have gathered.

Each strategy has been building up business visibility and the ones I researched, I tested to know if they do work before I decided to include them in this eBook.

# Chapter 1

## Crafting a brand identity

In this chapter, you are going to learn about how impactful becoming a brand can help you stand out and become visible to people in your industry.

If there is something you need as a starter in business for good visibility and to become credible to your target audience early enough in your journey of business, it is to BUILD YOUR SELF AS A BRAND...

A brand identity is the Foundation of any successful business.

This means you need to know what a brand means so you can replicate that in your business. A brand is a person's feeling towards the product or services you render or of an organization.

Brand comprises The Voice ( tone of communication or communication pattern) behavior, beliefs, values, customers experience concerned about the product or service you render either as an individual or as an organization.

Going through the meaning I have given you, you see that a brand has nothing to do with what you say it is but what your consumers say it is.

Branding is the impression management in the value you've added to the heart of your customers.

When we tend to create a brand we need to understand clearly what we need our customers to think of our services or products.

In a region where competition is fierce, you as a business person need to turn your business to a brand so you can differentiate what your business stands for, from others and this way your customers can easily know what you represent.

Brand identity gives you the best way to boost your business visibility and credibility. You may have heard people say create a brand, create a brand- but then in your mind what does it mean to create this brand?

Does it mean creating a logo (as most people think it is) or building a big social media audience ? Or creating wonderful shops or supermarkets and so on etc.

This are thoughts an average business person has but it goes beyond all these. Crafting a strong brand identity goes beyond just creating a catchy logo or having a huge following on social media platforms.

It involves a deep understanding of your target audience and what sets your business apart (the value that makes your business unique) and can't be compared to your competitors.

Example of brands you may know in Nigeria and beyond are MTN, GLO, DANGOTE, COCA-COLA, BUA GROUP, NESTLE, MULTICHOICE, UNILEVER, TRANSSION, CHIVITA, PZ CUSSONS, etc.

Let's take a brief study on these brands so you understand how brand identity can build your business visibility and credibility.

The brands I listed above have created an impression that in Nigeria, these brands don't need to start explaining what they do to you before you buy their product or their services.

This is because they have created a value scheme that makes you identify each of them easily just by seeing their names. In most cases you don't need to see their names but once you think of them you know what they do.

Take for instance when you hear of Glo, you know they offer telecommunication service, when you hear of Tecno, you know they offer electronics, when you hear of BUA group you know they offer cement etc.

The question now is, Do you need your business to grow big just like these business brands have grown over the ages before you become visible or credible to your target audience?

Well the answer is NO!

You only need to understand what these brands have done that you can imitate, what have these brands done that you can improve on and what possible things you can do to stay relevant for the future of the brand you want to create.

The level you are in your business is enough for you to create your brand.

Besides, crafting your brand identity helps your business thrive and get more visibility, more credibility and more customers' trust.

Having known what a brand is all about, now how do you create a brand for your business?

## **5 unique guides to help you create your own brand**

**1 . Understand the target audience for your business:** Who do you want to serve in your business?

The truth of it is that you can't serve everyone - your ability to say in a sentence specifically who you want to serve, is your target audience.

For instance I am a marketer, and I help small business owners by recommending marketing strategies to 10x their profit. You can see that's my audience right there and you can create an audience just by doing this based on your own business too.

You need to think about who your business will serve. You can use the phrase “ I am a \_\_\_\_\_, I help \_\_\_\_\_ to achieve \_\_\_\_\_”. You can follow the illustration of how I expressed myself above to represent yours too.

**2 . What value are you serving your audience?** The value you create in the hearts of your audience determines your brand.

You need to have this unique value that only you can serve your customers. This value may be in the pricing of your offers, structure of your services and may also be in the design of your product or service etc.

It may also be in the tone of voice- that is the communication pattern with your customers, your behavior towards them or maybe anything you can anchor on that makes your business not replaceable in the hands of people.

For instance, Coca-Cola has built a brand that makes you visualize the taste of their drink before you take it.

You can apply these for your business in your own capacity by making your business a go-to that people want even before getting into business with you.

**3 . Monitor customer experience:**

To stand as a brand, you need to know that your customers must not be neglected. Their experiences shape what your business becomes.

Think of It this way: if Pepsi tastes differently each time you buy it and after you complain to the company and nothing is done about that, will you continue to buy?

That same way it is in your business. If customers complain and their experience with your business is not consistent, then you'll be failing to build a brand.

Brand identity makes it easy for brand marketing and brand marketing helps you measure your success rate.

Brand marketing can't be measured, that means your business will get the visibility it needs timelessly. People on their own will recommend your business even without your knowledge and some will vouch for your product quality or service.





## Chapter 2

### Business Positioning

Positioning is the stigma you place on your product to show how and why your product is the best at delivering the value that a lot of your customers care about, relative to your competitors.

Let's take a good example to understand what positioning is all about. When I pitch about what I do to people, I go by saying- I run a digital marketing brand which works with small business owners by recommending marketing strategies to 10x their profit.

Now this is how I position my marketing brand. The idea for me is to specifically place my brand in the minds of people who are business owners.

I'm not intending or wanting to work with all businesses. No. Rather, I streamlined my brand and focus only to work for small business owners.

You just need to learn how to position your business so it becomes different from your competitors.

Why positioning is important

#### **A . Focus:**

It keeps your business focus thereby helping you build a better visibility.

