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 follow the link

2023 Top outdoor advertising agency in Nigeria – Affordable cost of billboards in Lagos, Abuja and other parts of Nigeria

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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 logan 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

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



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 x 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 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.

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

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

2026 Top outdoor advertising agency in Nigeria – cost of billboards in Lagos, Abuja and other parts of Nigeria

Outdoor advertising agency in Nigeria and the cost of static billboard printing and regulatory fees. Access over 5,000 billboards in Lagos, Abuja, Port Harcourt, and all 36 states and the FCT.

Access to about 1,000 BRT buses, 200 TV Stations, and 500 Radio stations nationwide.

Call us today for Free consultations on 08140806869, 07014039333.

See the cost of outdoor advertising billboards in

Nigeria

Indoor and outdoor billboard advertising in Nigeria is a traditional medium of advertising goods and services that is readily available throughout Nigeria; the channel has proven to be a very effective medium of advertising to date.

When running an Indoor and outdoor billboard campaign in Nigeria, we recommend a combination of traditional and non-traditional advertising options like digital marketing.

Choosing Indoor or outdoor billboard advertising is a no-brainer for most brands, and it is most often the first choice for most marketing agencies in Lagos; the reason is that it has been established to help increase the reach and the frequency of the brand's overall campaign for a product or service.

Billboard advertising costs in Lagos, Abuja, Ogun State, etc.

When it comes to Billboard advertising costs, Lagos is the most expensive of them all followed by billboard advertising costs in Abuja and Ogun State.

The reason is that those three cities are the most experiential marketing city in Nigeria due to their population density, dynamic companies (e.g. banks, tech startups, retail, fashion, media, manufacturing, real estate, etc.), and the millions of consumers that take public transportation on a daily basis.

The cost is usually between N350,000 and N650,000 per month for static billboards, while digital (LED) billboards are from N1,000,000 to N2,500,000 per month.

We are committed to ensuring that Billboard advertising costs in Nigeria is as affordable as possible, and we work with businesses of all sizes, from top industries to SMEs, to design, print, and install Indoor and outdoor billboards in

Lagos, Abuja, and virtually all states in Nigeria.

Types of billboards

There are several types of billboards, but we will concentrate on just 3 for the sake of the article

1. Bulletin Billboard (Link to the various categories)
2. Digital Billboard
3. Mobile Billboard

Bulletin Billboards

The bulletin billboards are the classic boards you see here and there. They're the traditional billboards you see very often. They're usually 48 feet wide and 14 feet high, so that consumers driving and walking by can easily read them. And they are typically found on:

- Expressways
- Roads with heavy, dense traffic
- Highways

The average cost of bulletin billboards can range from N250,000 to N700,000 per month, depending on the location and production cost. These kinds of boards are comparatively more affordable than electronic billboard prices (LED).

Digital Billboards

On busy roads in Lagos, Abuja, and the central parts of other cities in Nigeria, you can find digital billboards displaying everything from personal care products to services from telecom providers, banks, etc.

Because they're impossible to look away from, most times they are placed in crowded areas so that the maximum number of people can see them.

They bring a lot of exposure to brands and can easily be

customized, which is why they can also be expensive.

The cost to have a digital billboard ad can be anywhere from N1,000,000 to N2,500,000 monthly, but the average tends to be a little over N2,000,000. If you consider other factors such as location and demographics, the price could go even higher.

Mobile Billboard

Mobile billboards are of two types: flex and LED, and they are what the name suggests: an advertisement on wheels.

The Mobile billboards can easily get around, which is why they're perfect for bigger events. They follow the target audience around and can cover lots of ground.

The static (Flex printing) like most billboards, can cost N50,000 to N100,000, while the LED can cost between N250,000 to N700,000 depending on the state, how many vehicles are involved and for how long.

The advantages of Mobile Billboards (Flex and LED)

- Access places that static billboards can't
- Low competition from other billboards
- Targets a wider audience i.e. pedestrians, drivers, highways, and suburban streets

Our Billboard Advertising Services in Nigeria

The Billboard Advertising Services in Nigeria we offer is quite different from others because on our platform www.alternativeadverts.com, you will have access to over 5,000 billboards in Nigeria that include but are not limited to the following

1. Unipole Billboards
2. Gantry
3. Super 48sheet
4. 48 sheet

5. Backlit
6. Wall mount Boards
7. 96 sheets
8. Bridge panel
9. Bulletin boards
10. Eye Catcher
11. Waldrip etc.
12. LED Billboards

We have billboards in every location in Nigeria; our goal is to ensure that you reach your target customers/clients wherever they are, both in the city and the villages.

We cover all 36 states in Nigeria, including the FCT (Abuja), Abia State, Adamawa State, Akwa Ibom State, Anambra State, Bauchi State, Bayelsa State, Benue State, Borno, Cross River State, Delta State, Ebonyi State,

Other states include Edo state, Ekiti state, Enugu State, Gombe state, Imo state, Jigawa state, Kaduna state, Kano state, Katsina State, Kebbi state, Kogi state, Kwara state, Lagos state, Nasarawa state, Niger state, Ogun state, Ondo State, Osun state, Oyo state, Plateau state, Rivers state, Sokoto state, Taraba state, Yobe state to Zamfara state.

