

The Power of Billboard Advertising in Kenya



The power of billboard advertising in Kenya stands tall, capturing the attention of millions. We'll delve into the dynamic world of billboard advertising in Kenya, exploring its impact on businesses, the evolving trends, and why it remains a potent force in the age of digital marketing.

Outdoor Advertising Billboards in Kenya: A Powerful Reach for Your Brand

Outdoor advertising remains a potent force in the Kenyan market, with billboards occupying a prominent place in the landscape. Whether lining Nairobi's bustling streets or gracing the scenic highways of Mombasa, outdoor billboards offer undeniable appeal for brands seeking to reach and engage their target audience.

Proven Effectiveness of outdoor Advertising Billboard in Kenya:

- **Widespread Reach:** Billboards extend your message to diverse audiences across urban, suburban, and even rural areas, ensuring it's readily accessible across the nation.
- **Frequent Exposure:** Strategic placements guarantee repeated viewing by motorists, pedestrians, and commuters, increasing brand recall and awareness.
- **Impactful Visibility:** Large-format visuals captivate attention and deliver impactful brand messages, leaving a lasting impression on viewers.

Advantages of Billboard Advertising in Kenya

- **The Strategic Placement Advantage:** One of the key elements that make billboard advertising thrive in Kenya is its strategic placement. From the busy streets of Nairobi to the picturesque landscapes along major highways, billboards strategically position brands in the line of sight of their target audience. This geographic precision ensures that businesses can reach potential customers where they live, work, and travel, maximizing visibility and recall.
- **Connecting with the Mobile-First Generation:** Billboard advertising in Kenya complements the digital lifestyle by creating memorable visual experiences that seamlessly integrate with online campaigns. Kenya's population is increasingly tech-savvy, with a significant portion relying on smartphones for information and entertainment. Smart advertisers leverage QR codes and interactive elements on billboards to drive online engagement, creating a bridge between the physical and digital worlds.

- **Diverse Content for Diverse Audiences:** Billboard Advertising in Kenya serves as a canvas for brands to showcase their understanding of local nuances and values. Kenya's rich cultural tapestry calls for diverse and culturally relevant advertising. Advertisers in Kenya customize content to resonate with the diverse demographics, languages, and traditions, fostering a sense of connection that goes beyond generic messaging.

Billboards Advertising costs in Nairobi, Mombasa etc.

When it comes to billboards advertising costs, Nairobi and Mombasa lead the pack in Kenya, followed by cities like Kisumu, Nakuru, and Eldoret. This is because these urban centers are the country's most experiential marketing hubs, boasting dense populations, dynamic companies across various sectors like banks, tech startups, retail, fashion, media, and manufacturing, and millions of consumers who rely on public transportation daily.

As a result, billboard advertising costs in these Kenyan cities can range from KES 350,000 to KES 650,000 per month for static billboards and from KES 1,000,000 to KES 2,500,000 per month for digital (LED) billboards.

We are dedicated to making billboard advertising in Kenya as accessible as possible, working with businesses of all sizes, from top industries to SMEs, to design, print, and install indoor and outdoor billboards across the country.

Types of Billboards in Kenya

While there are numerous types of billboards, let's explore three popular options for the sake of the article

1. Bulletin Billboard (Link to the various categories)

2. Digital Billboard

3. Mobile Billboard

Bulletin Billboards:

These Bulletin billboards are the most widespread, towering at 48 feet wide and 14 feet high, captivating both drivers and pedestrians. Commonly found on:

- Expressways
- Highways
- Roads with heavy traffic, they offer excellent brand visibility at strategic locations.

Expect costs to range from KES 250,000 to KES 700,000 per month, making them a comparatively affordable option. The price depends on location, production expenses, and the specific site you choose.

Digital Billboards:

Dazzling the streets of Nairobi, Mombasa, and other bustling Kenyan cities, digital billboards showcase everything from telecom services to personal care products with dynamic displays. Strategically positioned in high-traffic areas, they captivate audiences and grab attention effortlessly.

The customizable nature and eye-catching visuals come at a premium. Monthly costs typically start at KES 1,000,000 and can easily climb to KES 2,500,000 or even higher based on factors like location, demographics, and the specific billboard features.

Mobile Billboards:

Mobile Billboards are of two types; “flex” (printed) and LED. As the name suggests, they deliver your message directly to your target audience, effortlessly navigating busy streets and major events.

Static (flex) mobile billboards offer cost-effective exposure, ranging from KES 50,000 to KES 100,000 per month. For the vibrant impact of LED mobile billboards, anticipate a range of KES 250,000 to KES 700,000, influenced by state, duration, and the number of vehicles involved.

Advantages of Mobile Billboards (Flex and LED) in Kenya:

- **Reaching Untapped Locations:** Unlike static billboards confined to specific sites, mobile units go where the action is. They can navigate bustling market streets, traverse rural areas, and even reach remote destinations, exposing your brand to audiences inaccessible through traditional billboards.
- **Reduced Competition:** With fewer mobile billboards compared to static options, your message stands out against less saturated media environments. This reduces “visual clutter” and increases the likelihood of capturing attention amidst busy Kenyan streets.
- **Broader Audience Targeting:** Mobile billboards act as roving ambassadors, captivating everyone from pedestrians in Nairobi’s vibrant city center to motorists on Mombasa’s coastal highways. This flexibility allows you to target diverse audiences across urban, suburban, and even rural locations, broadening your campaign’s reach beyond traditional billboard limitations.

Our Billboard Advertising Services in Kenya

At Alternative Adverts, we offer a unique approach to billboard advertising in Kenya. Through our platform, “website link”, you get access to an extensive network of over 5,000

billboards nationwide, from bustling cities to rural areas.

Unmatched Variety:

Choose from an array of options like:

- Unipoles
- Gantries
- Super 48-sheets
- Backlit
- Wall-mounted boards
- 96-sheets
- Bridge panels
- Bulletin boards
- Eye catchers,
- Wall drips etc.
- LED Billboards

Reaching Every Corner of Kenya:

We have strategic placements across all 47 counties, ensuring your message reaches your target audience, whether in Nairobi's vibrant streets or Kakamega's scenic countryside.

Billboard Installation:

Focus on your business while we handle the paperwork: fast-tracking permits with KEBS and other relevant regulatory bodies. Our expert teams efficiently install billboards nationwide within optimal timeframes.

Billboard Design

We offer no-cost billboard creative design, saving you resources and ensuring high-impact visuals that deliver your message clearly.

We also handle printing with meticulous attention to detail and quality, ensuring your brand shines.

Your Success is Our Priority:

At Alternative Adverts, we're passionate about helping businesses thrive through impactful billboard advertising in Kenya. Our comprehensive solutions, combined with local expertise and a commitment to affordability, make us your perfect partner for success.