If your mind is specific on what you do as a business and nothing more is taking your attention, you will be more committed to it.

Focus gives you more avenues to table down on what you want for your business.

And focus starts from you positioning your business the right way in the market.

#### **B . Easy to dominate the market.**

Positioning your business as the solution to the pain points of your target audience, with time can easily make you dominate the market.

Look at when Pepsi came into the market knowing cola already dominated the market, they rather positioned their brand as uncola which means if you don't like the taste of cola, you can then try uncola -which is Pepsi.

They easily dominated this market of people who wanted to taste another drink other than cola.

## **How to position your brand for visibility and credibility.**

### **1 . Have a point of view on the market.**

You need to have a say in the market if you want to push your business visibility.

Having a say is having your own thoughts on why your business should serve the market the way you present it and not just serve, but serve better to the market in such a sense.

**2 . Pick a fight with an existing brand.** You will need to pick a fight by being the opposite of what they're known for.

Just like the case of Coca-Cola and Pepsi, the case of peak milk and three crowns.

Picking a fight does not entail you entering the market to attack. You position your market as opposite of what such brand(s) are already serving in the market.

To have a better understanding of how to do this, this is an exercise you need to practice.

A . Go to any store of your choice, look at the categories of any Brand and compare how these brands position each of the products against their counterparts.

Take note of the write ups,the colour,the problem their product is trying to solve,the product container shape and more you can find on these products.

B . Now think about your competitors and relate this to the competitor in your business and try to replicate what you see from the store between any two seminar brands you checked out in the store.

### **3 . Know your target market.**

Starting my journey as a marketer after completing digital courses and taking training, I kept having this question in my mind, what is this target audience really all about.

Until I had to come up with a way to describe the target audience as a single person who I want to serve with a specific solution, and if I can serve this person,that means I can serve more people similar to this person.

This is also what you need to know about in other to find your target audience.

Who are they? Are they like people who don't like the taste of cola and want uncola?

This question will prompt you to find and know Who your target audience are and What your target audience does.

Know what they normally do and also know what you do.

Know why they do what they do.

This will help you understand how to position your business to serve them and bring the visibility you demand.

I was referred to a fashion business owner who needed the services of a digital marketer, and while I asked her the target audience she wants to serve, she said that she wants to serve only chubby ladies who find it difficult to get clothes in the market.

This means chubby ladies are her target audience and knowing about this makes it much easier for us to work together, position her business the right way and get the required outcome she desires.

I'm citing this example here to help you understand that you can't serve everyone and the faster you discover your target audience, the easier it becomes for you to sell.

Still finding it difficult to position your business, you can relate it to me in the group you were added to automatically when you downloaded this book.

## Chapter 3

### Leveraging Digital Channels

Chapter 1 on chapter 2 is a guide on how to do the internal aspect required for your business to build good visibility and credibility before you can start the outward process of getting more business visibility and credibility.

This chapter is centered to teach you on how you can leverage digital marketing channels to get the results you require.

I will dive deeper to show you how each of these platforms can help you step by step get the desired result you want for your business.

With the rise of digital technology, leveraging digital marketing channels such as Facebook, Instagram, Twitter and Tiktok can help you increase your business visibility.

Social media platforms on its own have become indispensable tools used by a lot of businesses looking to increase their business visibility and reach.

Without knowing the right methods or approach, you may fail at doing this.

#### **PART 1**

#### **SOCIAL MEDIA PLATFORMS**

Before we dive deep to learn how to use this platforms, you need to take note that

- You need to identify which platforms are most popular among your target audience (that is people who you want to be your consistent customers).
- You need to agree to start with at least two channels and nothing more than that unless you hire an agency or you have a team that can help you handle more than two channels at the same time.

Now the question becomes what platforms are your target audience hanging out on?

First let's talk about how to identify the two platforms for any business niche you fall into before moving to others.

Well let me clarify this by giving you the statistics of each platform users on a monthly basis.

Statistically, there are over 3 billion people who use Facebook, 1.4 billion people worldwide who use Instagram, 500.7 million using X(formerly twitter) and 900.7 million on Tiktok today.

But when it comes specifically to the Nigerian market the percentage of social media platforms are WhatsApp 94.9% Facebook it's 8.8% Instagram 69.4% Twitter 61.2% and tiktok 57.4% Snapchat 52.6%.

This data is meant to give you an idea of the social media space your target audience hangs out the most. Looking at the stats, this social media platform represents where you should push your brand more to get the visibility you want from the clients.

This means your business needs to be on Facebook, Instagram or tiktok as a start-up.

Based on the principle I have given above of picking two platforms to start with, then you need to consider what these platforms are mostly known for and the type of contents that are mostly pushed out and consumed by users more there.

Facebook is for videos and more written posts.

WhatsApp is mostly for people who are close since the need to have your business number.

Which means for WhatsApp, you are in for people who have your contact and are likely to view your status updates and more.

Instagram is more of images and infographics.

Twitter is more of short form content and videos, mostly trending contents.

Tiktok is more of videos, infographics and no write ups.

You need to consider what you can easily do, since you're starting with two platforms, ask yourself this questions before you choose the platforms:

Can I write about my brand easily?

If you answer YES to this question, then that means you can consider starting with Facebook and twitter.

Can I make videos even with my phone easily?

Then you may consider Tiktok, Instagram, Facebook as good options.

I am generalising this to be the most apt option you must choose, but this will give you an idea on considering the right channels you need to start with.