Billboards Installation

We understand that time is money, and we go the extra mile to take care of everything regarding your advertising need.

So you can focus on what you know how to do best while taking care of all the related auxiliary services like fast-tracking signage permits with LASAA and APCON and other relevant regulatory agencies in Nigeria.

We are experts in the installation of billboards all over Nigeria within the shortest possible time.

Billboard Design

We offer to do your Billboard creatives at no extra cost, in line with our mission to save you costs and ensure that outdoor billboard advertising in Nigeria is simple and affordable.

In designing your billboard creatives, we pay attention to details and ensure that the design is appealing and your message is delivered without any ambiguity

Static Billboards Printing Cost

The cost of billboards above excludes the billboard printing cost and the ARCON vetting fee.

We can handle your billboard printing to ensure it is out in record time and also looks clean and appealing to your audience

The printing cost depends on the size of the particular billboard boards, e. g

A. Unipole Billboards Size: 16.5m/5.5m = ₦399,571.2198
B. Gantry billboard Size: 24.85m X4.85m = ₦553,782.
C. Portrait Size: 11.85m x 8.85m = ₦487,977
D. Bulletin Board Size: 11.96m x 2.96m = ₦171,476
E. Eye-catcher Size: 50 ft x 10 ft = ₦205,000
F. Wall mount billbaord Size: 15m x 4m = ₦270,625

The above samples are based on 550 grams, which is recommended for large-format printing, and the costs are estimated; they could be more or less depending on when you want to start the campaign

To check the cost of printing various board sizes, visit the link below

Billboard Printing Cost Calculator online in Nigeria

Regulatory Fees

Advertising Regulatory Council of Nigeria (ARCON)
The ARCON Vetting Fee varies as below:
A. Regular N38, 000 – duration: two weeks
B. 16 working hours accelerated fee: N260, 000
C. 8 working hours accelerated fee: N400.000
D. 4 working hours accelerated fee: N600.000

N38, 000 is the regular vetting fee, and it takes 10 working days, that is, two weeks, for the approval certificate to be issued; but if you want the approval issued sooner, you can pay the additional accelerated fees above.

VAT

Besides the printing cost for static billboards and the Arcon vetting fee, there is also VAT

VAT is 7.5% of the total cost

You need to factor that into your overall cost

Customers review below

DSTV Advertising Rates

DStv advertising rates, for Digital Satellite Television, is a sub-saharan African direct broadcast satellite service owned by Multichoice.

The service started in 1995 and provides multiple channels and services to their subscribers.

With a good VPN, you can now watch dstv when you travel for a vacation outside Nigeria by streaming via the dstv app.

DStv has more than 200 television and radio/audio stations.

Perhaps you've arrived here because you're considering the cost of advertising on TV stations in Nigeria or trying to get information on dstv media sales to advertise your business, but need a little help with an idea of costing and how best to plan your budget when you want to advertise on the DSTV channels in Nigeria?

The compact plus package offers all compact channels but adds more sports channels to the package.

DSTV Nigeria advert rates and DSTV rate card 2020/2022

Channel	Spots (30secs)	Rate (Naira) Peak	Rate (Naira) Off Peak
1. AM Showcase (DStv)	1	N250,000	N200,000
2. AM Urban (DStv)	1	N180,000	N120,000
3. AM Yoruba (DStv)	1	N180,000	N120,000
4. AM Igbo (DStv)	1	N100,000	N60,000
5. AM Hausa (DStv)	1	N100,000	N60,000
6. AM Yoruba (GOtv)	1	N150,000	N100,000
7. AM Family (GOtv)	1	N100,000	N70,000

8. AM Epic (GOtv)	1	N150,000	N100,000

The cost of advertising on TV can seem both confusing and expensive but it is one of the best mediums to advertise your business or product and reach a wider audience.

The cost of advertising on TV stations in Nigeria depends on so many things and I will list them in this article. Whether you're a small brand, a new business or an established company, we can talk you through your options and get you up and running.

Let's take a look at the costing example below as a starting point. It covers regional costs and some National Digital channels. It's followed by a few suggestions to consider when budgeting and best of all, a quick look at how a TV advert can actually cost you NOTHING!

THE COST OF ADVERTISING ON TV STATIONS DEPENDS ON THE LENGTH OF THE AD.

The cost of advertising on TV stations depends on the length of the ad, who produces the ad, the markets in which it airs – as well as how many times it has been aired – all determine how much television advertising costs.

Commercials aired in local markets range anywhere from a few hundred dollars per ad, up to several thousand dollars, if the ad airs nationally.

The length of the ad also influences the price. A quick, 10-to-15 second ad will be less expensive than a 30- or a 60-second ad. Most stations are offered shorter commercials to follow a faster-paced society with a greater number of ads during a show than were shown several decades ago.

The Number Of Times Your Ads Will Be Put On Air

Local television stations usually have an in-house production company that can write and produce advertisements with their own marketing team.

