

Shenzhen Faya Technology: The Smartphone OEM Partner Helping African Brands Build Their Own Mobile Phones



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Building an African Smartphone Brand No Longer Has to Be Complicated

For many entrepreneurs, distributors and technology companies in Nigeria and across Africa, launching a smartphone brand can appear difficult and expensive.

Where will the phones be manufactured? How will the devices carry the company's logo? Can the packaging, colours, software appearance and accessories be customized? How can the finished products be positioned for the intended customers?

Shenzhen Faya Technology Co., Ltd. provides a practical answer to these questions.

Based in Shenzhen, China, Shenzhen Faya Technology is a mobile-phone manufacturer offering smartphone production, private-label customization and OEM services to businesses that want to launch or expand their own technology brands.

Instead of simply importing another company's products and competing as a reseller, businesses can work with Shenzhen Faya Technology to develop phones that reflect their own identity, market positioning and customer requirements.

What Does Shenzhen Faya Technology Do?

Shenzhen Faya Technology Co., Ltd. helps companies create and manufacture mobile phones under their own brand names.

Its services are suitable for:

- Technology entrepreneurs launching new smartphone brands
- Mobile-phone distributors seeking exclusive products
- Retail chains developing private-label devices
- Telecommunications companies requiring branded phones
- Corporate organisations purchasing customized staff devices
- Government and institutional technology projects
- Established phone brands expanding their product portfolios
- Importers serving Nigeria, Africa, the Middle East, Europe, Asia and other markets

Depending on the project requirements and technical feasibility, customization may cover elements such as:

- Brand logo placement

- Device colours and external appearance
- Branded startup and shutdown screens
- Custom wallpapers and software presentation
- Retail box and packaging design
- User manuals and product inserts
- Chargers, cables and compatible accessories
- RAM and storage configurations
- Battery, camera and display requirements
- Product names, model names and identification
- Market-specific product positioning

This gives clients an opportunity to build a recognizable technology brand rather than sell an anonymous, generic device.

A Smartphone Designed Around Your Customers

Customers in different markets do not always want the same type of phone.

A smartphone intended for students may need to emphasize affordability, battery life and storage. A device created for professionals may focus on a stylish appearance, strong performance and dependable connectivity. A phone for field workers may require durability and extended battery life.

African businesses understand their customers better than a distant, mass-market brand does.

Shenzhen Faya Technology allows clients to begin with their intended customer, preferred price category and required features. The company can then help translate those commercial requirements into a realistic manufacturing project.

The result is not merely another imported phone. It is a product developed around the brand's market strategy.

Why OEM Manufacturing Is a Powerful Opportunity for African Businesses

OEM, meaning **Original Equipment Manufacturing**, allows a company to sell products manufactured by a specialist producer under the purchasing company's own brand.

For African entrepreneurs, OEM manufacturing creates several important opportunities.

1. Build a Brand You Own

Resellers spend money promoting brands that belong to other companies. An OEM arrangement allows a business to invest in its own name, packaging, reputation and customer community.

Every phone sold can strengthen the company's brand equity.

2. Create Products for a Defined Market

Rather than accepting whatever product is available in the wholesale market, a brand can discuss the features, appearance and price category it believes will appeal to its customers.

3. Differentiate From Other Phone Sellers

Many dealers sell the same models from the same popular brands. A customized product gives a distributor or retailer something distinctive to present to the market.

4. Develop Better Long-Term Business Value

A business built around its own branded products may create more lasting value than one that depends entirely on reselling products controlled by other manufacturers.

5. Expand Beyond Smartphones

Shenzhen Faya Technology also supports the customization of selected electronic gadgets, enabling qualified partners to develop a broader technology-product portfolio under a

consistent brand identity.

From Product Idea to Finished Smartphone

A successful OEM phone project requires more than placing a logo on an existing device.

Shenzhen Faya Technology can work with clients through a structured product-development process.

Step 1: Market and Product Discussion

The client explains the intended country, customer category, price range, preferred specifications, expected quantity, and brand positioning.

Step 2: Product Configuration

Suitable product options are reviewed based on the project's commercial and technical requirements.

Step 3: Branding and Customization

The client's logo, colours, product name, packaging and other approved branding elements are incorporated into the product plan.

Step 4: Sample Evaluation

Where applicable, a sample or prototype is reviewed before mass production. This allows the client to assess the appearance, specifications, packaging and overall user experience.

Step 5: Production and Quality Checks

Once the approved specifications and commercial terms are confirmed, production can begin according to the agreed requirements.

