

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

	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



[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)	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

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 - Website: www.alternativeadvert.com
-

2024 Top outdoor advertising agency in Nigeria – Affordable cost of billboards in Lagos, Abuja and other parts of Nigeria



Outdoor advertising agency in Nigeria. with access to over 5,000 [billboards in Lagos](#), Abuja, Port Harcourt, and all the 36 states and 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 the traditional and non-traditional adverting options like digital marketing.

Choosing Indoor or outdoor [billboards](#) advertising is a no-brainer for most brands and it is most time 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.

Billboards advertising costs in Lagos, Abuja, Ogun state, etc.

When it comes to Billboards advertising cost, Lagos is the most expensive of them all followed by billboard advertising cost 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 daily basis.

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

We are committed to ensuring that Billboards advertising cost 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, there are the traditional billboard 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 compared to electronic billboard price (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 demographic, the price could go even higher.

Mobile Billboard

Mobile billboards are of two types, the flex, and the 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 and 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 includes 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. Walddrip 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 the entire 36 states in Nigeria including the FCT (Abuja) from Abia state, Adamawa state, Akwa Ibom state, Anambra state, Bauchi, Bayelsa state, Benue, Borno, Cross River, 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 are no extra cost, in line with our mission to save you cost and ensure that [outdoor billboards 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 delivered without any ambiguity

Billboards Printing

We can also handle your billboards printing to ensure it is out in record time, and also look clean and appealing to your audience

Customers review below

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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 (G0tv)	1	N150,000	N100,000

7. AM Family (G0tv)	1	N100,000	N70,000
8. AM Epic (G0tv)	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-Saharan 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.

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BRT Branding

BRT BRANDING: An Efficient Advertising Strategy

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

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

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

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

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

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

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

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

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

COST OF ADVERTISING ON BRT BUSES.

New BRT Bus branding in Lagos and BRT bus Adverts Rates

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

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

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

RED BRT BUS BRANDING ADVERTS RATES

1. Route: Ajah – Lekki – CMS | Rate: N170,000 to N250,000/month
2. Route: Ikorodu – Maryland – Fadeyi – Stadium – TBS | Rate: N170,000 to N250,000/month
3. Route: Keffi – TBS – Obalende – Oshodi | Rate: N170,000

to N250,000/month

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

BLUE LAG BUS COST (Blue BRT Bus Branding)

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

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

Other costs that are not listed above include

1. APCON Fee
2. Agency Fee

ADVANTAGES OF TRANSIT BRANDING

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

- Airports, railways stations, bus terminals, street lights, toll plazas, buses, taxis, and trains are ideal places for transit advertising because they provide high awareness and visibility for brands (products and services) on a daily basis.
- Transit branding allows you a guaranteed a wide variety of audiences from the drivers, and passengers to the commuters plying the routes of these buses.
- It is very possible to Choose from a variety of ad sizes, locations, and creative from the various sizes of buses used for the advertising.

- With transit advertising, you can potentially reach tech-savvy younger people.
- Bus (Transit) branding allows continuous visibility of the brands identity to every passengers and commuters which is beneficial for brand recognition, when your brand becomes familiar to consumers they are more likely to trust it and purchase a product or service.

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Billboards advertising in Ileki & cost of billboards advertising per month in Ikoyi and Victoria Island Lagos



[Billboard advertising in Lekki](#)
and the cost of
billboard
advertising per
month in Ikoyi, and
Victoria Island
Lagos.

Billboard advertising is a form of marketing that makes you stand out among your competitors and gives your brand recognition and credibility.

It is the process of using large-scale print and digital advertising boards called billboards or hoardings (known to those in the UK) to market or promote a brand.

[List of billboards in Lekki Lagos and the cost of advertising per month](#)

TYPES OF BILLBOARD ADVERTISING

1. [Digital Billboards \(LED\).](#)
2. Unipole Billboard.
3. Lamppost Advertising.
4. 48 Sheet Billboard.
5. Mobile Billboards or Mobile Led Advert Truck.
6. Three-Dimensional Billboards.
7. Wall mount

COST OF BILLBOARD ADVERTISING IN NIGERIA

The cost of [billboard advertising](#) in other parts of Nigeria depends on the location and the type of billboard.