Knowing what platforms you can easily use helps you understand how to start out in creating and pushing out your contents.

Just like I said, you start with two and progress to more. Once you've identified the right social media platforms for your business the next step is to create compelling content that resonates with your potential audience, and can bring about change (value) to their lives if they should use your brand product or services.

In addition, as you are pushing this content using your social media pages or accounts, you can also benefit from investing in social media advertising to help your business get more eyeballs from people on what you do.

Platforms like Google, Facebook and Instagram offer you advertising tools that allow your business brand to target specific demographics, interests and behaviors.

By strategically targeting this audience that is for your business, you make your business become more visible to people on the social media space.

You can target this audience using ads, but if you don't know how to target this audience to get good results don't panic all you have to do is to reach out to me, in the group you're added after downloading this book or go on to <https://martinvic.com.ng/branding>

This way you make your business get more visible eyes on what you do and so they patronize you.

Also this way you can be able to grow your pages making your target audience follow you and be aware of the products or services you offer on a regular basis.

### **My advert principle.**

Now if you want to run ads, or must run adverts to keep getting the visibility you really demand for your business, I have this advert principle that works and it's a fit for most businesses.

This advert principle is called CAP (Consistent advert principle). It entails setting out a consistent advert budget that you can use to push your business to an audience you are already sure of.

Using this principle requires that you are now aware of the audience to target, that is let's say you are now aware of people interested in mens shoes in your audience of fashion business, then you apply this omniscient principle which I am still going to show you more details about in the promotion principles section.

In a nutshell, the principle is all about targeting that specific audience you're sure that have shown interest to buy from you, you target continuously until the buy.

Nevertheless, if you're not sure of the audience, all you need to do is run a cold advert to target broadly until you get to know your specific audience.

Back to the principle.

You need a consistent budget that can keep your advert running every day. For Facebook and Instagram, you need a minimum of #3000 to #5000 naira (\$3-\$5) per day as advert spend to get the desired visibility you want and this should go on for not just a month but for months.

You need to also know that the more visibility you get, that's the more the boost to what you sell and that can be converted to more money you make, since you'll be making sales from the audience coming into your space.

### **Using Facebook to Build Business Visibility and Credibility**

Facebook remains one of the largest social platforms, offering both organic reach and paid advertising opportunities to elevate your brand.

The key to building visibility and credibility lies in using the platform strategically:

#### **1. First Optimize Your Business Page**

Start by creating a Facebook Business Page. Ensure your profile is complete—add a professional profile picture (logo or product image), a compelling cover photo, and a detailed "About" section. Use relevant keywords to help people find your page easily.

Pin key posts at the top of your page, such as announcements or value-driven content.

If you go over my own page, you will discover I have a pinned post of what I do and the audience I intend to serve.

#### **2. Consistent and Value-Driven Content**

Consistency is key when it comes to social media growth.

Publish posts that align with your brand's message—whether it's how-to tutorials, success stories, behind-the-scenes looks at your business, or user-generated content.

Focus on offering value rather than just selling. When people find your content useful, they're more likely to trust your brand and will easily buy what you sell.

#### **3. Leverage Facebook Groups**

Facebook Groups offer a more intimate platform for engaging with your target audience. But note, you are not expected to spam people's groups.

Join groups with the intention of helping the members of such groups and in return you can make food connections and have them join your program.

Also, You can create a group around a specific niche related to your business or join existing groups.

Regularly share valuable content, offer advice, and engage in discussions. This demonstrates your expertise and builds trust over time, which boosts credibility.

#### **4. Utilize Facebook Live**

Facebook Live is a powerful tool for real-time engagement. Host live Q&A sessions, product demos, or interviews with industry experts.

Lives create authenticity because they show the unedited, real-time side of your brand, which helps build trust with your audience.

Lives are a great way to come face to face with your audience and understand them more and as well they will trust your business more.

#### **5. Customer Testimonials and Reviews**

Positive reviews on your Facebook page can act as social proof, building your brand's credibility.

Encourage satisfied customers to leave reviews.

In return, respond promptly to feedback, both positive and negative. Your ability to engage clearly with customers builds trustworthiness.

#### **6. Use Facebook Ads Smartly**

Facebook Ads offer laser-targeting capabilities. You can create ads that reach specific demographics, interests, and behaviors.

Use ads to promote valuable content—such as free guides, webinars, or exclusive offers—rather than jumping straight to selling.

Building credibility comes from offering something that genuinely helps your audience.

I have already shared my advert principle model which you can follow and get the best results on Facebook.



## **Using Instagram to Build Business Visibility and Credibility**

Instagram is a highly visual platform that's perfect for brands to connect with an audience, build visibility, and establish credibility.

With over a good number of active users, here's how you can leverage it effectively:

### **1. Create a good visual Identity**

Instagram is all about aesthetics (a kind of regular pattern and representation). Make sure your feed has a consistent visual identity—whether it's using a specific color palette, fonts, or filters.

A visually appealing and cohesive profile helps your brand appear more professional and trustworthy.

### **2. Use Instagram Stories and Highlights**

Instagram Stories offer short-term, engaging content that can highlight your day-to-day operations or feature limited-time offers.

The Highlights section allows you to pin these stories to your profile for long-term visibility.

Use Highlights to categorize key topics such as testimonials, FAQs, and behind-the-scenes moments.

It's a great way to reinforce your brand narrative and build credibility.