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**2023 Nigeria Social Media
Awards: Celebrating
Excellence**



Celebrating Excellence: Recap of the Just-Concluded 2023 Nigeria Social Media Awards

The curtains have fallen on the spectacular maiden edition of the Social Media Awards, leaving a trail of excitement and inspiration in its wake. The event, which serves as a tribute to the movers and shakers of social media has highlighted the outstanding achievements and innovations within the social media sphere.

The 2023 Social Media Awards, hosted with fervor and enthusiasm, gathered social media enthusiasts, influencers, content creators and industry leaders under one roof. The event celebrated the outstanding contributions made by individuals, brands, and organizations in harnessing the power of social media to connect, engage, and create a meaningful impact on society.

The highlight of the evening, aside from the award presentations, was the showcase of exceptional talent.

Performers who have risen to fame through their online presence graced the stage, reminding us of the entertainment potential that social media platforms offer.

Inclusivity and diversity were at the forefront of the event, emphasizing that social media is a unifying force that transcends boundaries and connects people from all walks of life.

As we reflect on the just-concluded 2023 Nigeria Social Media Awards, we can't help but feel inspired by the exceptional talent and creativity showcased. The Social Media Award not only celebrates excellence but also serves as a reminder of the boundless possibilities that social media holds for fostering connections, sparking innovation, and effecting positive change in our society.



The Winners

The 2023 Nigeria Social Media Awards celebrated the following

notable winners across different categories:

1. **Best Audience Engagement Campaign:** Tecno Camon 20 | Steady Night Portrait Master Tecnomobilenigeria
2. **Most Engaging TV Station On Social Media:** Arise News
3. **Best Use of Social Media E-Commerce Company:** Jumia Nigeria
4. **Most Engaging Beauty Brand on Social Media:** Lush Hair Nigeria
5. **Most Engaging Radio Station on Social Media:** Cool FM Nigeria 96.9
6. **Most Engaging TV Presenter on Social Media:** Morayo Afolabi-Brown
7. **Most Responsive FMCG Brand on Social Media:** Indomie
8. **Best Use of Social Media in A Crisis:** Falz The Bahdguy
9. **Viral Slang Maker of the Year:** Shank Comics – Mapa'mi Naaaa'
10. **Social Media Influencer of the Year:** Simply Tacha
11. **Most Engaging On Air-Personality on Social Media:** Daddy Freeze
12. **Most Engaging Journalist on Social Media:** Rufai Oseni
13. **Fashion Influencer of the Year:** Jeremiah Ogbodo
14. **Food Influencer of The Year:** Ify Mogeckwu kitchen
15. **Most Responsive Security Agency In Nigeria:** Nigerian Navy
16. **Most Responsive Telecom Company In Nigeria:** Mtn Nigeria
17. **Best Dance Content Creator:** Teee Dollar
18. **Most Engaging Actor:** Stan Nze
19. **Most Engaging Actress:** Bimbo Ademoye
20. **Blogger of the Year:** Yabaleft Online
21. **Best Use of Social Media-Sports And Betting Platform:** Betway
22. **Best Use of Social Media-Banking Sector:** Guaranty Trust Bank
23. **Best Use of Social Media-Fintech:** Palmpay
24. **Most Supportive Real Estate Company On Social Media:** Revolution Plus Property

25. **Best Social Media Influencer Campaign:** Martell × Davido – Be The Standout Swift
26. **Fast Rising Social Media Content Creator:** Agbaje Oluwatimileyin “Portable Promises to Win The Next Grammy With “Ika Of Africa”
27. 28. **Most Innovative Use of Social Media:** Mr Macaroni
28. **Most Supportive Company on Social Media:** Innoson Vehicles
29. **Best Use of Social Media-NGO:** Nigeria Health Watch
30. **Overall Best Social Media Content Creator:** Odinaka Chukwueze
31. **Best Health Content Creator:** Pharmsavi – Choose Health Always
32. 33. **Viral Song Of The Year:** “Who Is Your Guy?” – Spyro
33. 34. **Best Entertaining Content Creator:** The Audition by Josh2funny “The Strongest Man In The World”
34. **Best Educative Content Creator:** Chrisland Schools | First Aid Specialist Training (Fast)
35. 36. **Best TikTok Content Creator:** Khloes_Gram (Leave Them Alone)
36. **Best Instagram Content Creator:** Taaooma @Taaooma| “E-Suli Has Suffered”
37. **Best Facebook Content Creator:** Mark Angel Comedy| “The Witch Mother-In-Law”
38. 39. **Best Youtube Content Creator:** Chukwuebuka Emmanuel Amuzia | @Brainjotter | “The Trapped Soul”
39. **Best Music Video on Youtube:** Blaqbonez & Perliks: Back In Uni By Blaqbonez & Perliks
40. **Best Twitter Content Creator:** Omotara @_theladymo

6 categories of honorary awards are listed below

42. 42. **Social Media Personality of the Year:** Emoney
43. **Most Loved Social Media Personality of the Year:** Obi Cubana
44. **Most Supportive Social Media influencer:** Don Jazzy
45. **Most followed Comedian on Social Media:** AY Comedian

46. **Most Engaging Governor on Social Media:** Dr Alex Otti of Abia state
47. **Most Engaging Senator:** Senator (Dr.) Prince Ned Nwoko, Delta North Senatorial District

Congratulations to all the winners and participants who continue to shape the narrative of social media. We eagerly await the next edition, brimming with anticipation for the continued evolution of the digital landscape and the exceptional talents it will bring to the forefront.

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Nigeria Social Media Awards 2023: Recognizing Excellence in Digital Engagement



The [Social Media Awards Nigeria 2023](#), an esteemed event that celebrates exceptional individuals and organizations in the field of online engagement, will hold in a few months. As evidence of the power and influence of social media, the Nigeria Social Media Awards serves as a platform to honor outstanding achievements in content creation, influencer marketing, brand promotion, and digital innovation.

Get ready to dive into the world of social media excellence and learn what to expect from this year's event, which will undoubtedly leave a lasting impact on the Nigerian digital landscape.

Highlighting Nigeria Social Media Awards 2023

The Nigeria Social Media Awards 2023, which will be hosted by Alternative Adverts Ltd in conjunction with other brands, is set to captivate social media enthusiasts and industry professionals alike.

Taking place at the prestigious Eko Hotels and Suites, this highly anticipated event promises to bring together digital influencers, brands, marketers, and content creators under one roof.

Explore the impressive lineup of categories of influencers that will be recognized and commended for their efforts, and those who have made a significant impact in the online sphere, binding their position as trailblazers in Nigeria's [social media](#) space.

Nominees and Categories for the Social Media Awards 2023

The Social Media Awards 2023 features a diverse range of categories designed to showcase the dynamism and creativity of social media in Nigeria.

