

Digital Marketing For Business in Nigeria

By

Adhang.com

Smart digital marketing agency

E-book Digital Marketing for
Business in Nigeria, Advertising
Business Online

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The e-book introduction

It's no longer news that internet as a medium has come to stay and enhances our lives by enabling us to do various things conveniently including buying and selling using various devices.

In this digital marketing for business in Nigeria, you will learn how to market business online in Nigeria to Nigerians and any group of people in the world.

This e-book breaks down what it takes to run successful digital marketing for business in Nigeria: all the general angles needed for an effective digital marketing.

Now, let us hit the ground running.

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What are your digital marketing objectives?

To market your business to Nigerians online you need to have an objective (what you want to accomplish) with your business digital marketing. Your type of business will determine the objective(s) to set, no matter what, there must be a clear objective for your digital marketing in Nigeria.

This will enable you concentrate your business digital marketing effort to Nigerians on what matters to you at a given stage of your business cycle. Digital marketing objective for business can be to create awareness, increase sales, educate a target audience, establish a business as an expert in the industry, etc.

What are your digital marketing goals?

After the objectives, you need to set a business digital marketing goals which could be your key performance indicators. It helps you to have a clear measure of your digital marketing activities.

Your goal can be to make Xpercentage of sales in 90days, have %percentage number of users fill a form online in 30 days, etc. You should choose what your business digital marketing key performance indicators are.

It's important you set reasonable goals, especially if you're just starting your digital marketing for business in Nigeria or have aggressive competitors in your industry.

Who would carry out your digital marketing? (agency or in house)

When you're clear on what you want to achieve with your digital marketing effort, next is to choose whether to use Adhang.com a digital marketing agency in Nigeria.

Agency will help your business digital marketing in many ways such as [online media planning](#), mapping out strategies, choosing digital marketing components, selecting platforms, managing and running the digital marketing, etc. Or if you don't have competitors you can do it yourself if you have the expertise, time and tools because if you have competitors chances they're using digital marketing agency which will definitely outshine you.

You need a digital marketing strategy

You need to have a digital marketing strategy, it will enable you to achieve your objectives you set above for your business digital Marketing.

Depending on the objectives you set above, duration to run the digital marketing, budget, competitors' activities, industry, etc. Generally, digital marketing strategies for your business should incorporate at least five out of six components of digital marketing, which are: content marketing, search engine marketing, online display, social media marketing, mobile marketing, and influencers marketing. They're explained in the next pages.

Content marketing

In content market it can be doing one or more of following things:

- Write sale's article, this will be posted in tens of Nigerian forums that allow sales' article at their advert section. For example: www.cokoye.com, make sure you post at the advert section, otherwise moderators will delete it.
- Your business review by bloggers, there're a lot of bloggers out there who can review your business in their blogs, therefore promoting it.
- Write educative article about your industry in general and publish it on hundreds of online article directories, wikis and news portals (put 1 or 2 of your business website link in the article before sending it out).
- Write press release about your Nigerian business and have it distributed to hundreds of online press release publishing platforms.
- Design slide presentation of your business with pictures and post it on tens of slide sharing websites.
- Create a video about your business (use sale's person or hire online spokesperson as a sale's person in the video) and distribute it in tens of video sharing platforms.

Search Engine marketing

In search engine marketing this can be:

- Displaying your advert by the side of search Nigerian people make in various search engines across Nigeria. Your search engine ads will appear whenever people type keywords related to your business, service or product you offer. You need a good ads copywriting skill to write an effective and “call to action” advert that can make people click whenever it appears in search engine.
- There is also an organic search aspect of search engine marketing, but paid (sponsored ad) above helps you to hit the ground running immediately without waiting for the search engines to index and rank your business page or content.

Online display ads

Online display ads can be in form of:

- Banners in different sizes, text ads, images, etc. You pay sites owners to display it; there're thousands of sites out there targeted at Nigeria. For example, at www.cokoye.com banner sponsored advert is allowed to display all over the forum.
- You can use Ads display networks, there're many out there - from popular to unpopular ones. Ads display networks do have sites' partners with thousands of web pages targeted at Nigerian internet users. This will help your business to reach huge number of people for your business in Nigeria.

