

Nigeria Social Media Awards 2023: Recognizing Excellence in Digital Engagement



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

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

Highlighting Nigeria Social Media Awards 2023

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

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

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

Nominees and Categories for the Social Media Awards 2023

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

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

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

aspiring social media stars.

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

Beyond individual achievements, the Nigeria Social Media Awards also recognizes the transformative power of social media in driving positive change and fostering innovation.

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

Conclusion

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

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

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

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

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

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

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

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What is digital marketing?

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

It also refers to the promotion of digital content using a variety of strategies across channels like Search Engine Optimization SEO, paid ads, Search engine marketing (SEM), Social Media, pay-per-click (PPC) advertising, websites, mobile apps, content syndication through, email, text, etc.

Out digital marketing in Nigeria covers the following;

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

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

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

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

In the past decade we have worked with brands in various

states in Nigeria and outside like Lagos, Abuja, Port-Harcourt Rivers state, Kaduna, Ogun, Ibadan Oyo State, Anambra state, etc.

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

Digital marketing services we offer include

Display campaign

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

Video Marketing

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

Search Engine Marketing (SEM/PPC)

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

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

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

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

Social media marketing

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

Objective: Leads, Impressions, engagement (Likes, comments, shares, interactions), and click-through action to your website for signup, download, etc.

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

Social media marketing pricing packages in Nigeria.

SILVER PACKAGES

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

GOLD PACKAGES

Social media marketing campaign					
NO	SERVICES	DESCRIPTION	WEEKLY	MONTHLY	Expected Reach
1	Facebook Campaign	The Facebook campaigns, Sponsored posts drive user engagement and sales	100,000	N400,000	1,700,000
2	Instagram Campaign	The Instagram campaigns, Sponsored posts drive user engagement and sales	N100,000	N400,000	1,700,000
3	Twitter Campaign	The Twitter campaigns, Sponsored posts drive user engagement and sales	N100,000	N400,000	1,200,000

DIAMOND PACKAGES

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

Social Media accounts management

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

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

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

Social media management packages in Nigeria

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

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

Email marketing

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

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

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

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

Website development

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

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

Some other Advantages of having a website for small businesses include

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

Mobile app development in Nigeria

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

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

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

viii. Provide a Personalized Experience.

Customers review below

List of digital marketing agencies in Nigeria

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

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

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

Search Engine Optimization

(SEO) and Social Media Management Packages in Lagos

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

INSIGHT INTO THE BENEFITS OF DIGITAL MARKETING

Measurable and Well-Automated Digital Marketing

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

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

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

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

Segmentation:

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

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

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

Greater engagement:

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

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

DEMOGRAPHIC TARGETING

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

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

Some online platforms and analytical software can permit you to explicitly focus on the particular buyer demographics. To target doctors, owners of hospitals and medical facilities, and the general public, you will require a digital marketing methodology to contact them where they invest the majority of their time i.e. on the Internet.

With Various digital marketing platforms, you do not need to hold up weeks to see a noticeable boost in your business. With paid digital marketing platforms like Google, Facebook, Instagram, etc. You can see real-time results that empower you to adjust your marketing campaign to accomplish the result you always wanted.

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

Digital marketing pricing packages in Nigeria

Silver Package

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

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

Gold Package

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