### **3. Engage with Your Audience**

Respond to comments and direct messages in a timely manner.

Instagram is a conversational platform, so actively engaging with your followers will show that you care about them, which increases trust and credibility.

You can also encourage user-generated content (UGC) by asking followers to share their experiences with your products/services.

### **4. Instagram Reels**

Reels, the short video feature, is great for boosting visibility.

Create engaging, educational, or entertaining Reels that offer value.

Use trending audio, creative transitions, or humor to engage your audience.

Reels are favored by Instagram's algorithm and can help you reach a broader audience, thus increasing visibility.

## **5. Influencer Collaborations**

Collaborating with influencers who align with your brand can offer a quick credibility boost.

Choose influencers who have built trust within their communities, as their endorsement of your products or services can enhance your own brand's credibility.

Find influencers who has much engagement on their page and collaborate to do business with them.

Remember influencers who are similar to your business niche or who can easily promote what you sell and as well have engagement on their page.

## **6. Behind-the-Scenes and Authenticity**

Transparency is a good measure for trust.

Use posts and Stories to give followers a behind-the-scenes look at your business processes.

Whether it's showing how your product is made or highlighting your team, this authenticity helps build credibility with your audience.

## **Using TikTok to Build Business Visibility and Credibility**

TikTok has evolved into a massive platform where brands can creatively express their values and offerings.

The key to TikTok success lies in authenticity, trends, and creative storytelling.

### **1. Leverage TikTok Trends**

TikTok is trend-driven, and hopping onto the latest trend can greatly increase your visibility.

While joining trends, ensure the content aligns with your brand.

This makes your business more relatable and up-to-date with what's happening in pop culture, which boosts credibility among younger audiences.

### **2. Create Short, Value-Packed Videos**

TikTok's algorithm favors content that quickly delivers value or entertainment.

Showcase your products, give tutorials, or share quick tips in a fast-paced, engaging format.

The more engaging and shareable your content, the more visibility it gets, which in turn builds your credibility.

### **3. User-Generated Content (UGC) and Challenges**

Encourage your followers to participate in brand challenges or create content related to your product or service.

UGC serves as social proof, boosting credibility. TikTok's viral nature means that challenges can quickly spread, boosting visibility as more users participate.

TikTok still possesses good reach volume which you can take advantage of to reach more people and get the visibility your business requires.

### **4. Collaborate with TikTok Creators**

Like Instagram influencers, TikTok creators have built their own followings based on trust.

Partnering with creators for reviews, tutorials, or co-branded content can elevate your credibility.

Ensure that the creators you collaborate with align with your brand values to maintain authenticity.

### **5. Engage in Conversations**

TikTok allows for strong community interaction through comments and duets.

Replying to comments and engaging with other users' content shows you're an active participant on the platform.

Duetting or stitching content from users who mention your brand can boost engagement and visibility.

## **Using LinkedIn to Build Business Visibility and Credibility**

LinkedIn is the go-to platform for professionals looking to build authority and credibility in their industries.

It's particularly important for B2B businesses, thought leadership, and professional networking.

## **1. Optimize Your Profile and Company Page**

Your LinkedIn profile and company page are your professional business cards.

Ensure both are fully optimized with a professional photo, clear business description, and links to your website.

Regularly update your profile with achievements, certifications, and milestones to show continuous growth.

## **2. Publish Long-Form Content and Articles**

LinkedIn is a content-driven platform.

Share in-depth articles, insights, and long-form posts that demonstrate your expertise.

Thought leadership articles that solve problems or offer unique insights into your industry can establish your business as an authority, which in turn builds credibility.

## **3. Engage with Industry-Specific Discussions**

Join and participate in LinkedIn groups or comment on trending industry posts.

Offer your insights or solutions to industry problems.

Engaging in meaningful conversations builds visibility and positions your brand as a knowledgeable, credible resource in the industry.

## **4. Share Testimonials and Case Studies**

LinkedIn is a powerful platform for sharing case studies, testimonials, and success stories.

Case studies that showcase your business's impact, backed by data, can establish both visibility and credibility with a professional audience.

## **5. Connect and Collaborate**

Building relationships is crucial on LinkedIn.

Connect with industry leaders, potential clients, and peers.

Don't be afraid to send messages to introduce yourself or offer help. Building genuine relationships builds trust, and trust is the foundation of credibility.

## **Using Twitter (X.com) to Build Business Visibility and Credibility**

X (formerly twitter) is a fast-paced platform ideal for brands looking to engage in real-time conversations and establish authority through consistent, value-packed communication.

### **1. Be Consistent with Tweets**

Tweet regularly about industry trends, insights, and tips.

Consistency is key on Twitter since the platform moves quickly.

Share a mix of your own content and curated content from trusted sources to show that you're well-informed and value education.

### **2. Engage with Trending Hashtags**

Use trending hashtags relevant to your industry to boost your visibility.

Whether it's a national holiday, industry event, or viral moment, joining these conversations helps expose your brand to a wider audience.

However, make sure your engagement is relevant to the hashtag to maintain credibility.

### **3. Respond and Interact with Others**

Twitter is about dialogue. Respond to mentions, retweet valuable insights from industry leaders, and engage in Twitter chats or discussions.

Engaging with your audience and other brands builds credibility as it shows you are active and approachable.

### **4. Share Success Stories and Testimonials**

Share customer success stories, testimonials, or user-generated content.