From Best Content Creator and Influencer of the Year to Best Social media influencer of the Year and Emerging Social Media Platform, these categories illuminate a spotlight on the contributions of individuals, brands, and organizations that have made a remarkable mark in the Digital World.

The [nominees](#) for the Social Media Awards 2023 would be carefully selected by industry experts and social media enthusiasts who have assessed the impact, engagement, and relevance of each candidate's online presence. The shortlisted nominees will represent the top-tier offering inspiration to aspiring social media stars.

Celebrating Social Media Impact and Innovation through the Nigeria Social Media Awards

Beyond individual achievements, the Nigeria Social Media Awards also recognizes the transformative power of social

media in driving positive change and fostering innovation.

Special categories such as Social Good Initiative and Digital Innovation Awards will pay homage to those who have harnessed the potential of social media to create a lasting impact, promote inclusivity, and drive forward-thinking solutions.

Conclusion

As the Nigeria Social Media Awards 2023 approaches, excitement builds for an unforgettable evening, celebrating the brilliance and influence of social media in Nigeria.

This event not only applauds individual achievements but also showcases the remarkable ways in which social media has reshaped communication, business strategies, and society as a whole.

Embrace the Social Media Awards Nigeria 2023 as a reminder that behind every viral post, engaging campaign, and influential online persona, passionate individuals and organizations are propelling the digital revolution in Nigeria.

Stay tuned for updates via www.sma.ng on this prestigious event and witness the power of social media in action.

For sponsorship or inquiry about Nigeria social media awards 2023 call 08140806869 or 07014039333

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TV Advertising Cost in Nigeria



TV Advertising Cost in Nigeria Rates for Major Stations (Arise TV, Channels, AIT, TVC, NTA)

Do you want to know the cost of advertising on TV in Nigeria? It's an important question for any business or brand today. After all, Nigerians love TV and spend an average of 3 hours a day watching it – so it has the potential to be very effective as an advertising medium.

For a free consultation about TV Advertising Costs in Nigeria Rates for Major Stations (Arise TV, Channels, AIT, TVC, NTA) Call 08140806869 or 07014039333

The cost of advertising on TV in Nigeria can vary greatly depending on the channel you choose. There are many major stations that offer their own rates and packages – such as Arise TV, Channels, AIT, TVC, NTA and more. To make it easier for you to get an understanding of what's involved, here we'll go over the different channels and their respective rates so that you can compare them and make a well-informed decision.

Arise TV Advertising Rates

If you're looking to get your message out on Nigerian television, Arise TV is a great option. Arise TV is one of Nigeria's most popular TV stations, and advertising on its channels can be quite cost-effective.

The rates for an advertisement on Arise TV typically range from ₦10,000 to ₦18,000 for a ten-second slot during primetime programs. Rates can also vary depending on the day of the week and time of day that your ad airs. For example, an ad airing during a weekend program can be up to 20% cheaper than an ad aired during a weekday program.

In addition to the cost of airtime, you'll need to factor in production costs which can range from ₦200,000 to ₦500,000 depending on the type of advertisement you'd like to create. With these rates in mind, it's easy to see why advertising on Arise TV can be an affordable option for businesses looking to make an impact in the Nigerian market.

Channels TV Advertising Rates

Advertising on Channels TV can be quite expensive and varies depending on the length of the commercial (15, 30 or 60-second spots). Generally, a 15-second spot costs around ₦100,000 per day. A 30-second spot will cost around ₦200,000 per day and a 60-second spot costs about ₦400,000 per day. You must also consider production costs of your commercial if you do not already have an ad ready to go.

It's worth noting that these prices are based on buying airtime on one particular station – so if you want to air your advertisement across multiple channels and networks, then you should expect your costs to increase accordingly.

AIT (Africa Independent Television) Advertising

Rates

AIT (Africa Independent Television) is one of the biggest TV stations in Nigeria. If you're looking for something that will reach a large audience, then AIT is a great option. But how much does advertising on AIT cost?

When it comes to TV advertising, there are a few factors that go into the overall cost. The first is the time slot you choose – typically, prime time slots (like those during big events or near holidays) will cost more than regular timeslots. Second, you'll need to consider the length of the commercial – this will affect pricing as well. And lastly, you'll also want to consider any extra costs like production or editing services.

The cost of advertising on AIT can range from ₦400,000 up to ₦2 million depending on your needs. Here are some examples of potential costs for 10-20 second spots:

- **10 seconds = ₦ 400k - ₦ 750k**
- **20 seconds = ₦ 550k – ₦ 1 million**

For longer commercial spots (30 seconds or more), prices may range from ₦2 million and beyond depending on how many slots and when they air. So as you can see, there is quite a bit of room for flexibility when it comes to choosing an advertising package with AIT.

TVC Advertising Rates

When you're trying to decide which TV station to advertise on, one of the biggest decisions is cost. After all, you want to get the most bangs for your buck and don't want to spend too much on advertising.

So what should you expect to pay when advertising on TVC? Here's a quick breakdown:

30-second ad spots:

A 30-second advertisement on TVC ranges from ₦80,000-₦400,000. Prices may vary depending on the type and duration of ad spots you want.

Promo Spots:

You can also purchase promo spots from TVC that air from 1-3 times per day over a period of two weeks – these range from ₦200,000 – ₦300,000. All in all, you could expect an advertising campaign with TVC Nigeria to set you back at least half a million naira per month.

NTA Advertising Rates

When it comes to advertising your business in Nigeria, you'll definitely want to consider NTA as an option. After all, the network boasts an impressive reach, with millions of viewers tuning in every day for the latest news.

So what about cost? Here's what you can expect:

1. Gearing up for a single ad campaign can cost anywhere from ₦100,000 to ₦500,000 (or more!)
2. Weekly ad packages start at around ₦280,000 for single spot placement
3. Monthly ad campaigns range from ₦1.4 million to ₦7 million
4. For a full year's worth of ads, plan on investing around ₦18 million
5. Production fees vary based on media type (video vs. audio vs. graphics) and length of your campaign

Additionally, NTA offers discounts on certain packages and can help tailor an inexpensive package that meets your budget and advertising needs. All in all, NTA is an excellent choice when it comes to TV advertising in Nigeria and beyond!

Alternative Advertising Options besides TV: [Billboards](#), Radio, Digital Ads

Another way of getting your message across Nigeria is through [billboards](#). The rates can range from ₦5,000 to ₦500,000, depending on its location and size.

If you're looking for a more cost-effective option, radio advertising can also be a great choice. It costs approximately ₦8,500 to ₦40,000 for a 30-second slot on any radio station in the country.

As for digital advertising, rates start from as low as ₦ 1,000 per month – which makes it a great option if your target audience is tech-savvy. Additionally, you can be more precise with the targeting options available with digital ads like display ads or social media advertising.