Mobile marketing

The mobile marketing can be:

- Optimizing your landing page for mobile friendly devices.
- Having a responsive web design.
- Building mobile ads banner in different sizes.
- Mobile application for your business in Nigeria.
- Displaying advert targeted at mini device such as tablets, mobile phone, etc.

Social media marketing

Social media marketing can be:

- Content ads sponsorship(video, image, article, etc).
- Sponsored ads in social media can display to millions of Nigerian people.

There are at least seven categories of social media, which are: video, news aggregator, file sharing, social networking, wiki, forum and photo. Each of this category has thousands of sites existing in it out there – both popular and unpopular ones.

What are your digital marketing tactics?

Having set up your digital marketing strategy for the business, next thing to look at in business digital marketing are tactics to use to carry out the strategies above to reach customers, clients or target users of your product or service.

To effectively use online digital marketing components above, there must be tactics or tools to employ. Some of digital marketing tools are: article, website, video, blog, info-graph, review writing, case study, app, internet banner, whitepaper, bulk email, newsletter, testimonial posting, photo, etc.

Choose right platforms

To apply above tactics, depending on your type of business you have to incorporate right platforms. Because you can't use any component above without platforms that suit the tactic. You need platforms for digital marketing in Nigeria, you need right platform to assist you accomplish your marketing goals.

Example of platforms are:

www.cokoye.com Online forum where people discuss issues, you can pay for banner advert here.

www.perfectvisualhost.com Nigeria's website hosting, web design and web address registration in case you don't have website yet.

www.cokoyes.com Africa's social networking website.

www.africatopforum.com African classifieds website for buying and selling.

There're thousands of online platforms out there that you can use for various tactics listed in previous pages - display ads, content marketing, advert networks, social media marketing, etc. It is important to note that popular platforms or sites don't mean effectiveness; the keyword here is using right platforms. Not listing popular sites here is intentional, because that can mislead you.

Monitor your digital marketing campaigns

Yes, monitor your digital marketing for your business, you need not to seat with your laptop or desktop open to monitor it. There're a lot of analytical tools and monitoring online applications out there that you can set up and face your other side of business and allow technology to do its works.

This will help you to know what is going on your digital marketing campaigns.

Analyze

You gather data in your monitoring tool above and analyze the digital marketing activities and see how your digital marketing is doing and see whether the objectives and goals you set for your digital marketing are getting actualized.

It is always very important to analyze your data and pay attention to only your key performance indicators; it is useless and waste of time to be analyzing data or information you don't need.

Evaluate and measure

Finally, you should evaluate the information and measure your results; the evaluation will tell you if you're progressing and regressing.

Here you will see whether you need to increase or decrease your digital marketing budget, platforms, or to optimize the digital marketing further. This will enable you to be consistent with the objectives and goals. Most importantly, ensure you're meeting the digital marketing expectations of the business profitable.

This is digital marketing for business in Nigeria and how to market business online.

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About AdHang

AdHang is the leading digital marketing agency in Nigeria, and the first internet public enlightenment agency in Africa. AdHang is the Nigerian most advanced and comprehensive digital marketing agency with experts in content marketing, search engine marketing, social media marketing, mobile marketing, influencers marketing, and internet display advertising. When hired, AdHang can help your organization to inform, persuade, remind, and reinforce in the marketplace in Nigeria, or across Africa.

Using over 10 years experience in the digital marketing industry, AdHang has helped businesses across the globe identified where they were leaking digital marketing opportunities and fix them. Today, businesses around the globe get their digital marketing problems solved by AdHang. [Click here to see services](#) by AdHang.

AdHang is based in Lagos, Nigeria.

Website: www.adhang.com.

Social media: www.cokoyes.com/adhang.

E-books by Adhang.com

- Introduction to Digital Marketing
- Digital Marketing Planning and Strategy
- Effective Digital Marketing Plan Template
- Real Estate Internet Marketing Solutions in Nigeria
 - Digital Marketing for Business in Nigeria

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