Social proof in the form of customer feedback is crucial for establishing trust and credibility, especially in a platform like Twitter, where information is constantly flowing.

### **5. Leverage Twitter Ads**

Twitter's ad platform can be highly targeted.

You can use Twitter Ads to promote valuable content, such as webinars, blog posts, or product updates.

By promoting content that offers value rather than purely promotional messages, you position your brand as a helpful resource, boosting credibility.

Strategically using these platforms can build a solid foundation of visibility and credibility, making it easier to attract and retain customers over time.

Each platform requires its unique approach, but the principles of value, engagement, and consistency remain the same.

## **PART 2**

### **SEO STRATEGY**

Another digital marketing channel you need to look out for is SEO which stands for Search Engine Optimization.

This marketing channel is crucial if you're looking to boost your business visibility and attract more customers for a lifetime organically.

Have you ever wondered why big brands like Jumia, Amazon, Konga keeps getting regular sales without needing to make personal door to door selling?

It's simple, they can be able to do this because of SEO.

SEO refers to you being able to understand how search engines work and being able to optimize your business so these search engines can know what your business is all about and show it to people who need your business products or your services.

Think of this.

If you want to buy an item and you want to get to know the experience of others who have used the item, what do you do?

I guess you will normally first Google the item to get more information about the item. Now while googling for this item, it's only people who understand that their business needs to be on search engines, you will see the items on their websites.

Here are things you need to know when it comes to SEO

- Search Engine includes Google, Bing, Yahoo, Yellow pages and more.

- SEO requires your business must have a website.
- SEO requires you have a nice website that loads faster and other things will be discussed later.

To be able to take advantage of SEO and give your business a consistent visibility that you wouldn't need to pay for, the process you must follow is an easy and interesting one but some times not easy to apply without the right approach.

1 . Get an easy to navigate and fast loading website. Your business loading time should be within 1- 3 seconds. This loading time frame is needed for your business website due to reasons that human beings attention span can be captured within 3sec period.

No one likes to waste or wait long time before they see the product or service they are hoping to purchase, that's why you need to have a fast loading website.

2 . Submit your website to this search engines. Google,Bing and other searching engines requires you to know that you have a business that needs visitors.

Submitting your website to this search engine through the medium called webmasters tools (that is searching consoles), search engines become aware that such websites exist and send their website crawler bots out to crawl your website and so they can get information on what product or service your website offers.

Knowing this helps this search engines know what to show your website visitors based on the person's query (i.e search) on searching this platform like Google.

3 . Understanding that search engines need to know what your website is all about, this means you need to know how to optimize your website so search engines get to understand it clearly.

To optimize your website you will need to understand the concept of what we call homepage and off page SEO.

**On page SEO** are those automatizations you do on the website to help search engines discover or know what a website is all about.

**Off page SEO** are those optimizations you do out of your website for search engines to understand that your website serves based on a particular category of business.

Still about On page SEO as this is primarily what you need to do. On page SEO involves optimizing your website based on keywords, having good contents, having good small size images, meta descriptions etc.

- Keywords here means what people cue into search engine and expect an information based on what the search for.

Example 1: how to boost my business visibility.

Example 2: local restaurants near me

Example 3: best laptops for online business etc.

All these can be regarded as keywords if that's what people search to know about on these search engines.

Knowing about these keywords and optimizing your website to carry information about this keywords helps your website become recommended by these search engines, that is if your website posts answer the query of the searcher.

For instance if you're selling foods and you optimize your website to keywords like local restaurants in ikorodu to represent your business, which is selling food in ikorodu (Lagos) when someone in ikorodu searches for keyword like local restaurant near me, this your business website possess a good chance of appearing on search results of the person because the keyword your website is optimizing for is also what the person searched for on Google.

You can optimize your keywords by writing good and high quality contents (articles or videos) providing information in details about the keyword.

Another example is if you sell laptops and you get information from these search engines that people search for the best laptops for gaming and you're someone who sells laptops.

Having more knowledge about this, you write on the keyword "best laptops for gaming" your business is likely to get sales every month in or out of the season because your websites will be shown to people regularly.

This is a great visibility choice every brand or business that wants to do great goes in for because the monthly search of this keyword your website is optimized for can be massive, that means a higher monthly chance of getting consistent sales and more visibility of your business to the people out there.

You may ask what number of monthly traffic (website visitors) can I get from this?

Well based on the keyword and the business you do you can get as much as 1k to 100k searches and beyond.



Imagine having 1k people coming to your website and knowing about products or services you render, if 10% of this people makes purchase of what you sell every month you know what that means for your business.

SEO is a paramount step every good brand or business must pursue to attract customers to their local area of business.

However if it looks hard to do then you need to hire agencies in such fields to help you do that for your business, and you can reach out to me in the group for more clarity on how to go about this. Or reach out to my team and I via <https://martinvic.com.ng>.

### **PART 3**

#### **EMAIL STRATEGY**

Email Marketing is another powerful way to boost your business visibility and credibility.

Unlike social media, which is subject to algorithm changes and platforms limitations, emails allow you to communicate directly with your audience in a more personalized and targeted manner.

By building an email list, you can nurture relationships with your customers over time and sell to them consistently.

Thinking of how to build this email list?

This can be easily done in different ways

A . Through your website (which is the best practice)

B . Through influencing your followers on your social media account by driving them to a particular email platform you set up for your business.

## CHAPTER 4

### **Building Trust And Credibility**

In a market where there is multiple competitors. Building Trust among your audience is what you should be looking forward to.