The cost of billboard advertisement placement in places like Lekki, Ikoyi, and VI can cost around N 350,000 (Three hundred and fifty thousand) and N5,000,000 (Five million naira) per **MONTH (30 DAYS)**.

The cost of the Billboards advertising could be higher depending on the location and type of billboards you intend to run advertisement on, but Digital billboards (LED) and generally more expensive than static billboards.

If you wish to do Billboard advertising in lekki or need the cost of billboard advertising per month in Ikoyi, Victoria Island Lagos, etc, call 07014039333 or 08140806869 for FREE CONSULTATION.

It also depends on some factors which you need to cater for:

1. **LOCATION OF THE BILLBOARD:** You first consider factors like getting a precise location for your target audience, where your customers' coverage is, etc.

You need to organize where your target audience is and where to meet them.

2. **TYPE OF BILLBOARD(STATIC OR DIGITAL BILLBOARD):**

Billboard advertising cost in Nigeria looks at two major types;

- **STATIC BILLBOARD:** This is a means of a billboard displaying a fixed advertisement face, where the face is not changeable within seconds or minutes but there has to re-erect another face for there to be a change.
- **DIGITAL BILLBOARD (LED):** It is a billboard that displays digital images that are changed by a computer system every 8 seconds.

3. **FEE PAID TO APCON:** APCON an acronym for Advertisers

Practitioners Council of Nigeria is a government advertising regulatory body.

All billboards must be approved by APCON and it costs from **N25, 000 (twenty-five thousand naira)** to **N275, 000(two hundred and seventy-five thousand naira)** per advertisement depending on the turnaround time.

APCON has three vetting options

1. Regular vetting (15 working days) N25,000
2. 16 hours Accelerated vetting (2 days) N175,000
3. 8 Hours accelerated vetting (1 days) N275,000

5. **DESIGNING COST FOR BANNERS:** You have to design an eye-catching design that would grab the attention of the audience and the advertisement that would be bold enough for them to read because the audience is always on the go.
6. **RENT COST|:** Every agency in Nigeria charges differently for the rent cost of billboard advertising in Nigeria depending on the location.

EFFECTIVENESS OF BILLBOARD ADVERTISING IN NIGERIA

Billboard advertising is very effective in promoting and marketing your brand. It is also used as a means to build brand awareness and broadcast your business to as many people as possible.

Billboard advertising allows customers to recall a brand especially when it is their favorite brand, for instance; a driver stuck on the highway or waiting for the traffic light to turn green comes across a digital billboard promoting their favorite brand bringing a new product, and it would be hard to resist such advert.

Billboards tend to have the highest number of views and

impressions when compared to other marketing and advertising methods.

—

WHERE CAN I GET A BILLBOARD?

At Alternative adverts Ltd, we offer our clients the opportunity to advertise on over 1,000 billboards around Nigeria, being one of the leading advertising agencies in Nigeria with over ten years of experience and expertise offering **BILLBOARD ADVERTISEMENT SERVICES** at an affordable price without compromising quality.

The company has a stronghold both in Nigeria and Africa.

It is part of one of the leading outdoor advertising in Nigeria with many awards and recognition for its claims.

They offer services like pay per click (PPC), and search engine optimization (SEO), search engine marketing (SEM) and have also mastered the best hack strategies and also tactics for social marketing.

For more information about Billboard advertising in Lekki and the cost of billboard advertising per month in Ikoyi, Victoria Island Lagos, and other parts of Nigeria call **07014039333** or **08140806869**, for **FREE CONSULTATION**.

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Mobile LED Truck in Lagos – Advertising In Nigeria on Static mobile Trucks (Flex)

Mobile LED Truck in Lagos, advertising in Nigeria on Static mobile Trucks, is means of outdoor/ out-of-home (OOH) advertising primarily used for advertising or public service purposes, used to gain the attention of the audience.