Step 6: Packaging and Export Preparation

The completed devices are prepared for shipment with the approved retail packaging, accessories, and documentation.

Regulatory approval remains an important part of entering any market. In Africa, mobile handsets must meet the applicable regulations of Africa, the Middle East, and other regulatory bodies. Brands and importers should confirm the required approval process for every intended model.

Why Work with a Shenzhen-Based Phone Manufacturer?

Shenzhen is closely associated with the global consumer-electronics supply chain. Working with a manufacturer located within this ecosystem can provide access to component suppliers, product-development resources, packaging services, and electronics expertise.

Shenzhen Faya Technology brings these capabilities together for businesses that need more than a standard wholesale transaction.

The objective is to help clients move from:

“We want to start a phone brand”

“This is our product, carrying our identity and created for our market.”

Built for Africa, the Middle East, and other International Markets

Shenzhen Faya Technology is positioned to support ambitious businesses across Africa, the Middle East, South America, and others that want to participate more actively in the technology industry.

Potential partners may include companies in:

- Nigeria

- Ghana
- Kenya
- South Africa
- Tanzania
- Uganda
- Rwanda
- Côte d'Ivoire
- Senegal
- Cameroon
- Zambia
- Zimbabwe
- The Middle East
- Europe
- North America
- Latin America
- Southeast Asia

Each market has different price expectations, network requirements, certification rules and customer preferences. These factors should be discussed during product planning so that the proposed device is aligned with its intended destination.

More Than Manufacturing: A Partnership for Brand Growth

The right OEM relationship should not begin and end with production.

A serious technology brand needs consistency across its phones, packaging, accessories, product names and customer experience. It may also need additional models as the business grows.

Shenzhen Faya Technology aims to become a long-term manufacturing and customization partner for companies that want to build sustainable electronic-product brands.

Whether the client is developing an affordable entry-level phone, a stylish smartphone for young consumers, a business-focused device or a collection of branded electronic gadgets, the process begins with understanding the market and creating an appropriate product plan.

Frequently Asked Questions

Is Shenzhen Faya Technology a smartphone manufacturer in China?

Yes. Shenzhen Faya Technology Co., Ltd. is a China-based mobile-phone manufacturer offering phone production, customization, and OEM support for businesses and brands.

Can a Nigerian and other African Countries company manufacture its own phone brand in China?

Yes. African countries' businesses can work with a suitable OEM manufacturer to produce smartphones carrying their own brand name, logo, and approved customization.

Can Shenzhen Faya Technology put my logo on a smartphone?

Logo customization is one of the available private-label requirements that can be discussed. The final customization scope depends on the selected product, quantity, technical requirements and agreed production terms.

Can the phone box and packaging be customized?

Custom retail packaging, product names, manuals and approved branded inserts can form part of an OEM project, subject to the agreed specifications.

Does Shenzhen Faya Technology work only with African companies?

No. The company's manufacturing and customization services are

suitable for qualified clients in Africa and other international markets.

Can the company customize other electronic gadgets?

Yes. Shenzhen Faya Technology also offers customization support for selected electronic gadgets. Clients should provide the required product category, specifications, quantity, and target market for assessment.

Start Building Your Own Technology Brand

Africa should not remain only a destination for finished technology products. African entrepreneurs and companies can also create, own and grow internationally competitive device brands.

Shenzhen Faya Technology Co., Ltd. provides the manufacturing and customization support required to begin that journey.

To discuss a smartphone OEM, private-label phone, or electronic-gadget customization project, contact:

Shenzhen Faya Technology—helping ambitious businesses transform technology ideas into market-ready products.

Call us on +8619501879940 or email info@alternativeadvert.com

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Hotway Smartphones Note 18 GT and Note 13 Max : Affordable Smartphones Competing with top brands in Nigeria and Beyond.



The advertisement features a dark background with a glowing blue circular light effect at the bottom. Two smartphones, the Note 18 GT and Note 13 Max, are displayed side-by-side, showing their blue screens and black backs. Above the phones, a red and yellow banner reads "COMING SOON". Below the phones, the text "HOTWAY MOBILE" is visible. At the bottom, the text "Distributors wanted nationwide" and "CALL: 0 813 647 5441" is displayed. Two yellow circular callouts are present, one on each phone, with text that is partially obscured but appears to say "HOTWAY NOTE 18 GT" and "HOTWAY NOTE 13 MAX".

[Hotway Smartphones](#) Note 18 GT and Note 13 Max are the top two Hotway Affordable Smartphones competing with top brands in Nigeria and Beyond.