The local stations can also help to figure out which demographic would benefit most from your ad, and from there, the number of times your ad should air.

Often, they will create the ad for a nominal fee or even for free – the catch is that you have to sign a commitment to pay to air the ad for a certain amount of weeks or months. But if you were already planning on a marketing blitz, this may be cost-effective for you.

Choosing an Appropriate Airtime

Choosing an appropriate time depending on what you are advertising, so it can get to the right audience.it can be aired after dinner but before bed, and people are most available and willing to watch television.

It’s loosely defined as between 7:00 pm and 10:00 pm, Central Time or it can run earlier or later, depending on your local market numbers for its 6:00 p.m. and 10:00 p.m. news shows. This is when running TV ads is the most expensive.

Ads during the early evening run are usually higher because of the large viewership. The price drops dramatically during the day to a low of a few hundred. Airing during highly rated syndicated shows will put you at the higher end of the going rate.

The Time of Year

When planning to invest in television advertising, then January is your time to do that. Stations are coming off of heavy holiday expenditures and they're hungry to generate revenue.

Ask them to wheel and deal, and you can come away with a comparative bargain. Some stations offer 3, 6, and 12-months contracts, and they will discount you anywhere from 5 to 10 percent, if you sign with them during the rest of the year.

So it is in your best interest to bargain for deeper discounts during the first part of any new year.

So how much does television advertising really cost? It depends on your markets, your airtimes, and your needs. The great news is that stations are always ready and willing to work with your budget and your needs, so there is no reason not to market yourself fully.

The cost of advertising on TV may vary depending on different aspects. In order to understand how much does a TV ad cost, you need to make sure you know the features you want it to have.

The length of TV advertising is an important factor that will definitely influence the final cost

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CNN advertising in Nigeria

CNN advertising in Nigeria and sub-sharan Africa. Advertising through CNN is a productive advertising method in the Television media type. It helps your brand reach out to the right target audience.

Television advertising helps the advertiser to target a very large group of people and also provides the ease of targeting a fixed time band based on the requirement.

Advertising through CNN is suitable for a brand that is trying to reach out to a large number of premium users within specified geography in a small time.

Since the channel conveys different sets of programs, it appeals to almost everyone in the family thereby assuring a complete household reach.

CNN is the leading Television Channel and is strongly approved for all marketing campaigns.

HOW TO SELECT THE RIGHT AGENCY IN NIGERIA FOR ADVERTISING IN CNN

Media agencies can play a decisive role if you are planning to advertise on CNN. There are several roles that a media agency plays while carrying out your TV campaign.

Firstly, the media agency will help you in determining whether advertising in CNN is right for your brand.

The agency uses BARC data to decide the TG and CNN viewer profile matches.

Once you have decided to go ahead with advertising in CNN, the next step for the TV ad buying agency is to organize the frequency and timing for the ads (called spots) and agree on the right price.

Planning the adverts will revolve around the campaign objective and the pricing, while advertising in prime time might give you the highest reach but the agency might suggest a non-prime time as it grants a lower cost per reach.

Such variables can be handled by the media agency while buying advert space in CNN.

The last role of the TV advert buying agency is to ensure that the advert is played on CNN and issue the advertiser with the number of people who saw your advert.

HOW DOES CNN ADVERTISING IN NIGERIA WORKS

Adverts in CNN are shown both during the break as well as during the content being played.

There is more creative space while placing an advert during the break, whereas messages need to be packaged with the content while selecting the advertising options during the content.

Some of the approved advertising options on CNN are:

a) **Video Ads** – Video adverts are broadcasted during ad breaks. The minimum time for a video ad is 10 seconds and increases by 5.

b**) L Bands** – Aston Bands are thin horizontal strips that show during a program at the bottom of the screen. The Aston Band time-scale per exposure is 10 seconds. Choose the number of Aston Bands per day and the total number of days you'd desire to advertise. Prices vary in agreement to the time the band is chosen.

c) **Brand Integrations** – These are custom media options and are designed based on your advertising budget and the objective.

HOW PRICING WORKS

- Rates revolve around the creative length, time band selected, and duration of the campaign
- Premium charges are functional for targeting specific programs, spot positioning, and crunched time bands.

EXECUTION DETAILS

To advertise in CNN you can adhere to the following steps:

1. Acquire rates for advertising in CNN on the Media Options and Pricing page. Note that rates differ as per the time band. You should add the media to your bag and choose the time bands there.

2. Select the advert type that is convenient for your creativity, objective, and budget. CNN offers video ads, scrollers, Aston Bands, and Brand integrations for advertising. Moreover, you can also select from the digital advert formats.

3. Other factors that require a decision are Advert length, the total number of adverts, Time band, start date, and Campaign duration.

4. Check the advert space availability on CNN and other privileges like discounts, depending on the time of booking

5. Make the payment for advertising on CNN and submit the

artwork.

6. Tentative log timings will be distributed on a daily basis so that the client can watch their adverts live which is being shown on CNN.

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.

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 teaming population of about 60 percent working class plying the roads daily to make ends meet. With a structure that makes it stands 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, taxes, 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.