We have affordable Mobile LED Trucks and static mobile trucks in Nigeria, Available in all locations in the entire 36 states in Nigeria including the FCT (Abuja) from Abia state, Adamawa state, Akwa Ibom state, Anambra state, Bauchi, Bayelsa state, Benue, Borno, Cross River, Delta state, Ebonyi state,

See the [cost of mobile trucks in Nigeria](#)

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.

It is a device used for advertising on the sides of trucks, trailers, buses, and so on, anything that is mobile. It is a type of medium that displays digital images that are changed frequently by a computer system.

Digital billboard trucks are one the effective ways of flashing your brand and no brand can grow without effective advertising. It plays a major part when it comes to marketing and branding, it just requires one's creativity.

With digital billboards trucks, information about your brand gains your followership's attention quickly, unlike the internet which has features such as "SKIP-THE-AD" features thereby reducing the followership's exposure.

Digital billboards have become popular when it comes to exposure, it has also become a very effective intercity advertising system in Nigeria.

Digital billboard trucks are used due to the perceived benefits such as being suitable to deliver a message in places where traditional billboards are unapproachable.

Many find it advantageous because the message is more likely to be tuned out by drivers than other advertising media, another advantage is that it does not get cluttered by other advertisement and are not generally seen near competitors.

—

PRICE OF LED LIGHTS ADVERT TRUCK IN NIGERIA

The price of a led light advert truck in Nigeria varies based on location and the agencies you are using. The cost of led trucks in Lagos ranges from **N450, 000**(four hundred and fifty thousand naira) to **N5, 000,000**(five million naira).

Lagos per month ranges from **N450, 000**(four hundred and fifty thousand naira) to **N4, 500,000**(four million five hundred thousand naira); but Abuja, Port Harcourt, rivers, and other parts of Nigeria range from **N250, 000**(two hundred and fifty thousand naira) and **N650, 000**(six hundred and fifty thousand naira) per month for led advertising truck.

While paying for the mobile advertising truck there are certain costs that you will need to cater to; which include;

- **RENT COST**: Every agency in Nigeria charges differently for the rent cost of mobile-led trucks in Nigeria depending on the place you want to advertise.

- **THE FEE PAID TO APCON:** APCON is a government agency that regulates advertising in Nigeria.

Led advertising truck costs a lot but it is not enough reason to deny your brand the opportunity of the recognition of your brand that it deserves and there are also different packages according to the budget of the company.

You can call for FREE CONSULTATION before you make a decision; call **08140806869**, **07014039333** or visit the website **<https://alternativeadverts.com/>** for FREE CONSULTATION.

LIST OF OUTDOOR ADVERTISING AGENCIES IN NIGERIA

1. Alternative advert.
2. Transpose communications services limited.
3. Prodigy advertising limited.
4. Strada media limited.
5. Wetherheads advertising group.
6. Kelben media.
7. Kong marketing agency.
8. DU open-source limited.

1. **ALTERNATIVE ADVERTS:** Alternative adverts being one of the leading advertising agencies in Nigeria and Africa with over ten years of experience and expertise offers mobile led truck adverts at an affordable price without compromising quality. The company has a stronghold both in Nigeria and Africa.

It is part of one of the leading outdoor advertising in Nigeria with many awards and recognition for its claims.

They offer services like pay per click (PPC), and search engine optimization (SEO), search engine marketing (SEM) and have also mastered the best hack strategies and also tactics

for social marketing.

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LOCATED AT 16, Fred Anyiam Street, surulere 234001, Lagos.

2. **TRANSPOSE COMMUNICATIONS SERVICES LIMITED**: It is a leading marketing communications and branding agency that specializes in bringing the human side of your brand closer to consumers.
3. **PRODIGY ADVERTISING LIMITED**: The Company provides innovative outdoor advertising solutions etc.
-
4. **STRADA MEDIA LIMITED**: They provide innovative and outdoor media solutions engaging clients the various touch. Strada media limited have understood the wants of brands and has positioned itself to connect brands with people's lifestyle and environment.
6. **AFROMEDIA NIGERIA PLC**: It is registered as an advertising agency and it provides services that relate to advertisements to their client.
7. **GRAPRO**: It is a media company specializing in outdoor advertising using conventional billboards and innovative outdoor advertising platforms. The company is ranked among the top ten outdoor advertising companies in Nigeria.