Whether you're opting for TV advertising or any of the alternative options mentioned above, all of these involve an upfront payment and could require you to work with numerous vendors. Before committing to any type of advertising campaign in Nigeria, it's important to consider budget restrictions and overall goals in order to make the best decision possible.

TV Advertising Cost in Nigeria

Conclusion

While TV advertising might be a great way to reach a large audience, it's important to remember that it's not the only option. Other forms of alternative advertising, such as digital media, streaming services, and out-of-home advertising can also be used to reach people in Nigeria. Depending on your budget and target audience, you might want to consider these other options as well.

When it comes to TV advertising costs in Nigeria, there are various factors that come into play. Cost fluctuates based on things like the duration of the ad and the time of day it's aired. So, it's important to do your research and find out the exact cost of each station in order to get the best deal and

reach the most people.

For TV Advertising Costs in Nigeria Rates for Major Stations (Arise TV, Channels, AIT, TVC, NTA) Call 08140806869 or 07014039333

Visit the link for [Billboards advertising at the Lagos](https://alternativeadverts.com/billboard-advertising-at-the-airport-in-lagos-and-abuja/) airport and other airports in Nigeria

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Billboard advertising at the airport in Lagos and Abuja, Port Harcourt, Kano, Delta, Enugu state etc.



Billboard advertising at the airport in Lagos and Abuja, Port Harcourt, Kano, Delta, Enugu state, etc.

Introduction:

Billboards have long been an effective medium for advertising, capturing the attention of passersby and leaving a lasting impression. In Nigeria, the bustling states of Lagos, Abuja, Kano, and Delta offer prime locations for billboard advertising. This article explores the immense potential and advantages of billboard advertising in these states, showcasing how brands can leverage this medium to maximize their reach and engage with a diverse audience.

For free consultation about Billboard advertising at the airport in Lagos and Abuja, Port Harcourt, Kano, Delta, Enugu state, etc. Call 08140806869 or 07014039333

Lagos State: Lagos Airport, also known as Murtala Muhammed International Airport, is Nigeria's busiest airport and a key gateway to the African continent. With millions of passengers passing through its terminals annually, advertising at Lagos Airport presents an exceptional opportunity for brands to capture the attention of a diverse and engaged audience. This

article delves into the advantages and strategies for successful billboard advertising campaigns at Lagos Airport, enabling brands to soar to new heights of visibility and impact.

Abuja State: Abuja, the capital city of Nigeria, is a bustling metropolis with a thriving economy and a hub for government, business, and tourism. The Nnamdi Azikiwe International Airport in Abuja serves as a gateway for both domestic and international travelers, presenting an exceptional opportunity for brands to leverage billboard advertising.

Kano State: Kano Airport, also known as Aminu Kano International Airport, serves as a crucial transport hub connecting the northern region of Nigeria to other parts of the country and beyond. With a steady increase in passenger traffic, Kano Airport presents an excellent opportunity for brands to leverage billboard advertising.

Delta State: Delta Airport, also known as Asaba International Airport, a major hub for domestic and international flights, offers a unique opportunity for advertisers to engage with millions of travelers each year. In Nigeria, airports in Lagos, Abuja, Kano, and Delta are bustling hubs for domestic and international travel, making them ideal locations for businesses to showcase their brands. In this article, we will explore the advantages of billboard advertising in these airports, highlighting the unique opportunities and considerations for advertisers.

Advantages of billboard advertising in Airport

- 1. Extensive Reach and Footfall:** Lagos, Abuja, Kano, and Delta airports collectively witness millions of passengers annually. These airports serve as major transportation hubs for domestic and international travelers, providing a vast audience for advertisers to engage with. Billboards strategically placed in high-

traffic areas within these airports offer an unparalleled opportunity to capture the attention of a diverse range of individuals, including business travelers, tourists, and locals.

2. **Targeted Audience Segmentation:** Each airport possesses unique characteristics and attracts different types of travelers. Advertisers can leverage this diversity to tailor their messaging and effectively target specific demographics. For example, Lagos Airport attracts a significant number of business travelers, making it an ideal location for corporate brands to showcase their services. Kano Airport, on the other hand, caters to a large number of tourists visiting historical and cultural sites, creating opportunities for travel agencies and hospitality businesses. By analyzing the airport's audience composition, advertisers can craft compelling messages that resonate with their target customers.
3. **Enhanced Brand Visibility and Recall:** [Billboard advertising](#) at airports provide a powerful platform to enhance brand visibility and recall. The bustling nature of airports ensures that passengers are often receptive to their surroundings, making them more likely to notice and remember impactful advertisements. By incorporating eye-catching visuals, concise messaging, and memorable branding elements, businesses can create a lasting impression on passengers. The repetitive exposure to these billboards during different stages of their journey also reinforces brand recall, potentially influencing purchasing decisions even after leaving the airport.
4. **Competitive Advantage:** Billboard advertising in Lagos, Abuja, Kano, and Delta airports offers a competitive advantage by positioning brands prominently within high-visibility spaces. This presence enables businesses to outshine their competitors and differentiate themselves in crowded markets. The airports' diverse passenger

profiles provide opportunities for brands of various industries, including tourism, hospitality, fashion, technology, and more, to showcase their unique offerings and gain a competitive edge.

Factors for Advertisers to Consider Billboard Advertising in Airport

While billboard advertising in these airports presents immense opportunities, advertisers should consider the following factors:

- **Compliance and Regulations:** Adhering to the guidelines and regulations set by airport authorities is crucial. Advertisers must understand the permitted dimensions, content restrictions, and placement guidelines for billboards within each airport.
- **Timing and Seasonality:** Considering the peak travel seasons and local events is essential for effective campaign planning. Advertisers should align their messaging with relevant occasions to maximize engagement and capitalize on the influx of travelers during specific periods.
- **Design and Visibility:** Creating visually appealing and attention-grabbing billboard designs is crucial for capturing the audience's attention amidst the airport's bustling environment. High-quality graphics, legible fonts, and compelling imagery are essential to ensure maximum visibility and impact.

Billboard advertising at the airport in Lagos

Billboard advertising at the airport in Lagos, Abuja, Kano, and Delta airports offers businesses a unique opportunity to amplify brand exposure and connect with a diverse and captive

audience. With extensive reach, targeted audience segmentation, enhanced visibility, and competitive advantage, these airports provide fertile ground for advertisers to drive brand awareness, generate leads, and boost sales. By carefully considering compliance, timing, and design, businesses can maximize the impact of their billboard campaigns and establish

For Billboard advertising at the airport in Lagos and Abuja, Port Harcourt, Kano, Delta, Enugu state, etc. Call 08140806869 or 07014039333

Follow the link for [Lamp poles advertising in Lagos](https://alternativeadverts.com/lamp-pole-advertising-in-lagos/) and other states in Nigeria

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Lamp pole advertising in Lagos



Lamp pole advertising in Lagos is a popular and strategic way for brands to successfully get their audience's attention. [Lamp pole advertising](#) is not only efficient but also cost-effective. In Lagos, Lamp pole advertisements are popular, especially in areas like the Local and International Airport, VI, Ikeja, Ikoyi, Surulere, Lagos Island, and Lekki.