The smartphone market in Africa has expanded rapidly over the past year. Millions of people rely on mobile phones for communication, social media, entertainment, and even business activities. Brands like Tecno and Infinix have dominated the smartphone market with budgets that seem affordable. I can assure you that newer brands are emerging to offer competitive

alternatives.

One such brand is Hotway. They are known for producing affordable smartphones with practical features. Hotway is gradually gaining attention among users who want reliable devices without breaking the bank.

What Are Hotway Phones?

Hotway smartphones are designed in a way to provide important mobile features at affordable prices. The smartphone focuses on manufacturing devices that meet everyday needs such as calling, texting, internet browsing, social media use and video streaming.

The major target audience for Hotway phones is typically budget-conscious buyers, students and first-time smartphone users, individuals who want simple and reliable smartphones, and people looking for value for their money.

Why Hotway Phones Are Known for Affordability.

Affordability is one of the main reasons many people are interested in Hotway phones. Compared to other smartphone brands, Hotway focuses heavily on keeping its devices budget-friendly while still offering nice features.

Hotway Phones: Affordable Smartphones Competing with Tecno and Infinix

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Lower-end Hotway smartphones are priced from ₦120,000 to ₦150,000, while the ones with high feature models are priced from ₦150,000 to ₦180,000 bracket, depending on their specific features.

Key Features of Hotway Smartphones

Extended battery life: One important consideration is how long a phone can last. In order to address this, Hotway provides gadgets with large battery capacities that are designed to last all day.

Large Displays: Hotway smartphones often feature displays around 6 inches or larger, giving users a comfortable viewing experience.

Expandable Storage: Users can increase storage capacity for photos, videos, apps, and documents because Hotway smartphones support micro SD cards.

A Comparison Of Hotway, Tecno, and Infinix

- **Price Comparison:** Hotway smartphones are positioned in the budget smartphone segment, because its' main goal is to create something more affordable than many competitors, so people don't have to overthink it.

Typical smartphone price ranges in Nigeria include:

Hotway: ₦100,000 – ₦180,000 Tecno: ₦115,000 – ₦800,000

Infinix: ₦120,000 – ₦400,000

- **Performance and Features:** Tecno and Infinix smartphones include more powerful hardware in their mid-range and premium models, while Hotway phones concentrate on offering necessary features for routine activities like messaging, social media browsing, internet browsing, streaming video, and simple gaming.

Who Should Consider Buying a Hotway Phone?

1. **First-Time Smartphone Users:** Hotway devices will definitely attract consumers who are buying their first smartphones because they offer important smartphone features at reasonable costs.
2. **Students:** Hotway phones have a reasonable price. It's literally one of the most affordable smartphones, so students who need smartphones for social media, online learning, and communication will definitely value them.

3. Budget-Conscious Buyers

People who don't have enough but want a phone that can do basic things like internet browsing, gaming, texting, social media, and phone calls can benefit from the value offered by Hotway devices.

In conclusion

It's obvious that many people have many options in the smartphone market, but I can tell you for a fact that cost is still one of the most crucial things to think about when someone wants to buy a phone. Hotway is progressively gaining traction in the African smartphone market by providing reasonably priced smartphones with useful features, while Tecno and Infinix continue to be the industry leaders.

[Hotway Smartphones Note 18 GT and Note 13 Max](#) phones can be a good choice for people who want affordable gadgets and basic smartphone features without draining their bank accounts. However, the wider selection of devices provided by Tecno and Infinix might be preferred by those looking for better performance, sophisticated cameras, or premium features.

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Next Naija Couple Reality TV

Show – Adverts and sponsorship opportunities

**Next Naija Couple Reality TV Show – Adverts, sponsorship, and
Partnership Opportunities.**



They say opportunity comes but once, so here is an opportunity to save about 70% of your TV advertising budget and reach tens of millions in Nigeria and beyond if you advertise on the Next

Naija Couple reality show in 2024.

'Next Naija Couple' is not just a reality TV show; it is a celebration of African culture, a journey of self-discovery, and a quest for genuine connections. Over the course of 60 days, 24 individuals embark on this journey of romance, connection, and discovery, all under the watchful eyes of the audience.

Why Partner with Next Naija Couple?

Similar shows have garnered massive viewership, providing sponsors and partners with unparalleled exposure. With an estimated viewership of over 100 million people across TV channels and the Next Naija Couple mobile app, the show is poised to make a significant impact. By aligning your brand with reality TV shows, you can reach a diverse audience of youths aged 18-45 across Nigeria and beyond.