This chapter will teach you strategies for providing high quality products and services that meet the needs of your market.

We'll discuss the importance of collecting and showcasing customer testimonials and reviews to demonstrate social proof. Also I will let you know the role of transparency and ethical business practices in earning the trust of your customer's.

But before I show you how building Trust can boost your business visibility, I will like you to sit and think about those individuals who come to buy from you most often.

When you have the picture of these people in mind ask yourself this question:

- Why did they always buy my products or services from me?
- How do I interact with them?
- Do they see me as a cheap seller or a jovial seller?

Thinking about these questions in your mind will help you have a picture (persona) of these people doing business with you.

Taking note of the things you never noticed before will help your business as we journey more to know how to make your business more visible.

Whether you're selling your skill or you are selling physical products, building trust and credibility with an audience requires a constant effort to consistently deliver high quality products and services.

Yes you read that right.

You need to consistently deliver high quality products or services. Your services can't be bad and you expect a customer or a client to trust to work more with you and also if you don't know how to service your customer you won't be expecting to win the trust of your customer.

The market today is now a centre where customer trust is often hard won, yet can be easily lost.

You must be able to prioritize customer satisfaction and even try to exceed expectations at every touch point.

Providing high quality products and services is the Foundation of building trust and credibility.

For your audience, this means you need to invest in the quality of product and services you offer, they support you provide and also you need to know about customer relationship management schedule to follow.

In most cases your product quality might not be the only solution to build trust in the minds of your customer's rather your manner of customer relationship.

This customer relationship management practices can be little things like cracking jokes with your customers when they come around, the way and tone at which you talk with them, the way you negotiate prize with them, and lots more.

Now,I believe you must have understand why I asked you at the start of this chapter to think about what have kept those customers who comes back for more services and why they do.

Whatever you can think of based on that little exercise, can be your customer management practice and you will need to keep doing such intentionally this time around.

This builds your business credibility and when your business is known to be credible your customers tends to refer you to other people who needs your products or services.

One thing you have to know is that those customers you render your services to know more people like them who equally needs your services more than you think.

And not just that, they can stand as advocate to convince others to like what you sell.

The more the level of trust you build on the mind of your customers determines the level of recommendation they give to your business.

Before you really done I would like you to think about this;

Just imagine that in the entire world, you have only one customer who buys your products or services. And it occurs to you that you can only sell to this one customer so that he would tell his colleagues of your product or services,

How will you deal with this customer?

I will need you to pause and think about this and if you can think of ways to service this customer right then that's the practice you need to put in place to help you drive more visibility to your business.

On a general concept, I believe you will really want to serve this one customer with good impressions.

Any step you can think of based on the business you do, you need to write down and make it a reality towards the way you serve your customer.

Word to mouth referrals is the best referral you can get towards your business. And this concept I have shared with you now is based on word of mouth referral. Use it and you will boost your business visibility, make a sale and be credible. Visit <https://martinvic.com.ng/booklaunch> to get my book on sales strategies.

### Why collecting and showcasing customer testimonials and reviews?

Collecting and showcasing customer testimonials and reviews is a powerful way to build social proof and credibility.

Most people tend to make decisions based on what they see as reviews from others who have a business deal with you.

Having to offer good quality services you should not forget to strategically ask for a good review from your customers.

When you have a business deal with a person, the truth of it is that 90% of people whom your product or service serves well will easily give you a review to testify how good your business went with them.

It's now your job to politely ask for these reviews and it can be in the form of video, text or image content with your product in hand or talking about the service that you rendered to them.

Testimonials from satisfied customers serve as an endorsement of your Brand and can help reassure prospective (new) customers that they are making the right choice by doing business with you.

You should actively solicit for feedback from customers whether good or bad feedback.

Bad feedback makes you learn where you need to improve on and Good feedback helps to boost your business visibility.

Showcasing these reviews on your website serves as an indirect visibility marketing tactic. In addition to customer reviews and testimonials, you can also leverage other forms of social proof such as industry awards, certifications, and endorsements from experts or organizations relating to your business.

Transparency and ethical business practices are essential for earning the trust of your customers.

In a market where scams and fraudulent activities are common, you must demonstrate honesty, integrity and accountability in dealing with customers.

This means being transparent about your pricing, policies, service information and addressing any issues and concerns properly and professionally.

By prioritising customer satisfaction, collecting and showcasing customer testimonials and reviews, leveraging social proof and demonstrating transparency and ethical business practices, You can build trust to your audience and this differentiates you from your competitors in the market and helps you get more visibility.

## CHAPTER 5

### AUDIENCE ENGAGEMENT

Are You Engaging with your audience?

Communication is one of the features that makes us understand each other. Effective communication is key to having strong relationships with your audience.

It's one thing to have an audience and it's another thing to engage and nurture this audience.

There are a lot of ways to engage with your audience and in this chapter we'll explore each pattern and I will help you understand how to engage your way into relationship with your audience that they will easily help push your brand to more visibility.

Engaging with your audience on social media;

Following the strategies in other chapters, I have written you can grow your social media followers but if you are looking forward to growing more on your social space you really need engagement and business pages.

This means you need to first create good contents that resonates with your audience or your customers.

To create this good contents, it requires deep understanding of their needs, preferences and interests.

Taking your time to understand this points about your audience helps you know the kind of contents to put up on your page to drive engagement among your space followers.