For a free consultation about lamp pole advertising in Lagos and other parts of Nigeria call 08140806869 or 07014039333

Advertising on lampposts is strategically placed to engage both locals and tourists. Lamppole advertising in places like Ikeja, VI, Surulere, Lekki, Lagos Mainland, and Ikoyi provides maximum visibility and effect whether it's promoting upscale real estate, designer clothing, or fine dining experiences

Ikoyi, a high-class neighborhood in Lagos, is well known for its calm streets, abundant vegetation, and beautiful buildings. Ikoyi's illuminated streets, which are lined with tempting billboards, add to the atmosphere and showcase the affluent way of life there. In Ikoyi, lamp poles are being used for more than just structural support; they are also used by brands for eye-catching advertising/marketing. Lamppole advertising is a great technique for brands aiming to reach the wealthy Ikoyi population to spread their messaging.

VI, or Victoria Island, is well recognized for its impressive

skyscrapers, business headquarters, and vibrant nightlife. Advertising on lampposts makes it easier to connect with the diverse population that frequents the area, both visitors and professionals that come to VI.

Benefits of Lamp pole advertising in Lagos

Lagos State's capital, Ikeja, is a bustling environment that has offices, homes, and administrative structures. Lamppost advertising is a vital part of connecting brands with the diverse demographic that calls Ikeja home. The lamp poles here serve as an informative avenue to disseminate messages about everything from local businesses to community events.

A lamp pole advertisement typically costs between N70,000 to N80,000 depending on the location in Lagos. You would probably agree with me that purchasing ten (10) poles in a certain place would be less expensive compared to the cost of a single billboard in the same position if this sum were to be compared to the price of a billboard in the same location.

As opposed to other forms of advertising where all impressions are gathered from a single point; lamp pole advertising provides a unique method where the impressions are distributed in a repetitive method (for instance, getting 20 lamp posts in a single location creates more frequency and repetitive impressions). Hence, people driving can read through the display Ad severally as they drive through the specific location.

In conclusion, as Lagos develops and grows Lamp Pole advertising will remain a dynamic tool for marketers to interact with their target customers. Lamp pole advertisements offer an immersive experience by utilizing the power of illumination and thoughtful placement, increasing the brightness and vitality of the location while delivering

powerful messages to its audience.

For lamp pole advertising in Lagos, Abuja, Port Harcourt, Ibadan Oyo state, Kano, Kaduna and other parts of Nigeria call 08140806869 or 07014039333

For [billboard advertising In Nigeria](https://alternativeadverts.com/outdoor-advertising-agency-cost-of-billboards/) follow the link

<https://alternativeadverts.com/outdoor-advertising-agency-cost-of-billboards/>

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**Real Housewives of Lagos 2023
Reality TV Show (Season 2)
advertisement, sponsorship
and partnership opportunities**



Real Housewives of Lagos 2023 Reality TV Show (Season 2) advertisement, sponsorship, and partnership opportunities

For [advertisement](#), sponsorship, and partnership opportunities on Real Housewives of Lagos Reality TV Show 2023 (Season 2) call 08140806869 or 07014039333.

Did you miss out advertising on **Real Housewives of Lagos 2022 (Season 1)**? Don't miss out on **Real Housewives of Lagos 2023 (Season 2)**

The reality TV show gained some traction last year 2022 and it promised to be better this year.

And it is also a great opportunity for brands to reach hundreds of millions in Nigeria and beyond which will guarantee increased sales and revenue.

Real Housewives of Lagos 2023 organized by Multichoice will be on both DSTV and GOTV channels.

If your brand wishes to sponsor, partner, or advertise on Real Housewives of Lagos 2023, call any of these numbers 08140806869 or 07014039333.

Real Housewives of Lagos 2023 Reality TV Show (Season 2) things to look out for

Are you ready to indulge in the glitz and glam of the Real Housewives of Lagos? the ladies are the epitome of elegance and sophistication, and their luxurious lifestyles will have you hooked from the very first episode.

Interest piqued? You won't be able to resist the drama, the gossip, and the scandal that unfolds when these ladies come together. From extravagant parties to exclusive shopping sprees, you'll be living vicariously through their opulent experiences.

But that's not all – the Real Housewives of Lagos will leave you with an insatiable desire for more. You'll be counting down the days until the next episode, eagerly anticipating the drama and excitement that awaits.

So what are you waiting for? Join the millions of people who are already obsessed with the Real Housewives of Lagos. Tune in and experience the ultimate guilty pleasure – you won't regret it.

Action time! Don't miss out on the most addictive show in town. Get ready to be transported into a world of luxury and extravagance, where housewives spare no expense when it comes to their wardrobes, beauty routines, and lavish lifestyles.

You'll be inspired by their business acumen, envious of their opulent homes, and intrigued by the ups and downs of their personal lives.

But be warned – once you start watching, you won't be able to stop. The Real Housewives of Lagos will keep you on the edge of your seat, as you witness the feuds, friendships, and romances that unfold before your very eyes.

And the best part! You'll feel like you're a part of the

action. You'll laugh, cry, and gasp along with the housewives, as they navigate their way through the glitz and glamour of Lagos high society.

So come on, join the party!

Real Housewives of Lagos Reality TV Show 2023 (Season 2) for advertisement, sponsorship, and partnership opportunities **call any of these numbers 08140806869 or 07014039333 for inquiries**

[For advertisement, sponsorship, and partnership opportunities on BBNaija \(Season 8\) click here](#)

<https://alternativeadvert.com/blog/bbnaija-2023-season-8-sponsorship-partnership-and-advertisement/>

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7 Promotional Gift items and Election branding materials printing in Nigeria – Giveaways items or Products



Promotional Gift Items and Election branding materials printing in Nigeria – Giveaways items or Products: The materials you need for success

The Modern Day Nigeria election campaign will consist of a mix of printing promotional gift items, digital marketing, and traditional advertising to guarantee victory and success.

To run an effective election campaign in Nigeria, you need to adopt a diversified and aggressive communication strategy. This means promoting the candidate and their values through digital channels like Websites, Mobile apps, social media, SMS, Voice SMS, etc. And through traditional channels like TV, Radio, [Billboards](#), newspapers, also printed communication like promotional gift items, etc.

For Free consultations on Promotional Gift items and Election branding materials Call 08140806869, 07014039333

[Social media](#) platforms let you talk about a candidate's campaign day after day, even hour after hour in real-time. You can share videos, images, and live streams. So, you should definitely make the most of social media platforms like Facebook, Twitter, Instagram, Tiktok and Superfan, etc in your election communications.