Partnering with Next Naija Couple allows your brand to make a lasting impact. Previous sponsors for similar reality TV shows have reported significant boosts in brand recognition and consumer engagement, translating into enhanced profitability and market influence.

Securing sponsorship or advertising spots early is crucial. Like other popular shows, Next Naija Couple's opportunities are limited and allocated on a first-come, first-served basis. Early involvement ensures your brand stands out and maximizes its impact on viewers.

Next Naija Couple presents brands with the chance to engage with a vibrant and engaged audience. Whether you want to advertise your products/services or form strategic partnerships, this show offers a cost-effective way to reach your target market.

If your brand wishes to sponsor, partner, or advertise on Next Naija Couple Reality TV Show, call 08140806869 or 07014039333.

Don't let this chance slip away, position your brand prominently with Next Naija Couple and reap the rewards of nationwide exposure and engagement.

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



**Free Corporate
email address
for 2 months**

How to get 2 months of a corporate business email address for free – yo*****@*****ny.com

Sending emails from your corporate email address like na**@*****ny.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 \times 48 \text{ user} = \1200 , $00 \times N655 = N786,000$.

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 jo**@*****ny.com, create ad***@*****ny.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.

Call for a free consultation on either

08140806869 or 07014039333.

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RADIO Advertising in Nigeria

Radio advertising in Nigeria is a form of marketing strategy that uses the radio both traditional stations, and satellite and internet radio to boost a product or service.

It is a less costly form of advertising in many cases, compared to that of television advertising.

With the advancement in technology, radio advertisements are becoming improved when it comes to quality.

Regardless of the competition from other modes of advertisement, Nielson Audio reports that 243 million people listen to the radio and also listen to advertisements on the radio.

Radio advertising in Nigeria has proven to be an outstanding medium for reaching audiences through its high penetration levels and repetition.

Radio adverts are also highly memorable and gives rise to excellent consumer recall and a high call to action.

Empire can propose the best stations for your target audience and objectives within Nigeria and help you project your radio adverts from start to finish.

Let's dive into some **radio advertising** basics to help small businesses be quick-witted with how they buy radio adverts.

FORMAT FOR RADIO ADVERTISING IN NIGERIA

The format decides the audience the station appeals to and the message it delivers to advertisers.

Some of the most common **radio advertising** formats include:

- Progressive rock
- Alternative
- Classic Rock
- Golden oldies
- Christian Rock
- News and Talk Radio
- Classical
- Adult contemporary
- Easy Listening

ADVANTAGES OF RADIO ADVERTISING IN NIGERIA

Some people may think that radio advertising is becoming more outdated because of the prevalence of the internet and other related advertising platforms.

However, this is not the case millions of people all over the country are still listening to the radio, with the majority of them listening from inside their vehicle or at their home.

Many companies are still administering marketing budgets to the radio to take advantage of the benefits listed below.

▪ **Selective Targeting**

Each radio station within your market will target specific demographics and market segments. These are usually designated by the programming, type of music being played, the on-air personality, and what time of day your **radio advertising** will run.

▪ **Increased Frequency**

Radio advertising is described by many as a frequency medium. This means that radio relies on repetition, aka frequency of message to be effective, unlike television advertising which relies on reach and visual presentation.

Playing your advertisement numerous times ([some say](#) it takes 3 times hearing a spot before you internalize it, acknowledge it, and remember it) will ensure that your listeners will be familiar with your product or service.

▪ **More Memorable**

Radio advertisements can be more extraordinary compared to written and visual adverts. According to researchers, sound can be stored effectively inside memory for a longer time than visuals. This is why some companies are doing their best to design a memorable jingle that will stick in the minds of those who will listen to it.

▪ **Cost-Effective**

Radio advertising is cost-effective when compared to that of television and print advertisements. Usually, the cost to

design the spot if you don't have one will be included in the radio advertising campaign's price.

- **Short Time to Market**

When creating a television or print advertisement, the time frame needed to create a single commercial or print ad would span for weeks or even months. However, with radio advertisement, a radio host can advertise the product or service in a split-second.

DISADVANTAGES OF RADIO ADVERTISING IN NIGERIA

- **Poor Attentiveness**

One of the most common disadvantages of advertising on the radio is the poor attentiveness of the people who are listening. Many people are either changing channels on their radio when driving or are too absorbed on the road to pay attention to what is being said on the radio.

- **Lack Of Visual Appeal**

Compared to television which uses the sense of sight and sound, radio advertising only influences one of the five senses sounds.

One way to offset this is to make use of additional advertising channels that the radio station has such as buying ads on their website or for sponsorships at events.

