

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



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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

<b>Social media marketing campaign</b>					
<b>NO</b>	<b>SERVICES</b>	<b>DESCRIPTION</b>	<b>WEEKLY</b>	<b>MONTHLY</b>	<b>Expected Reach</b>
1	<b>Facebook Campaign</b>	<b>The Facebook</b> campaigns and sponsored posts drive user engagement and sales	50,000	N200,000	800,000
2	<b>Instagram Campaign</b>	<b>The Instagram</b> campaigns and sponsored posts drive user engagement and sales	N50, 000	N200, 000	800,000
3	<b>Twitter Campaign</b>	<b>The Twitter</b> 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	<b>Facebook Campaign</b>	<b>The Facebook</b> campaigns, Sponsored posts drive user engagement and sales	100,000	N400,000	1,700,000
2	<b>Instagram Campaign</b>	<b>The Instagram</b> campaigns, Sponsored posts drive user engagement and sales	N100,000	N400,000	1,700,000
3	<b>Twitter Campaign</b>	<b>The Twitter</b> 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	<b>Facebook Campaign</b>	<b>The Facebook</b> campaigns, Sponsored posts drive user engagement and sales	250,000	N1,000,000	5,400,000
2	<b>Instagram Campaign</b>	<b>The Instagram</b> campaigns, Sponsored posts drive user engagement and sales	N20,000	N1,000,000	5,400,000
3	<b>Twitter Campaign</b>	<b>The Twitter</b> campaigns, Sponsored posts drive user engagement and sales	N250,000	N1,000,000	3,000,000

### Social Media accounts management

<b>Social media account management</b>	<b>Social Media accounts</b> 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**



[Alternative Adverts Ltd | Digital Marketing Agency and Outdoor advertising agency in Lagos Nigeria](#)

4.4

powered by [Google](#)

[review us on](#)



[Adudu Isaiah](#)

12:48 16 May 22

so far so good its a good ready to learn and they deliver well



[Valentine Tv](#)

12:59 14 Feb 22

Good clear advert service



[Orji Daniel](#)

12:39 06 Aug 21

the team had a deep understanding of what we wanted to achieve



[Chidinma Obi](#)

12:29 06 Aug 21

I worked as an intern at Alternative Advert Nigeria Limited. I must commend them for their good works. I salute them for their tenacity of service. I love the management team, co-workers and the job itself. It was really a wonderful experience working with Alternative Advert Nigeria Limited.

Their relationship with their customers and how they deliver great results to their clients is mind-blowing.

I would recommend Alternative Advert Nigeria Limited to anyone who wants great results when they advertise their products online.

Thank you Alternative Advert for tutoring me in the right way.



[OBATAYO PROMISE](#)

09:52 05 Aug 21

I must admit that it was really an awesome experience working

as an intern at Alternative Adverts Ltd for six months. Aside from the fact that I learnt a lot of things, I must commend their level of professionalism when it comes to service rendering. The way they attend to their clients and help them to achieve their marketing and advertising goals. Little wonder why they are regarded as the best advertising agency and digital marketing company in Nigeria. If you want mind-blowing results as regards marketing and advertising of your brands, products or service then choose Alternative Adverts Ltd.

### 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)	<del>15% N125,000</del>	<b>20% N150,000</b>	<b>35% N200,000</b>
	Cost per month	<b>N150,250</b>	<b>N200,000</b>	<b>N250,000</b>

## 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

<b>NO</b>	<b>Duration</b>	<b>Estimated Impressions</b>	<b>Estimated Clicks</b>	<b>Coverage</b>	<b>Cost</b>
1	<b>Daily</b>	125,000 Impressions	1200 Clicks	Nigeria or worldwide	N50,000

2	<b>Weekly</b>	875,000 Impressions	8,400 Clicks	Nigeria or worldwide	N170,000
3	<b>Monthly</b>	3,500,000 Impressions	33,600 Clicks	Nigeria or worldwide	N700,000
4	<b>Quarterly</b>	10,500,000 Impressions	100,800 Clicks	Nigeria or worldwide	N2,000,000

## Gold Package

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

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- Website: [www.alternativeadvert.com](http://www.alternativeadvert.com)

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# Online Advertising In Nigeria

**Online Advertising In Nigeria, How It Is Done And Its Benefits To Businesses.**

Online advertising which is also known as online marketing is a form of marketing and advertising which uses the internet to promote products and services to audiences and platform users.

Along with the high-speed increase in the number of internet users around the world, the World Wide Web has become the fastest-growing advertising medium in this decade.

Online advertising can also be seen as the deliberate messages placed on third-party websites including search engines and directories available through internet access. Deliberate messages mean that the advertiser plans to place the message on an online medium. Whether the messages are paid or not it depends on the advertiser and the medium. We have different types of online advertising which are; Email marketing, Content marketing, SEM (Search Engine Advertising) – including PPC and Display advertising.

Online advertising is a form of direct marketing which links consumers with sellers electronically using interactive technologies like emails, websites, online forums, etc.

Online advertising is much more versatile and dynamic than print ads. Online ads should be specific in who they target, going only to viewers based on location, age, interests, of other demographics relevant to the business.

For various businesses in Nigeria that might want to reach a wider audience, they are various online advertising platforms to use depending on your budget and goals. The platforms are

as follows;

- Google ads
- Twitter ads
- Pinterest ads
- Facebook ads
- Bing ads
- Amazon ads
- LinkedIn ads
- Instagram ads
- YouTube ads

Google is still by far the largest ad platform, taking 37.1% of market share, while Facebook comes in second place, taking 20.6% of market share.

## **HOW ONLINE ADVERTISING WORKS**

Most businesses in Nigeria structure and pay for online adverts in one of two ways: pay-per-click advertising or fixed rate advertising.

- Pay-per-click (PPC) is a model of online marketing in which advertisers pay a fee each time one of their adverts is clicked. Basically, it's a way of buying visits to your site, rather than trying to "earn" those visits inevitably.
- Fixed-Rate is when businesses pay a set price for adverts in advance and is used often on content-focused sites where the target audience is likely already there.

In most cases, for both of them, the 'click' goes to the business's homepage or a content-specific landing page.

## **BENEFITS OF ONLINE ADVERTISING TO BUSINESSES IN NIGERIA**

- 1. Builds brand awareness:** Online advertising can be used to build brand awareness for your business and also drive traffic to your site. It helps prospective customers recognize your product or service by distributing your content and building a strong social media presence.
- 2. Ensures flexibility:** online advertising has helped a lot of businesses in their online campaign which can be adjusted with a few clicks or keystrokes. Businesses can easily have the ability to make changes instantly and respond to incoming data. Flexibility allows a business to stay in front of their customers, anticipate customer's needs and adjust the ads before anyone notices.
- 3. Build relationships effectively:** online advertising allows you to build and create relationships with other persons in a targeted way. It allows you to meet new clients, influencers, and colleagues and also strengthen the relationships with those you already know. It also allows you to network and converses with other industry leaders in an ongoing way.
- 4. Cost effective:** online advertising does require much capital compared to traditional marketing on TV and Radio. To host a successful digital marketing campaign brands just need to require less capital.

5. **Convenient delivery:** with online advertising, the brand can easily see their progress and boost in their business. A marketer doesn't have to wait for weeks to be able to see the improvement in their businesses. Online advertising offers swift and smooth results that empower them to adjust their marketing campaign to accomplish results.

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