However, you need to remember that the social media platform's audience is heavily skewed towards young people, whereas the electorate as a whole has a much older demographic which uses social media far less than the youth. For these voters, traditional printed communication remains a tried and tested method.

The Key advantages of offline communication and printed electoral material in Nigeria.

On the internet, our attention is overloaded by enormous amounts of information on a daily and hourly basis. This, however, does not happen when someone is walking down the road and sees an election poster, is handed a candidate's business card or picks up a flyer and stops to read it.

The electorate can read it straight away, or at their convenient time when they get to the office, home or shop, and that printed message will always be there: it won't be lost among thousands of social media notifications.

Furthermore, holding printed material of a candidate involves the reader's sense of touch, as well as sight, which stimulates more areas of the brain, increasing the likelihood of the message being remembered.

So, while a candidate can pretty much campaign live on social media, printed election material/gifts remain essential. That's why both strategies are needed to support each other and strengthen the candidate's image among potential voters.

Effective election campaigns should include [Election campaign material](#).

To run an effective electoral campaign, you need to convey clear messages and capture the attention of the electorate. There are many printed materials for doing just this. Let's

take a look at some of them.

Promotional Gift Items and Election branding materials printing in Nigeria – Giveaways items or Products

- 1. T-shirts**
- 2. Printed Election stickers, pin badges, and promotional gift items**
- 3. Hats & Caps**
- 4. Umbrellas**
- 5. Printable Hand Fans**
- 6. Reusable Bags**
- 7. Reusable Water Bottles etc**

1. T-shirts

Branded T-shirts are always a huge hit with political campaigns for many reasons. First of all, Nigerians love receiving them. That's not the only key reason though.

The real benefit of election campaign products like t-shirts is that they allow your message to continue long after specific events like rallies end.

The People wearing these T-shirts keep spreading your candidate's message as they wear them over and over again until election day.

2. Printed Election stickers, pin badges, and promotional gift items

Why not actively involve your supporters and electorates in the election campaign? With customized pens, pin badges, stickers, etc, You can also make future voters an integral part of the election campaign.

Promotional Gift items are always popular and spread quickly,

from one person to another. A pin badge worn on a jacket, a pen used at work/school, or a sticker placed in the right place becomes small but effective reminders of the forthcoming Nigeria elections.

3. Hats & Caps

Wearables like Hats & Caps are always a good bet because they are useful long after rallies and other campaign events are over.

With many campaign events held well ahead of voting day hats and caps offer abundant opportunities for attendees to show off their new gear at future events or simply to wear them around town.

Hats and Caps have proven amazingly useful in past political campaigns in Nigeria, and have even gained some degree of notoriety in political circles.

The point to remember is that hats and Caps are easily identifiable, easy to wear, and seen by many.

4. Umbrellas

Come rain or sunshine, this election year coming 2023. Umbrellas offer supporters and the electorate the advantage to show their love for their favorite political party or candidates no matter what the weather is doing by providing shade from relentless sunshine and protection from the rain.

5. Printable Hand Fans

People get hot on the campaign trails and other events, and hand fans can help audiences keep their collective cool. Print them with a campaign or party slogan and hand them out freely – especially at rallies and other events.

Printable Hand Fans can be given as gifts to donors and supporters alike. With some events being held outdoors or in crowded, overheated spaces, these campaign fans may be some of the most sought-after items at your next campaign event.

6. Reusable Bags

Reusable grocery bags with a party logo or campaign logo are almost ideal promotional items for political campaigns this 2023 election session.

They are easily customizable to display the messages of the candidate's choice and they are incredibly versatile. Think of all the things people use reusable canvas bags for on daily bases:

Like;

A. Supermarket trips

B. Carrying books and other materials

C. Trips to the gym

D. Running errands

These reusable customizable grocery bags are not only useful, and highly visible as supporters go about their days, but they also share important messages about a party and a candidate's commitment to the people.

You can even offer customized reusable sling backpacks with campaign messages to allow the hands-free carrying of your message day in and out until the election day, and to show support for candidates once election day passes.

The more of these bags you pass out at events or schools, the more opportunities abound for people to promote your candidate actively and passively as they go about on daily bases.

7. Reusable Water Bottles

Giving out Reusable Water Bottles instead of one use bottle of water is not only to protect the planet.

Reusable water bottles are indeed useful Printed campaign materials items that people often take with them wherever they go.

If water isn't something you get all that excited about, they

also have reusable cups for hot and/or cold drinks that are equally big hits.

Make sure you choose items that are easily portable so they get added exposure as supporters carry their bottles or cups with them as they go about their busy days.

These 7 Campaign materials for election get top marks from campaigns and constituents alike.

Make sure you have a wide cross-section of Campaign merchandise ideas to hand out at events to keep people coming back for more and encourage them to spread the word about their favorite political party or candidates.

Listed above are just a few things needed for a political campaign out of many options.

Feel free to call us for free consultations on Promotional Gift Items and Election branding materials printing in Nigeria.

We can recommend several types of Election campaign materials and we are also open to brand any types of Printed campaign materials you desire.

Call 08140806869, 07014039333

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Get 2 months of a corporate business email address for free – na**@yo*****.com



**Free Corporate
email address
for 2 months**

How to get 2 months
of a corporate
business email
address for free –
yourname@yourcompan
y.com

Sending emails from your corporate email address like name@yourcompany.com helps to enhance your corporate image. **The challenge is that if you rely on the email from your website hosting server, you will have issues with being able to have your important business email delivered into the recipient's inbox, most often the email goes to spam or is not delivered at all, because your website hosting server is not an email server, Hence the reason serious business people host the corporate email on a proper email server.**

But with the naira sliding downwards against the US Dollars on daily bases I can understand the negative impact it is having on your business!

We had a client who is right where you are now some months back, the client had 48 staff and all had corporate email addresses at \$6 per user per month which is \$72 per year. And $\$72 \times 48 = \$3,456$ (Three thousand four hundred and fifty-six dollars), as at the time he wanted to renew with the previous provider the exchange rate was 655/\$1 and he was to pay N2,263,680.

When I told him we could save him a million naira, you can understand the joy, we migrated his account to another corporate email provider that charge just **\$25 per year, \$25 x 48 user = \$1200, 00 x N655 = N786, 000.**

We actually saved him **N1, 477,680 (One million four hundred and seventy-seven thousand six hundred and eighty naira)**

You are losing lots of money using an expensive corporate email address provider because they show you lots of other features when in reality what you and your staff use is just an email.

My kind advice to you.

If you don't want to switch to a more affordable email platform, another thing you can do is create a corporate email address for only the senior staff names, and for the rest of the staff create a department-based corporate email address.

