

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, there 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

advertises 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 converse 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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