

## 3-Week Content Strategy Plan for a CAC Registration Specialist

### **Week 1**

#### **Reels**

##### Day 1

Share a short, informative reel explaining the importance of business registration with the CAC.

E.g==> 3 reasons why you should register your business

==>If you do business in Nigeria, see why you should register your business.

==>If you don't register your business, these are the 4 things that will make you regret starting a business.

==>The Importance of registering your small business

##### Day 2

Create a reel answering common questions about business registration (e.g., types of businesses, required documents).

"What type of business names gets approved?"

"I sell thrift can I register my business too?"

"What are the required documents I will need if I want to register my business?"

##### Day 3

Share a before-and-after reel showcasing a successful business registration process.

##### Day 4

Interview a satisfied client about their experience with your services.

(Ask your previous clients to share their experience while working with you to achieve the aim of registering their business)

##### Day 5

Create a reel highlighting the benefits of registering a business with the CAC (e.g., tax benefits, legal protection).

#### Day 6

Share a reel about common mistakes people make during business registration.

#### Day 7

Host a live Q&A session answering questions about business registration.

E.g==> if you were to ask me any question surrounding registration of business what would your question be?

==> Ask me anything about CAC registration.

### **Posts**

#### Day 1

Write a post "Why business registration is necessary for your online presence."

#### Day 2

Create a simple infographic explaining the different types of business structures in Nigeria. (You can use Canva to illustrate this or AI prompt for images)

#### Day 3

Share a testimonial from a satisfied client. (Even though it's a previous client)

#### Day 4

Post a checklist of documents required for business registration.

E.g If you want to register your business these are the documents that are required

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#### Day 5

Create a comparison post mentioning the benefits of using a professional registration agent.

Then recommend yourself at the end of your write up. Tell your audience to message you to register their business and refer you to others too.

### Day 6

Share a helpful tip about business registration (e.g., how to choose a business name).

### Day 7

Promote a free consultation for 15-30minutes or webinar on business registration.

## **Stories**

### Day 1

Share behind-the-scenes glimpses of your work.

(Could be several screenshots of you registering a business or a picture or video of you working on your phone or laptop trying to register a business.)

### Day 2

Ask random questions to engage your audience.

Ask your audience to choose between a business name for a good niche

E.g Imagine you're a food vendor, between foodgasm.ng and foodology.ng which one will you choose as a business name?

This will make people comment on your post and bring you more engagement which triggers the algorithm to recommend your post to more people on your list.

### Day 3

Use the sticker features (e.g., questions, polls) to interact with followers.

Ask them to ask a question.

### Day 4

Post a beautiful picture of you smiling.

### Day 5

Share your day 5 post to your story.

### Day 6

Post a random video of you with a caption "Can I be your business registration agent?"

### Day 7

Post a random meme about business.

## **Week 2**

### ***Reels***

Day 8: Create a reel showcasing the step-by-step business registration process.

### Day 9

Partner with a complementary business (e.g., accountant, lawyer) for a joint reel.

### Day 10

Share a client success story featuring a business that thrived after registration.

### Day 11

Create a reel answering FAQs (frequently asked questions) about business registration.

E.g. think of the many questions clients randomly ask you. Then ask it and answer it.

### Day 12

Offer a discount or promotion for new clients.

Could be ==> register your business with me and save 1.5k only this week. The offer lasts for only 3 days.

OR

Free consultation for the first 10 businesses that will register their business with me this week.

Tag a business owner to see this post.

You won't get this offer anywhere.

### Day 13

Share a testimonial from a satisfied client.

### Day 14

Create a reel explaining the benefits of using a professional registration agent.

## **Posts**

### Day 8

Write a post about the importance of choosing the right business structure.

### Day 9

Create a social media ad targeting entrepreneurs.

If you can't create an ad, pay an influencer to create a one off post for you. This will bring more people to follow your profile and of course more people to register their business with you.

Think of an offer before reaching out to the influencer.

### Day 10

Share a story of a successful business you helped register.

For example: So last week, I got a message from a food vendor (it could be anybody but always indicate the business individual by their niche that messaged you) who wanted to register her business with CAC.

I love business owners that take good decisions that concerns their business.

I shared with her some secrets many business owners do not know about CAC.

Yes.

Apart from securing your business name, You can benefit from CAC after registering your business.

If you haven't register your business since you launched it, send me a message let's register your business today.

#### Day 11

Talk about a trending topic. And address it in your own opinion. Use hashtags in the end. And at the end of your content remind your audience that you help business owners register their business with CAC.

#### Day 12

If you have a flyer about your business, post it and tell your audience to register their business.

Leave your WhatsApp number and indicate it is only for business purposes.

#### Day 13

Host a thread on business registration.

5 things that could happen if you do not register your business

A thread

Then use the comment section to explain bit by bit. Make sure you number your points so that whoever that is reading will follow up in order.

### **Stories**

#### Day 1

Share client testimonials.

#### Day 2

Post a business meme

#### Day 3

Post your flyer

#### Day 4

Share a funny video, share your personal pictures and caption it your trusted business CAC agent and lastly share an educational video or image that explains what business registration with CAC is all about.

#### Day 5

Use the "swipe up" feature to direct traffic to your website or landing page.

### **Week 3**

#### **Reels**

#### Day 15

Share tips for maintaining business compliance after registration.

#### Day 16

Create a reel about the importance of business planning.

#### Day 17

Share a video filled with business tips.

#### Day 18

Share a motivational video

#### Day 19

Ask random questions to bring engagement

For example⇒ What's one food you think people shouldn't eat in the morning?

⇒ What's something you can talk about even without preparation?

⇒ If you could turn back the hands of time, what would you do?

#### Day 20

Create a reel about the benefits of using a registered business agent.

#### Day 21

Share a success story of a client who has grown their business after registration.

## **Posts**

### Day 15

Write a post about the role of technology in business registration.

### Day 16

Share an infographic about the business registration process.

### Day 17

Talk about how businesses have an advantage over those who hasn't registered their business.

### Day 18

Tell your audience you're hosting a WhatsApp group session on business registration best practices.

This brings more people to your WhatsApp as a lot of people will want to register for the online program you're hosting.

### Day 19

Talk about the disadvantage of not registering your business early enough.

### Day 20

Share a client testimonial.

### Day 21

Share an experience you had with a client.

## **Stories**

### Day 1

Share educational content about business registration.

### Day 2

Use interactive stickers to engage with your audience.

### Day 3

Promote your services through engaging visuals.

Day 4.

Repost what you posted in day 18 of your post.

Day 5

Post an image of an AI "register your business with (put your name)"

Day 6

Repost what you posted in day 19 of your post.

Day 7

Post a funny video, then post your business flyer.

Day 8

Post an inspiring video, then post your business flyer.

Day 9

Post an educative video about health or business, then post your business flyer.

Day 10

Post a food content to attract more eyes to your story, then post your business flyer.