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INSTITUTE OF CERTIFIED
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GROWING YOUR AUTHORITY ON SOCIAL MEDIA

You won't grow authority on social media just by "posting more."

That advice is everywhere, and it rarely works for Business Consultants.

Authority comes from:

1. *Clear positioning,*
2. *Consistent proof, and*
3. *Strategic visibility.*

PRACTICAL STEPS ARE:

1. Sharpen Your Authority Position (This is non-negotiable)

Right now, "Business Consultant" is too broad. *People follow specialists.*

Refine into something like:

- "Helping SMEs fix cashflow leaks"
- "Scaling service businesses from ₦5M to ₦50M revenue"
- "AI systems for Consultants and Agencies"

👉 Your goal: own a niche problem + outcome,

Quick exercise:

- Who do you help?
- What exact problem do you solve?
- What measurable result do you deliver?

Turn it into:

“I help [target audience] achieve [specific result] without [common pain].”

2. Build a Content System (Not Random Posting)

Use a 4-pillar structure, for your audience to see depth and consistency:

Pillar 1: Authority Content (40%)

- Case studies (before/after results)
- Frameworks (step-by-step systems)
- Industry insights

Example:

- “How I helped a client increase revenue by 32% in 60 days”
- “3 Mistakes Killing Your Business Growth in Nigeria”

Pillar 2: Educational Content (30%)

- Teach practical business concepts
- Break down complex ideas simply

Example:

- “What cashflow really means (and why profit can mislead you)”
- “Simple KPI dashboard every SME should track”

Pillar 3: Proof & Credibility (20%)

- Testimonials
- Screenshots (sanitised)
- Client wins

Pillar 4: Personal Brand (10%)

- Your journey
- Lessons learned
- Opinions (this builds influence fast)

3. Platform Focus (Don't Spread Yourself Thin)

Pick 2 primary platforms:

- LinkedIn → Best for authority + B2B clients
- Instagram → Best for visibility + storytelling

Optional:

- X (Twitter) → Great for thought leadership threads

👉 Focus beats presence everywhere.

4. Use High-Authority Content Formats

These formats position you as an expert quickly:

- **Breakdown Posts:**
“How Company X scaled from X to X (and what you can learn)”
- **Framework Posts:**
Give names to your methods (e.g., “The 3C Growth System”)
- **Contrarian Posts:**
Challenge common beliefs
Example: “Stop chasing revenue. Fix your margins first.”

- **Mini Case Studies:**
Real business problems → your solution → outcome

5. Create a Weekly Content Engine (Simple but Powerful)

Weekly Plan:

- 2 Authority posts
- 2 Educational posts
- 1 Proof post
- 2 Short-form videos (explaining insights)

Consistency > volume.

6. Influence Your Network (This is where most people fail)

Posting alone won't grow you; you need an *interaction strategy*:

Daily (15–20 minutes):

- Comment on posts of:
 - Industry leaders
 - Potential clients
 - Business communities

👉 Add value, don't say "Great post."

Example:

"This is powerful. One thing I've seen in consulting is that most SMEs struggle with X because of Y..."

This positions you publicly as knowledgeable.

7. Leverage Strategic Visibility

You need to “borrow” audiences:

- Collaborate with:
 - Coaches
 - Accountants
 - Marketing professionals
- Do:
 - Instagram Lives
 - LinkedIn collaborations
 - Guest posts

8. Build a Signature Framework (Authority Multiplier)

Authorities are known for *systems*, not random advice.

Example:

- “The Profit Optimisation Framework”
- “The SME Growth Engine”

Then:

- Teach it
- Post about it
- Use it with clients

9. Turn Content Into Leads (Don’t Miss This Step)

Add simple calls-to-action:

- “Comment ‘GROWTH’, and I’ll send you the checklist”
- “DM me ‘AUDIT’ for a free business review”

10. Track What Actually Works

Measure weekly:

- Profile visits
- Engagement rate
- DMs received
- Leads generated

Double down on what gets responses—not likes.

11. Fast Authority Boosters

- Publish a short eBook or guide
- Host a webinar
- Create a free tool (e.g., business audit checklist)
- Share original data or insights

What Will Actually Move the Needle

If you do only 3 things, do these:

1. **Niche down your message**
2. **Post case-study style content consistently**
3. **Engage intentionally with your target audience daily**

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