For your admin department for example, instead of creating a corporate email address with an individuals names like john@yourcompany.com, create admin@yourcompany.com, With that method, you will save money in two ways

1. If you have 2 people in admin both will use one email and enter their names when they are sending an email.
2. If anyone resigns and you employ another person you don't have to pay for a new email account for the new staff, the person will just continue from where the other staff left off, that way no communication will be lost as well.

Corporate email address price comparison in Nigeria

Providers	Google G Suite	Microsoft Office 365	Private Corporate email
Monthly cost per user	\$6	\$6	\$2.5
Minimum Yearly cost per user	\$72	\$72	\$25

The only difference is that the first two have some other features like Video, Documents, Spreadsheet, etc. But you can get all those other features at no cost online and offline.

If you have up to 5 staff you are most likely losing lots of money yearly, and it will continue to increase as long as the Naira continues to slide downwards against the US Dollars.

Take action today and save more money you can channel into other important parts of your business.

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Digital Marketing Agency in Nigeria and Leading social media marketing agency in

Lagos



Digital Marketing Agency in Nigeria and Leading social media marketing agency in Lagos

Let us work with you, to implement a killer digital marketing strategy for your business and watch your sales and revenue increase exponentially.

We have worked with both multinational companies and SMEs and the results have been off the roof.

Your products/services deserve maximum exposure on the internet, talk to us today.

Call us today on either 08140806869, 07014039333

What is digital marketing?

Digital marketing has to do with the creation and dissemination of digital content through digital media channels like [social media](#), landing pages, websites, email, mobile applications, etc.

It also refers to the promotion of digital content using a variety of strategies across channels like Search Engine

Optimization SEO, paid ads, Search engine marketing (SEM), Social Media, pay-per-click (PPC) advertising, websites, mobile apps, content syndication through, email, text, etc.

Out digital marketing in Nigeria covers the following;

1. [Display campaign](#)
2. Search Engine Marketing (SEM/PPC)
3. Social media marketing
4. Search engine optimization (SEO)
5. Social media management
6. Video marketing
7. Email marketing
8. Website development
9. Mobile app development etc.

These days inclusion of Digital marketing strategies in your overall marketing mix is not just an option but a must, the reason being that it would guarantee Return on Investment on all your advertising campaign.

A hint about Alternative Adverts as a digital marketing agency in Lagos

In 2012 we started our digital marketing agency in Lagos, we had a mission to deliver quality services to businesses of all sizes, and being the leader in the digital marketing space in Nigeria, we have been opportune to help businesses of all sizes deliver good results, and we appreciate the trust and the confidence reposed on us as a digital agency of choice.

In the past decade we have worked with brands in various states in Nigeria and outside like Lagos, Abuja, Port-Harcourt Rivers state, Kaduna, Ogun, Ibadan Oyo State, Anambra state, etc.

We also have clients across different sectors of the economy like FMCG, Real Estate, technology companies, Fintech, Banks, travel, entertainment, betting, beverages, Health, government agencies, etc.

Digital marketing services we offer include

Display campaign

We develop a full-proof digital marketing strategy and ensure that the right audience is targeted using the Google display network and alternativeadvert.com ad server to ensure maximum results. We also create all adverts banners.

Video Marketing

Video marketing is fast becoming a must when it comes to digital marketing with the emergence of YouTube, Tiktok, Facebook, Instagram, Twitter, and other video sharing app, and since we understand the trend we usually create an engaging video to promote our client's products or services.

Search Engine Marketing (SEM/PPC)

Search engine marketing grabs the attention of your audience at the right time

Research shows that 90 percent of people who research [online](#) know exactly what they're looking for. Otherwise, they wouldn't have used the keywords you are targeting.

We would create a search engine marketing campaign with some keywords relevant to your brand and services.

This means that you're getting your Brand and ads in front of a highly engaged target audience, who are actively looking for offers like yours – all for a low cost and without having to impose on them.

Social media marketing

We use the top three social media platforms, (Facebook, Twitter, and Instagram), and leverage their individual uniqueness and varying audience to drive quality traffic to your business in a way that generates more leads for your business.

Objective: Leads, Impressions, engagement (Likes, comments,

shares, interactions), and click-through action to your website for signup, download, etc.

Resources: Sponsored posts, Lead generation adverts (Signup action, download, etc.)

Social media marketing pricing packages in Nigeria.

SILVER PACKAGES

Social media marketing campaign					
NO	SERVICES	DESCRIPTION	WEEKLY	MONTHLY	Expected Reach
1	Facebook Campaign	The Facebook campaigns and sponsored posts drive user engagement and sales	50,000	N200,000	800,000
2	Instagram Campaign	The Instagram campaigns and sponsored posts drive user engagement and sales	N50, 000	N200, 000	800,000
3	Twitter Campaign	The Twitter campaigns and sponsored posts drive user engagement and sales	N50, 000	N200, 000	700,000

GOLD PACKAGES

Social media marketing campaign					
NO	SERVICES	DESCRIPTION	WEEKLY	MONTHLY	Expected Reach

1	Facebook Campaign	The Facebook campaigns, Sponsored posts drive user engagement and sales	100,000	N400,000	1,700,000
2	Instagram Campaign	The Instagram campaigns, Sponsored posts drive user engagement and sales	N100,000	N400, 000	1,700,000
3	Twitter Campaign	The Twitter campaigns, Sponsored posts drive user engagement and sales	N100,000	N400, 000	1,200,000

DIAMOND PACKAGES

	Social media marketing campaign				
NO	SERVICES	DESCRIPTION	WEEKLY	MONTHLY	Reach
1	Facebook Campaign	The Facebook campaigns, Sponsored posts drive user engagement and sales	250,000	N1,000,000	5,400,000
2	Instagram Campaign	The Instagram campaigns, Sponsored posts drive user engagement and sales	N20,000	N1,000,000	5,400,000
3	Twitter Campaign	The Twitter campaigns, Sponsored posts drive user engagement and sales	N250,000	N1,000,000	3,000,000

Social Media accounts management

	Social media account management	Social Media accounts management (Facebook, Instagram, and Twitter) minimum of 3 posts per week	Account mgt	N120,000
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Search engine optimization (SEO)

We make cautious efforts to optimize our client's website and apps or pieces of content TO rank higher on Google and other search engines.

The key difference between SEO (Search engine optimization) and paid advertising (SEM) is that SEO involves "organic" ranking, which means you don't pay to be in the top position on the Search engine result page (SERP)

Social media management packages in Nigeria

Our Social media management in Nigeria involves a process of analyzing your social media audiences and then developing a social media strategy that will be tailored to your needs.

We also create and post content on your social media profiles a couple of times a week depending on the package you pick, We also monitor online conversations, collaborate with influencers, monitoring and measure your social media activities.

Email marketing

There is bulk email marketing and email automation, in recent times bulk email marketing in Nigeria is not as effective as it used to be, as we often recommend email automation instead.

Email automation is a very effective way to communicate with potential customers or clients because it allows you to send emails to specific users at specific times.