7. **WETHERHEADS ADVERTISING GROUP**: It is a 360-degree advertising agency that offers creative solutions and values to brands and businesses to attract, engage and convert consumers.
8. **KELBEN MEDIA**: it is an advertising agency with an exceptional wealth of experience in digital marketing, brand promotion, social media management, etc.
9. **KONG MARKETING AGENCY**: It is a Lagos-based marketing agency that is trusted by companies in Nigeria to deliver quality marketing campaigns using digital marketing and online and offline services.
10. **DU OPENSOURCE LIMITED**: It delivers innovative and cost-effective out-of-home media services that connect and engage audiences.

LEADS OF LED LIGHT ADVERT TRUCK IN NIGERIA.

1. **BRAND RECOGNITION**: Digital billboard trucks help to get your advertising message faster and allow more people to see your brand, be familiar with it and thereby creating awareness and recognition

Take, for instance, a driver stuck in traffic or waiting for the traffic light to turn green comes across a 15ft mobile billboard beside them, it would be hard to ignore especially if it is your favorite brand promoting its new product.

It allows the audience to recall the brand's message which they have seen when purchasing a brand.

2. **COST-EFFICIENT**: Digital billboard trucks are cost-effective, it is not as costly as you might expect. It is more affordable than renting traditional billboards which can be restricted.

When your company has a LED light truck, it would be an important investment for the company also, they could use it to transport goods or employees and use that opportunity to make people aware of their brand by using the truck simultaneously.

3. **LARGE AUDIENCE REACH**: Digital billboard trucks allow your content piece about your business to be displayed by many heterogeneous audiences, through this you have a chance of reaching out to as many people as possible.

The advantage of digital advertising is that it can deliver your message to the audience regardless of their location.

The virtue of mobility and visibility enables digital advertising to generate more revenue, which is high compared to other means of advertising.

4. **ADVERTISING CONTROL AND POWER**: Digital billboard trucks allow you to decide and have control of where and when you want your advertisement to come up or show up.

It allows you to group your consumer according to their demographic; age, location, etc.; to be better equipped to advertise in the right place, drawing more audience nearer. This allows you to put all your marketing strategies to use.

You can always change your location if that location becomes sparse throughout the day.

5. **FLEXIBILITY**: Digital billboard trucks are versatile

because it is not confined to offline or online advertising method. They can broadcast anywhere, anytime, and at any place.

Traditional billboards are usually situated in one area, which means only those that pass that particular area can see a glimpse of them, while for digital advertising, users need to surf the web before they come across the advertisement.

Digital billboard trucks on the other hand allow you to combine online and offline advertising and spread it in your locality. Digital billboard trucks are not limited by geographic location.

LAPSES OF LED LIGHT ADVERT TRUCK IN NIGERIA

1. **DISTRACTION:** Digital billboard trucks are placed around important intersections, which distract drivers and pedestrians and become risky for them.

Glaring neon lights and signs have potentially deadly consequences for instance an eye-catching and bright digital billboard truck can risk the life of the driver as it may distract them.

2. **UNCERTAINTY IN RETURN ON INVESTMENT:** The return of investment on digital billboard trucks takes time and it is hard to calculate.

It is high to install a digital billboard truck for a large organization. The sales increase in the advertisement when thinking of unfortunate events such as damages.

3. **COST:** Advertising on one digital billboard truck is not enough, as it is important to engage your digital billboard truck in more than one location for a minimum

of time.

Getting several digital billboard trucks is expensive compared to the static billboard.

4. **LIGHT AND NOISE POLLUTION OF DIGITAL BILLBOARD TRUCK:**

The brightness of the digital billboard is usually very bright and we usually feel eye discomfort;

This is the so-called **LED SCREEN LIGHT** pollution. It is also dangerous for drivers to see the high brightness of the digital billboard trucks while driving at night.

