Abstract: This paper gives a treatise of an investigation of marketing practices of selected entrepreneurs. The methodology took account of specific issues in researching entrepreneurs such as lack of common understanding of management terms, and the influence of ego on participant’s responses. Depth interviews used critical incident technique to elicit account from entrepreneurs of their marketing practices. Focus groups supplemented individual interviews to test the frankness of responses. The results showed that selected entrepreneurs in Ado-odo Ota L.G.A undertake marketing in unconventional ways. They tend to focus first on innovations, and only second on customers’ needs. They target customers through a bottom-up process elimination, rather than deliberate segmentation, targeting and positioning strategies. They rely on interactive marketing methods communicated through word-of-mouth, rather than a more conventional marketing mix. They monitor the market place through informal networks, rather than formalized market research.