One of the best ways to create this content is by making a story out of it.

You can draft out storyline that can with what you want your customers to know about. This information can be a pain in the way they do one thing or the other, but starting with a story like manner makes you get them to engage on the content you share.

Humans are emotional beings and as such, we love stories more because it touches our subconscious mind, passing the thought that the storyteller relates to what we go through.

After creating this content on your space or your social pages, you need to also engage with your audience by answering questions in your comments based on the subject matter. Share experiences when necessary, engage with people's comment on your content.

The more you engage the with people's views on your accounts,it enables the platform you are on to see you as an authority that' speaks on a topic and so recommends your business page to more people who looks like your page followers and just this increases your visibility rates.

This recommendation does not just bring more followers so your page it brings people who can easily understand your business model and as well by your services.

Engaging with your audience on your website:

What you do with your audience on social media platforms is also similar to what you do with the audience on your website.

One of the best ways to make people engage on your website is by posting contents also on your blog page.

This helps search engines understand you're well versed on the topic you talk about.

Encourage people to live comments and also ask questions on what they don't understand in the comment section of your websites and you ensure your respond to these comments.

Overall, engagement is key to building strong relationship with customers and actively encouraging interactionl and feedback from your audience.

By asking questions running polls and surveys, responding to messages on any platform you carry out engagement tasks.

This also gives you loyalty for your brand that you can request your followers to share your contents and they will easily do that without thinking twice about it.

## Chapter 6

### CONCEPT OF PARTNERSHIP & COLLABORATION

Collaboration can be a powerful to expanding your business visibility in a competitive market.

In this chapter we will explore the benefits of forming strategic partnership with other businesses or influencers.

Business in general request strategic approach and only those who have knowledge on what they should do for their business goes extra mile.

One of the best strategies of getting more visibility is by aligning with complementary brands or individuals.

Your business can tap into new audiences and leverage your partners credibility enhance your own visibility and credibility.

For instance when two social media handles collaborate to work on any content and tag each other pages, when both parties goes on a live stream or even when they partner to start up a venture.

All this makes these collaborators exposed to each other's audience and these collaborators can leverage each others audience and expertise to achieve their business goals more efficiently and effectively.

But there is something very important you have to know when seeking for partners to collaborate with.

Tend to look for brands or individuals that share same audience values, this way you are getting more eyes that is visibility on what you offer be it yourself or a product.

Also when negotiating partnership and collaborations,its essential you establish clear goals,roles you'll play and the expectations early to the other collaborator to ensure mutual beneficial relationship.

Just be transparent about your objective and expect same from your partner, communicate this openly with your partner to avoid misunderstandings or conflicts down the lane.

Collaboration is one of the best way to get more visibility and loyal customers.

For a better context to help understand how good collaboration is, take a look at the music and comic industry in your country.



Think about it, most musicians and comedians on their own can't grow much wider or be known, but they strategically embraced collaboration with already known individuals in their niche, and so you see them leveling up their stands in the music or comic world.

The same strategy you can apply to your business. One of the issues people normally have is that they think a brand in same line of your business is your competitors, and you don't want to have anything to do with your competitors.

Now, I am giving you a twist to try out and instead of calling them competitors, you call them collaborators.

Before you ask...

There are different things you can collaborate on like marketing initiatives, joint ventures, affiliate programs and more.

By putting resources together, you skyrocket your business credibility to a more wider audience.

Collaborations can take many forms, from co-hosting events or webinars to cross promoting each other's products or services.

I believe you must have seen this collaboration in one way or the other, some brands even partner with events and sponsor the events with the idea of getting visible eyes to see their products and services they offer.

You have seen this in football tournaments, you have seen this in cinema shows, you see this in TV shows etc

The best part is that you don't need to start your partnership or collaboration tactic from big brands, even within your locality, you know of businesses you can collaborate with to get much more visibility than the one you have, use those ones first and hope for more.

How to negotiate mutually beneficial partnership and collaborators that drive results;

Without having an idea on how to do this you may be finding it difficult. I have these strategies for you to follow;

- Take a competitor out to lunch.
- Ask for a hangout from your competitor or a similar business personnel.
- Have a structure planned on how to engage your objective before approaching.

Now this strategies can be implemented but not with the intention of you pitching the collaboration on first meeting, NO !.

You will need to get more personal with this collaborator by talking about things like your business and story about the business etc. Sharing this stories can make your competitor go same route and discuss things about their business too on which you can take note of and from there your idea can be communicated with out hassle.

A good communication skill is needed to make this a smooth process for both parties and you need to learn how to do that.

## CHAPTER 7

### **Monitoring and adapting strategies.**

Visibility will be limited if there's no room for monitoring and adaptation of working strategies.

From the start of the first word I wrote down in this book, all strategies written down in the chapter of this book is a tested and monitored tactic that has been working for businesses to gain visibility and be credible to their audience.

This chapter is to help you monitor and analyze what strategies is working in your business and so you can double down in that area.

By continuously monitoring and adapting your strategies you can stay ahead of the competition and ensure long time success for your business.

#### **Here are steps to monitor and analyse your your business strategies;**

##### **1 . Monitor your data on **Quantitative marketing.****

Quantitative marketing is your ability to analyze the number of marketing (awareness) you push out to the public.

Quantitative marketing data includes your website traffic, social media engagement, and sales conversions.

This can provide you valuable insights into the effectiveness of your efforts.