- **Buying Spots Can Be Challenging**

Radio stations have regional sales reps that also profer spots

to bigger brands. Often, these spots are organized far in advance and take inventory away from new advertisers; thus, sometimes the process of obtaining the spot you want when inventory is low can be difficult.

We suggest using a unique phone number or website address that can only be attributed to the radio advertisement. This will help you better track the feedback you're getting from your radio advertising.

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BRT Branding

BRT BRANDING: An Efficient Advertising Strategy

It is not uncommon to quickly skip video adverts playing online or change the channel when a particular advert runs on your TV station. But avoiding the sight of a moving bus when stuck in traffic or about to catch a bus at the park is impossible.

BRT buses are a common thing in all Lagos Roads with a teeming population of about 60 percent working class plying the roads daily to make ends meet. With a structure that makes it stand out among other transit media in Lagos, BRT buses are sometimes considered a luxury transit as it affords their commuters comfort and speedy movement to their destinations.

It is very common to say that the city of Lagos is the commercial heartbeat of the whole of west Africa with a densely populated environment, high commuters on the road networks giving rise to stopovers, and several traffic posts and lamp posts on the roads.

The importance and effectiveness of BRT Bus Branding and Advertising cannot be undermined in Nigeria, especially Lagos.

The BRT BUSES uniqueness lies in the fact that it goes out to meet its customers as against its, Wall drapes, Light-boxes, Unipolar, and other Bus Shelter counterparts that are stationed in one place.

BRT Bus branding is a cost-effective way to turn the promotional bus into a professional and high-impact, mobile advertisement. Wherever the bus travels within Lagos you'll be building the brand or promoting the campaign.

It also provides your business with a moving advertisement at very affordable prices. It is, therefore, safe to say that BRT Bus Branding is an intelligent investment when it comes to advertising.

These buses are branded on two sides (both) ends, and even the rear is used for advert branding, making other motorists and people around see the message that you are passing across.

The structure and colors of the BRT buses allow a colorful

sight to commuters when it passes by, which makes it seen from various angles. They can be checked and monitored for the purpose of ensuring that serves the right audience with the advertising objectives.

COST OF ADVERTISING ON BRT BUSES.

New BRT Bus branding in Lagos and BRT bus Adverts Rates

The cost of the New BRT bus is N250, 000 per bus per month, (cost covers bus rate, printing, raping, etc.)

A discount will be granted depending on the number of BRT buses to be branded

If you are looking for the cost of advertising on the red BRT buses in Lagos see it below

RED BRT BUS BRANDING ADVERTS RATES

1. Route: Ajah – Lekki – CMS | Rate: N170,000 to N250,000/month
2. Route: Ikorodu – Maryland – Fadeyi – Stadium – TBS | Rate: N170,000 to N250,000/month
3. Route: Keffi – TBS – Obalende – Oshodi | Rate: N170,000 to N250,000/month
4. Route: Eko Hotel – Ahmadu Bello – CMS | Rate: N170,000 to N250,000/month
5. Route: Ikorodu – Iyana Oworo – 3rd Mainland Bridge – CMS | Rate: N170,000 to N250,000/month
6. Route: Agege – Pen Cinema – Oshodi | Rate: N170,000 to N250,000/month
7. Route: Festac – Mile 2 – CMS | Rate: N170,000 to N250,000/month

BLUE LAG BUS COST (Blue BRT Bus Branding)

- Route: Ikorodu – Maryland – Fadeyi – Stadium – TBS | Rate: N170,000 to N250,000/month

These costs of placing ads on BRT buses above might change at any time.

Other costs that are not listed above include

1. APCON Fee
2. Agency Fee

ADVANTAGES OF TRANSIT BRANDING

Transit Branding is an example of home advertising which involves the use of several transport media to advertise to the target audience, simply because it can't be ignored.

- Airports, railways stations, bus terminals, street lights, toll plazas, buses, taxis, and trains are ideal places for transit advertising because they provide high awareness and visibility for brands (products and services) on a daily basis.
- Transit branding allows you a guaranteed a wide variety of audiences from the drivers, and passengers to the commuters plying the routes of these buses.
- It is very possible to Choose from a variety of ad sizes, locations, and creative from the various sizes of buses used for the advertising.
- With transit advertising, you can potentially reach tech-savvy younger people.
- Bus (Transit) branding allows continuous visibility of the brands identity to every passengers and commuters which is beneficial for brand recognition, when your brand becomes familiar to consumers they are more likely to trust it and purchase a product or service.

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