Email automation enables you to create emails that reach the right customer or clients with the right message at the right moment, without you being present on your system.

We will set up automated messages leveraging some email marketing automation tools.

Website development

The importance of website development for your business can not be overemphasized, because a well-developed and optimized website will do the following

- A. legitimizes your business
- B. Improves your credibility.
- C. It gives your business an identity
- D. It's a virtual proof that it exists

Some other Advantages of having a website for small businesses include

- 1. Low-budget web development.
- 2. Wider audience reaches due to the website's 24/7 accessibility
- 3. Brand visibility and brand recognition
- 4. Easy online promotion of your business with a website.
- 5. Customer insights by tracking user behavior on your website using analytic software.

Mobile app development in Nigeria

We recommend and develop mobile apps for our clients, because Mobile apps eliminate the need for tangible marketing goods, and you can cut down on digital and traditional marketing campaign costs. It has been proven that Mobile applications can even help you save money internally.

We will develop a super mobile app that will enable you to get the following benefits

- 1. A Mobile App Can Increase Sales.
 - 2. Compete with Larger Businesses.
- iii. Communicate Directly with Customers.
 - 1. Simplify the Buyer Journey.
 - 2. Build Customer Loyalty.
 - 3. Build Your Brand Value.
- vii. Create a Direct Marketing Channel.

viii. Provide a Personalized Experience.

Customers review below

List of digital marketing agencies in Nigeria

Below is the list of the top digital marketing agencies in Lagos Nigeria, please note that there is no particular order and their activities vary straightly, some are great as creative agencies while some others are good at digital marketing strategy and some are better at actual implementation of the digital marketing campaign.

Don't hesitate to contact us if you need support with your digital marketing in Nigeria

- Wild Fusion
- Alternative advert Ltd
- Crank Digital NG
- Kong Marketing Agency
- Amplify (Marketing Agency)
- Anakle (Digital Marketing Agency)
- Bytesize (Marketing Agency)
- CKDigital (Creative Agency in Nigeria).
- Cregital (Creative Agency in Lagos)
- Intense (Marketing Agency).
- Street Toolz (Interactive Agency)
- HotSauce Interactive
- Gavaar Solutions Ltd
- AdHang
- Ringier Digital Marketing
- Webcoupers
- Ziza Digital

Search Engine Optimization

(SEO) and Social Media Management Packages in Lagos

No1	Items	Basic	Pro	Advance
1.	Website audit	YES	YES	YES
2.	Social media audit	YES	YES	YES
3.	Competitive analysis	YES	YES	YES
4.	Google My Business optimization	YES	YES	YES
5.	Social media optimization (SMO)	YES	YES	YES
6.	Backlinks	YES	YES	YES
7.	Directory submission	YES	YES	YES
8.	Social bookmark	YES	YES	YES
9.	Website conversion funnel setup	YES	YES	YES
10.	Website chat setup	YES	YES	YES
11.	Website Analytics setup	YES	YES	YES
12.	Search Engine Optimization (SEO)	YES	YES	YES
13.	No of keywords	5	10	15
14.	New articles per month	1	2	3
15.	Monthly report	YES	YES	YES
	Special Promo Discount (limited time promo)	15% N125,000	20% N150,000	35% N200,000
	Cost per month	N150,250	N200,000	N250,000

INSIGHT INTO THE BENEFITS OF DIGITAL MARKETING

Measurable and Well-Automated Digital Marketing

Digital marketing can be tracked through detailed diagrams. Or a dashboard that clearly users activities traffic growth, New and returning users, leads, and deals transformations from your particular marketing efforts.

Utilizing free analytics tools like Google Analytics will help you measure the success of your digital marketing campaigns and an internet-marketing audit helps you perceive how well your digital marketing projects are performing daily.

Another powerful benefit of using Internet marketing (IM) is the power of easy, result-oriented automation and it has a superior time-saving opportunity.

We will use the best tools for your digital marketing campaigns that will automate your campaign in a target-oriented fashion, and at the same time, you can invest your energy in accomplishing something else.

Segmentation:

One of the key advantages of marketing over digital platforms is the ability to target specific customers, it also allows for detailed customer segmentation.

Customer segmentation is the process in which large customer groups are further broken down into smaller groups of customers according to a particular classification. Segmentation increases the chances of sales, as well as cuts down on cost.

Adequate information must be collected from subscribers for segmentation to work effectively in any given campaign.

Greater engagement:

The internet is getting noisier by the day, and any product or service that your business offers is most likely also being offered by thousands of other businesses.

If a visitor to your website does not immediately find what they are looking for? They are most likely to leave for an alternative. That is the main reason we often create engaging content and provide precise information to visitors to ensure increased engagement and conversion.

DEMOGRAPHIC TARGETING

Digital Marketing is Powerful in Demographic Targeting, Provides Real-Time Results, and Ensure Quick & Convenient Service Delivery.

Knowing how much a digital marketing campaign effort can target and measure the reaction from particular demographics is quite astounding to entrepreneurs who generally prefer traditional media advertising.

Some online platforms and analytical software can permit you to explicitly focus on the particular buyer demographics.

To target doctors, owners of hospitals and medical facilities, and the general public, you will require a digital marketing methodology to contact them where they invest the majority of their time i.e. on the Internet.

With Various digital marketing platforms, you do not need to hold up weeks to see a noticeable boost in your business.

With paid digital marketing platforms like Google, Facebook, Instagram, etc. You can see real-time results that empower you to adjust your marketing campaign to accomplish the result you always wanted.

There might be a few chances where online marketing might not work up to expectations. Hence, with continuous real-time monitoring, we can precisely find out where the marketing campaign is going wrong and therefore enforce a better strategy that will guarantee a better result.

Digital marketing pricing packages in Nigeria

Silver Package

N0	Duration	Estimated Impressions	Estimated Clicks	Coverage	Cost
1	Daily	125,000 Impressions	1200 Clicks	Nigeria or worldwide	N50,000
2	Weekly	875,000 Impressions	8,400 Clicks	Nigeria or worldwide	N170,000

3	Monthly	3,500,000 Impressions	33,600 Clicks	Nigeria or worldwide	N700,000
4	Quarterly	10,500,000 Impressions	100,800 Clicks	Nigeria or worldwide	N2,000,000

Gold Package

N0	Duration	Estimated Impressions	Estimated Clicks	Coverage	Cost
1	Daily	250,000 Impressions	2500 Clicks	Nigeria or worldwide	N100,000
2	Weekly	1,750,000 Impressions	17,500 Clicks	Nigeria or worldwide	N350,000
3	Monthly	7,000,000 Impressions	70,000 Clicks	Nigeria or worldwide	N1,400,000
4	Quarterly	21,000,000 Impressions	210,000 Clicks	Nigeria or worldwide	N4,000,000

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