##### **2 . Focus on **Qualitative data.****

Qualitative data can include your customer feedback, reviews and surveys.

Qualitative data offers you deep insights into customer preferences and satisfaction levels.

Both Quantitative and Qualitative data are very necessary factors you need for visibility.

Once you've collected and analyzed the data, the next step is to use to inform your decision making process and optimize your marketing strategies accordingly.

Now, this involves you to reallocate resources to higher performing channels (for example if your business on Facebook perform better than Instagram, you are to allocate more resources to Facebook).

Allocate more resources to tweak messaging or creative elements based on audience feedback, or experiment with new technologies to stay ahead of the competition.

In addition to this, you need to stay informed about industry trends (trends related to your field of business), market dynamics (change occurrence in the market per day) and your competitive activities that relates to your business.

Staying conscious of trends can impact your business because you can identify new opportunities and also potential threats early on adjust your strategies accordingly so as to maintain your business visibility.

## CHAPTER 8

### MANAGING ONLINE REPUTATION

This chapter we explore strategies for managing your business online reputation.

You want business visibility? YES!!!

But do you want bad online mentions?

I believe you answer this question is no.

Today, managing your online reputation is very important to protect your brands credibility and to help maintain the trust people place on your business.

With the emergence and development of More Social apps and networks, information spreads rapidly, even a single negative review or mention not handled properly can tanish your brands visibility.

One of the first steps in managing your business reputation is to monitor reviews and mentions of your business across online platforms.

Tools like Google alert, social media monitoring tools, and online review platforms can help you get hold of negative information about your business.

You can easily identify any negative feedback or mentions using this tools and take appropriate action to address them.

Also its essential actively encourage positive reviews and testimonials from satisfied because customers.

Positive reviews and testimonials serve as powerful endorsement for your brand and can help counter any negative feedback or mentions online.

Make it easy for your audience to review your business by providing clear instructions and processes on how to do so, you can even give discounts to products or rewards for leaving feedback for your business.

In as much as you want visibility for your business, negative feedback or mentions are viable to show up but in response be sure to promptly and professionally addressed the issue.

Take notes that the way you handle negative feedback and mentions determines indirectly how your business gets to more people.

Approach negative feedback with empathy and understanding, acknowledging the customers concerns and offering to resolve the issue privately and satisfactorily.

But if this negative feedback escalates into a crisis situation, its essential you make a crisis management plan in order to respond effectively.

This plan process may involve drafting statements, engaging with the media or relevant parties as needed.

By handling crisis with transparency, accountability and professionalism, you can mitigate reputational damage and rebuild trust with your audience over time thereby keeping your business visibility afloat.

## **Next steps**

There are several resources to support your advancement in your Digital Business.

### **1 . My blog**

Success is a process and the more knowledgeable we are towards our vision, shows the level of success we achieve.

On my blog, I share knowledgeable tips, strategies and information on how to help you do better doing your online business.

Follow my blog here and stay connected: <https://martinvic.com.ng/blog>

### **2 . Sales Scorecard**

A scorecard is a set of questions I have designed to help you measure how far you've gotten with your sales process when you answer the questions.

Growth requires measurement and this set of sales questions is designed to score you on how well you are in your business.

It gives you a customized report and access to training specifically to help you advance more in your progress.

Take a scorecard here: <https://martinvic.com.ng/branding>

### **3 . Workshop program**

Our workshop program is an event mainly focused on showing you the entire process your business needs to grow and make sales.

It entails a program where you share your difficulties in your Digital Business journey as we help you navigate through the situation.

To gain access to the workshop program, keep an eye on your email and we will update you when our next workshop program is coming up. Also be on alert to be notified in the telegram group you're added to when you purchased the book.

## MY FINAL THOUGHTS

In today's competitive marketplace, visibility and credibility are crucial to standing out and gaining the trust of your audience.

This ebook has provided you with a step-by-step guide on how to build your business's presence, authority, and reputation from the ground up.

Remember that building credibility is not an overnight process—it requires consistency, authenticity, and delivering value over time.

As you apply the strategies outlined in this book, focus on building strong relationships with your customers, maintaining a strong online presence, and staying authentic to your brand's mission.

By doing so, you will create a business that not only stands out but also inspires confidence and loyalty among your audience.



## ABOUT THE AUTHOR

Martin Victor is an experienced digital marketer, web designer, and content creator with over 7 years of expertise in helping businesses thrive in the digital space.

Martin's passion for entrepreneurship, marketing strategies, and website development led him to start his solopreneur journey, where he now runs successful platforms like martinvic.com.ng, a hub for his web design and marketing services, and asoftrev.com, a software review site that helps users find the best tools for their needs.

In 2016, Martin Victor started his journey in doing online businesses. Martin started with doing the mini importation business, over to drop shipping, and having skills in web design and digital marketing, he was able to sell his marketing skills to business owners where he helped these businesses 10x their revenue.

Martin's mission is to empower entrepreneurs, freelancers, and business owners with the knowledge and tools they need to succeed online. He is dedicated to teaching others through his platforms and has become known for his free tutorials and practical business tips. His expertise ranges from building and optimizing websites to running effective marketing campaigns, and now, he brings his knowledge to readers through his ebooks on making money online, sales, and business visibility.

When he's not working, Martin enjoys teaching, playing the keyboard (music entirely), and exploring new strategies for business growth. His love for sharing knowledge and helping others succeed is what drives him, and he continues to inspire people on their journey toward financial freedom and business success online.