

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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Outdoor billboard Advertising In Nigeria The Cost And New Benefits 2025

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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Outdoor Advertising Agency in Nigeria

OUTDOOR ADVERTISING AGENCY

Outdoor advertising or also regarded as Out of home advertising is the process involved in bringing your products and or services to your consumers when they are outside their homes. It is believed to be where potential consumers spend over 67% of their time.

TYPES OF OUTDOOR ADVERTISING

Basically, outdoor advertising falls into three major categories, transit advertising, street furniture, billboard advertising.

Transit Advertising: Transit advertising is advertising placed in or on modes of public transportation or in public transportation areas. Using this method of advertising, ads can be placed anywhere from on the sides of buses, trains, and taxis, to inside subway cars, inside bus stations, and near train or bus platforms. The main purpose of transit advertising is to reach riders and acquaint them with your brand.

Many times, it may be hard for a person to ignore an ad they are sitting across from on a train or bus, simply because it is in their direct line of view. Also, transit advertising guarantees your small business a varied audience by age and income.

Transit advertising is important because it can provide high visibility for your product on a daily basis. Also, your audience may not necessarily be able to ignore your ads as they would, by fast-forwarding through a television commercial or radio advertisement or flipping past a magazine ad.

Street Furniture: Street furniture advertising is an out-of-home (OOH) advertising that is affixed to street furniture using various displays often providing a public amenity and are positioned at close proximity to pedestrians for eye-level viewing or at a curbside to impact vehicular traffic. Street furniture displays include transit shelters, newsstands, kiosks, shopping mall panels, convenience store panels, and in-store signage amongst others.

With a wide range of opportunities, including bike shares, bus shelters, and metro lights, these unique outdoor assets provide impact to pedestrians and vehicular traffic. Whether providing broad-based coverage or targeting specific neighborhoods, Street Furniture provides unique media opportunities in high-profile and highly desired urban areas, especially in countries like Nigeria.

Billboard Advertising: This is a large outdoor advertising structure (a billing board), typically found in high-traffic areas such as alongside busy roads. Billboards present large advertisements to passing pedestrians and drivers. Typically brands use billboards to build their brands or to push for their new products.

Posters are the other common form of billboard advertising, located mostly along primary and secondary arterial roads. Posters are a smaller format and are viewed principally by residents and commuter traffic, with some pedestrian exposure.

Other forms of outdoor advertising include Shopping Malls adverts, Mini-poster, Digital Outdoor Advertising, which is not limited to Exterior Signage for small businesses. This helps to communicate their business well from a distance and also convey their brand image to let them get discovered. Point of sale display, lamp post, and Bridge display advertising also makes the list of outdoor advertisement.

OUTDOOR ADVERTISING COMPANIES IN NIGERIA

1. Alternative Adverts Limited
2. Netpreneur
3. Transpose communication services limited
4. Bluesky Media Promotion Nigeria limited
5. New crystal communication
6. Gold fire Nigeria Limited, amongst others.
7. Absolute Outdoor Advertising Agency

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