



**DIGITAL ADVERTISING PROPOSAL FOR BRANDS
LOOKING TO INVEST IN AFRICA AND OVERSEAS**

○ Proposal Overview

- As a premier media advertising agency, we specialize in helping brands expand their reach into emerging markets, including Africa and other international territories.
- Our digital proposal outlines a strategic approach that enables brands to navigate these diverse markets effectively, while minimizing costs associated with establishing a physical presence in multiple countries.

Objectives

- **Market Expansion:** Assist brands in penetrating new markets with tailored digital strategies.
- **Cost Efficiency:** Provide a cost-effective solution for market entry without the need for extensive on-ground infrastructure.
- **Targeted Audience Engagement:** Use data-driven insights to reach specific demographics and consumer segments in targeted regions.
- **Brand Localization:** Ensure messages resonate with local cultures and languages, enhancing brand affinity.

Target Countries



NIGERIA

Boasting a vibrant digital landscape with millions of active internet users and high mobile penetration.



KENYA

Known for its tech-savvy population and robust e-commerce growth.



SOUTH AFRICA

A mature digital market with diverse consumer segments and significant online engagement.



GHANA

An emerging market with increasing internet accessibility and digital consumption.



EGYPT

A region with a large youth demographic and growing digital economy.

Proposed Digital Strategy



Comprehensive Market Research

- Conduct thorough research to understand local consumer behavior, preferences, and digital consumption trends.
- Identify key competitors and market opportunities to inform strategic planning.



Digital Media Planning: Develop a multi-channel digital strategy that includes:

- Social Media Marketing: Engage audiences on platforms like Facebook, Instagram, Twitter, and local social media channels.
- Search Engine Marketing (SEM): Utilize targeted pay-per-click advertising on platforms like Google to drive traffic.
- Content Marketing: Create valuable, localized content that resonates with the target audience.
- Email Marketing: Build segmented email lists for targeted campaigns.

Proposed Strategy Cont'd



Creative Development & Localization

- Collaborate with local creatives to design culturally relevant advertising content.
- Ensure messaging is adapted for local languages, dialects, and cultural contexts.



Campaign Execution & Management

- Implement digital campaigns with real-time monitoring and optimization.
- Utilize programmatic advertising to enhance targeting and cost efficiency.



Performance Analytics & Reporting

- Use advanced analytics tools to track campaign performance, audience engagement, and conversion metrics.
- Provide comprehensive reports with insights and recommendations for future campaigns.

Budget Consideration

- **Cost-Effective Digital Solutions:** Leverage our connections with digital platforms for competitive advertising rates and packages.
- **Scalable Campaign Options:** Offer flexible packages adaptable to varying budgets and expansion goals.

Conclusion

- Investing in Africa and other international markets presents significant opportunities for brands willing to adapt. Our agency is committed to being your strategic partner, providing the expertise, resources, and localized strategies necessary for a successful digital presence.
- By leveraging our services, brands can efficiently manage costs while maximizing their impact across diverse markets.

Conclusion

Next Steps

- We would welcome the opportunity to discuss this proposal further and tailor it to fit your specific objectives. Please let us know a convenient time for a meeting to explore how we can assist you in successfully launching your brand in Africa and beyond.
- Thank you for considering our proposal. We look forward to the potential of working together!

Contact Information

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**THANK
YOU**