5. **LACK OF KNOWLEDGE:** The operation and installation of a large digital billboard truck are not easy especially for a layman or beginner as it involves a high chance of mistakes.

Due to a lack of understanding of technology, operation, and repairing the beginners may lag. The choice of the wrong location can also be a disadvantage.

CONCLUSION

In conclusion, a digital billboard truck is very reliable and effective for marketing and advertising your brand. The use of the digital billboard truck also comes with disadvantages.

Every product that has an advantage also has a disadvantage. However, the discussion shows that there are several setbacks when using digital billboard trucks, but going further we can say that the advantages outweigh the disadvantages.

Despite the setbacks, the digital billboard truck is still the best means to rely on, because it helps in reaching the right

audience faster.

If you have thought about using a medium of advertising, now is the right time. Choosing the best outdoor advertising for your brand might be tedious, the same goes with choosing the right one.

Call **08140806869, 07014039333** for a free consultation on **mobile led advert trucks** or any other forms of outdoor advertising.

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-

BRT Bus Branding

BRT BUS BRANDING: An Efficient Advertising Strategy

It is not uncommon to quickly skip a video adverts playing online or change channel when a particular adverts run 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 is a common thing in all Lagos Roads with a teaming population of about 60 per cent working class plying the roads daily to make ends meet. With a structure that makes it stands out among other transit medium in Lagos, BRT buses is sometimes considered a luxury transit as it affords its commuters comfort and speedy movement to their destinations.

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

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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 cost that are not listed above includes

1. APCON Fee
2. Agency Fee

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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 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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Outdoor billboard Advertising In Nigeria The Cost And New Benefits 2022

Outdoor Billboard advertising in Nigeria and the List and cost of outdoor billboards in Lagos and the cost of Advertising in Abuja

See the [billboard advertising cost in Nigeria](#)

[Billboard advertising in Nigeria](#) is the process of using large-scale print advertisement to market a company, brand, product, service, or campaign.

See the [List and cost of outdoor billboards in Lagos](#)

Billboards are normally placed in high-traffic areas, such as along highways and in cities, so they're seen by the highest number of pedestrians and drivers.

Billboard advertising is classified as out-of-home (OOH) advertising, which is any advertising that gets to consumers when they're outside of their homes.

Billboard advertising has been a prominent medium for outdoor advertising for a very long time. The message in this medium needs to be very brief and easy to comprehend.

Billboard advertising is productive for building brand awareness and broadcasting your business or product to a large number of people.

See the list and [cost of Advertising billboards in Abuja](#)

Billboards tend to have the highest number of views and reactions when compared to other marketing methods.

For billboard advertising, it has to be bold and simple, cause drivers or passersby only have a few seconds to get a glimpse at your billboard advertisement.

Also, the colors to be used should stand out so that they can attract viewers.

It also has to be creative in order to stand out among the hustle and bustle in a specific area.

There are different types of billboards, which are;

- Classic billboard is also known as Bulletin
- Vinyl billboard
- Mobile Billboards
- Scented billboard
- Three-dimensional billboard
- Posters
- Painted billboard

BENEFITS OF OUTDOOR BILLBOARD ADVERTISING IN NIGERIA

1. **Creates brand awareness:** Billboard advertising is a very effective medium for businesses and companies that want to reach a large number of people. For businesses that are trying to get increased traffic to their website, billboards are the most efficient advertising medium. When most people view the billboard it increases their awareness of such brand, cause they tend to remember the brand.

2. **Viewers get engaged and amused:** Billboard should be designed in such a way that it captivates the audience, the images, and colors to be used should be bright and not look too excessive, and also the texts and messages should be clear and easy to understand. This can get the viewers engaged in such billboard adverts.
3. **Works 24/7:** Unlike other advertising mediums such as television commercials, radio adverts, billboard adverts can be seen on the road every day. It provides repeat exposure to your ad as passersby have a regular route.
4. **Less messages:** The messages that a billboard advert pass should always be less and also understood the moment anyone sees it. Research has shown that these images or catchphrases stick to the viewer's mind. For businesses that wished to use billboards to advertise their product or services, it is advised that the messages should be short and concise so that viewers can easily understand the information they are trying to deliver.
5. **Billboards have a high return on investments:** Billboards are mostly seen and located in busy areas, so they have the highest number of views and reactions to any marketing strategy. Billboards has been seen to have a proven high return on investment. Research has shown that for every advertising dollar spent on billboards, the return on investments is almost six dollars.

COST OF BILLBOARD ADVERTISING IN NIGERIA

The cost of billboard advertising rests on many factors

including;

- The location of your billboard
- The total traffic in that area
- The number of people measured to see your advertisement.
- Rent costs
- Printing costs
- A fee was paid to the Advertising Practitioners Council of Nigeria [APCON]

The cost of billboard advertising in Nigeria can be between N200,000 to N3 Million relying upon the above-stated factors.
Call us on 08140806869 or 07014039333

See the [List of outdoor Billboard advertising in Nigeria](#)

Outdoor advertising in Nigeria also called out-of-home media, is advertising done outside of the home. This includes posters, billboards, wallscapes, and transits seen while they are “on the go”.

It can also be seen as the process of displaying marketing materials in outdoor spaces that consumers frequent.

Most businesses in Nigeria use this type of marketing platform to increase their overall success, build brand awareness and boost visibility.

According to the Outdoor Advertising Association of America [OAAA], it states that consumers spend more time outside of their homes than inside of them, which makes outdoor advertising highly effective.

The key takeaway to using outdoor advertising in your marketing campaign is visibility. Each type of outdoor advertising – billboards, posters, and transit system ads – all give a stronger presence in a specific area of town. It can link you to the local community, engage tourists or appeal

to commuters with a long ride to and from work.

The possibilities are limitless. That's why it is vital to crafting a plan that aligns accurately with your marketing goals. Outdoor advertising is one such technique that is quite structured as a mass-market medium, and you can use it for branding, broad messages, support campaigns, and so forth.

In outdoor advertising, the messages should be really bold and visible so that they can get the attention of the consumers, and also the images to be used shouldn't be excessive.

BENEFITS OF OUTDOOR ADVERTISING IN NIGERIA

1. **Attention-grabbing:** Unlike other forms of advertising such as television, radio, newspaper, etc, outdoor advertising is very unique and can stand on its own. This means that they do not have to compete with other forms of advertising. Consumers hardly forget the ads they have seen as it is more likely to commit to their memory.
2. **High reach:** For businesses that are looking to reach a high audience, outdoor advertising is the best option. Most people who do not have access to other forms of advertising can have access to outdoor advertising. It has been recorded that almost 70% of consumers spend most of their time outside their homes, this is why most businesses in Nigeria make use of outdoor advertising for their products or services.
2. **It's engaging:** Consumers who are on a road trip or walking on the road are more likely to get attracted to a large billboard or poster that they have viewed on

the. They are more likely to get engaged in such a form of advertising and also take action by making purchases for such products.

4. **Highly impactful:** In outdoor advertising, consumers can easily see the ad without being interrupted unlike ads on the television or radio. It can easily be seen around the environment, unlike television where it has to be turned on first.
5. **Cost-effective:** Outdoor is much more cost-effective compared to that of television, radio, and newspaper ads. They also offer a greater return on investment, making them an excellent option for business owners who are on a budget or who are looking for a savvy advertising option.

COST OF OUTDOOR ADVERTISING IN NIGERIA

A number of things count towards the cost of outdoor advertising in Nigeria

- Rent costs
- Printing costs
- A fee was paid to the Advertising Practitioners Council of Nigeria [APCON]

The Advertising Practitioners Council of Nigeria [APCON] is the only body responsible for vetting every advert be it TV or billboard advert and should be confirmed by the government agency. APCON is the body that is charged by law for guidelines of commercials in Nigeria.

The cost of billboard advertising in Lagos can be between N200,000 to N3 million relying upon the above-stated factors influencing the cost.

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