

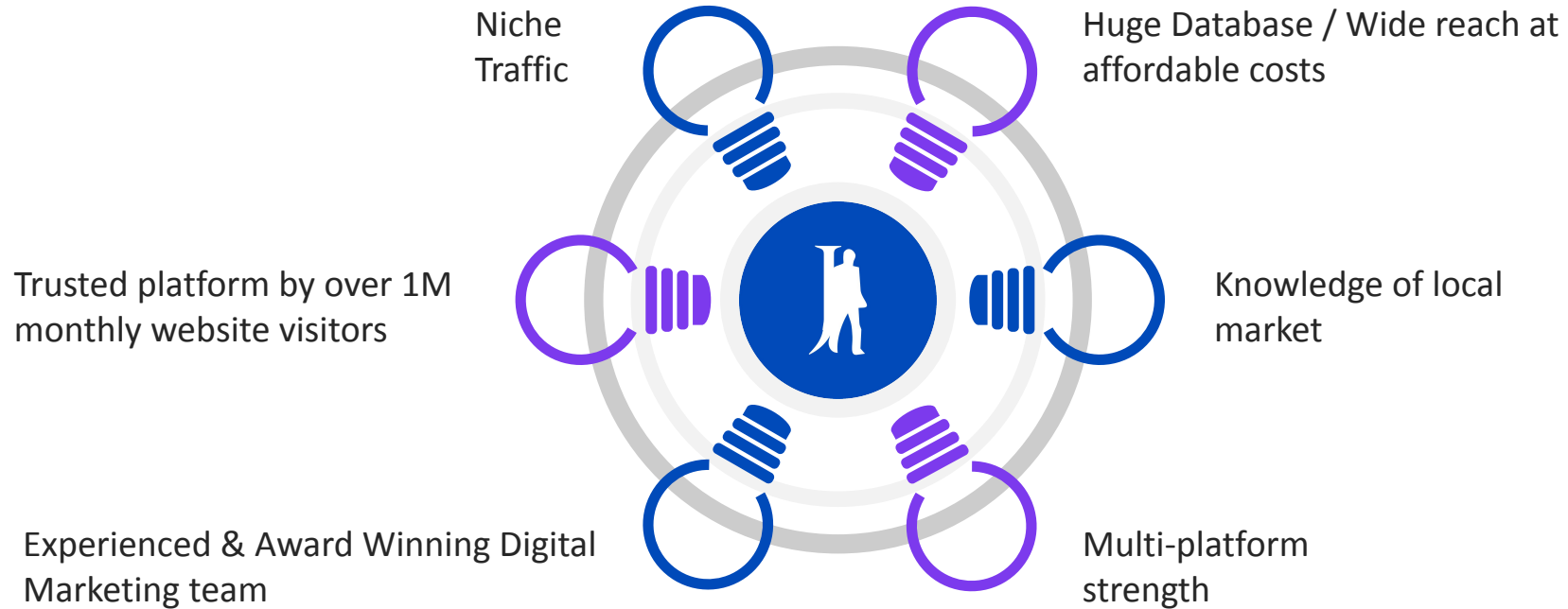


# Digital Advertising Solutions

**Brand Visibility & Lead Generation,  
tailored for you!**

**An inspired solution for  
today's challenges**

# Let's help you grow! Why Jobberman Nigeria



# Talent attraction through Digital Recruitment Campaigns



# Campaign Objectives

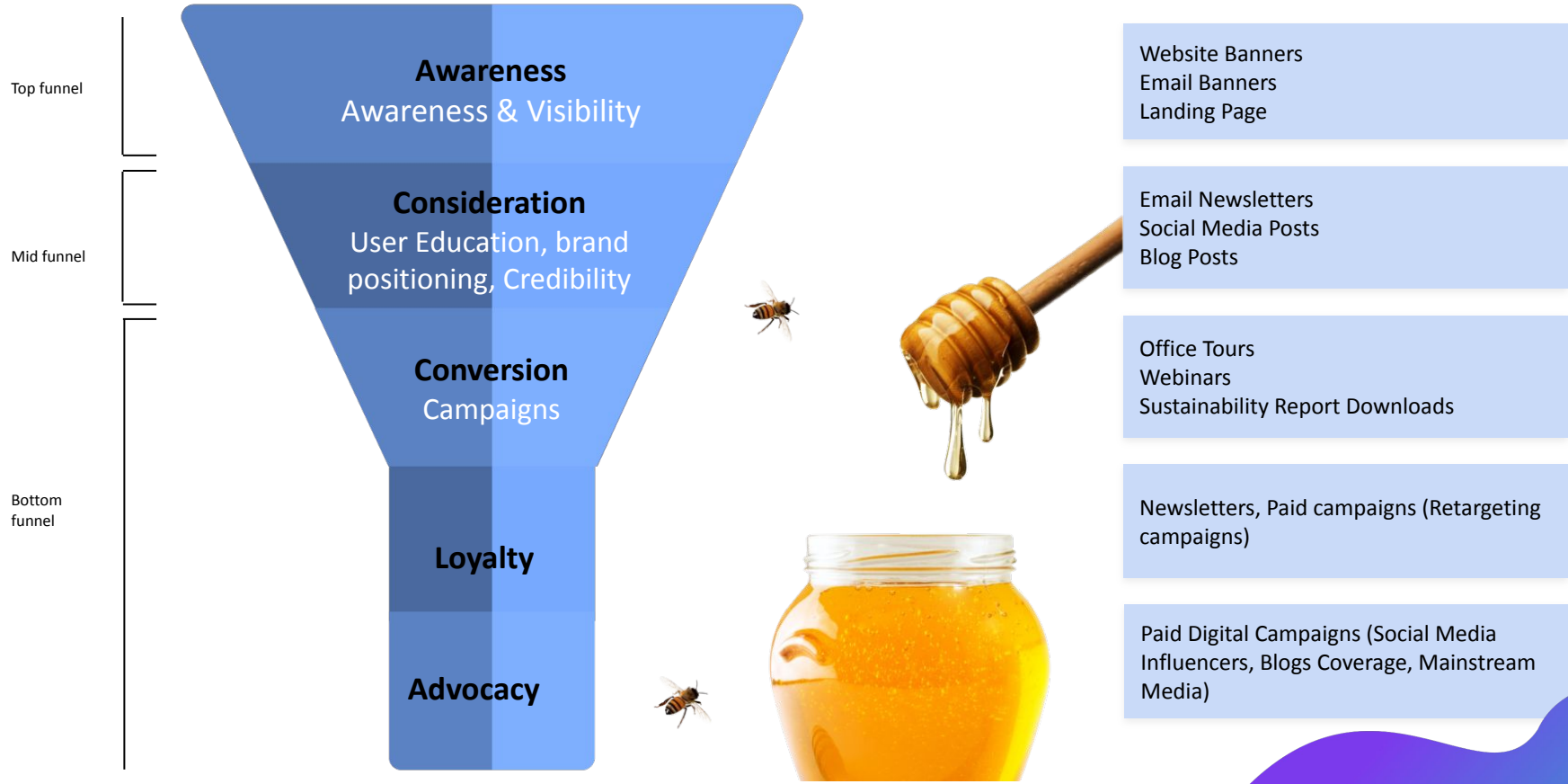


- Employer Branding
- Quality Candidate Applications
- Talent Database Pipelining





# Attracting the right audience



# Organic Channels



# Employer Pages



## Ad Type

Employer Pages



## Objective

User Education  
Lead Capture



## Placement

Jobberman Nigeria Website



## How does it work?

This is a website page developed specifically for employer branding and talent pipeline building. Jobberman Nigeria develops the page in consultation with the client and customises it as per the client's requirements.



## Why is it ideal for you?

- Ideal for advertisements a Brand's job and building talent pipeline
- Great for showcasing a company's culture
- Great for publicity/ latest news and developments



[Link to site](#)

**JMNG Site Visits** : 1 million per month  
**Development time** : 1 week

# Landing Pages



**Estimated reach** : Depends on campaign  
**Cost** : NGN 1,000,000



**Definition**  
Landing Page



**Objectives**  
User Education  
Lead capture



**Placement**  
Jobberman Nigeria Website



**How does it work?**

This is a website page that the target audience is redirected to and has a form for collecting leads. Jobberman Nigeria creates the landing page dedicated to your brand and hosts it on the Jobberman Nigeria's Website. Your target audience is mobilised to the landing page where they are educated more about your campaign and leads collected



**Why is it ideal for you?**

- Ideal for user education since all info is one place
- Provides the a central platform for leads collection
- Brings in an element of brand credibility since it is hosted on JMNG site



# Banner Ads



**Ad Type**  
Banner Ads



**Objective**  
Brand Visibility



**Placement**  
Jobberman Nigeria Website



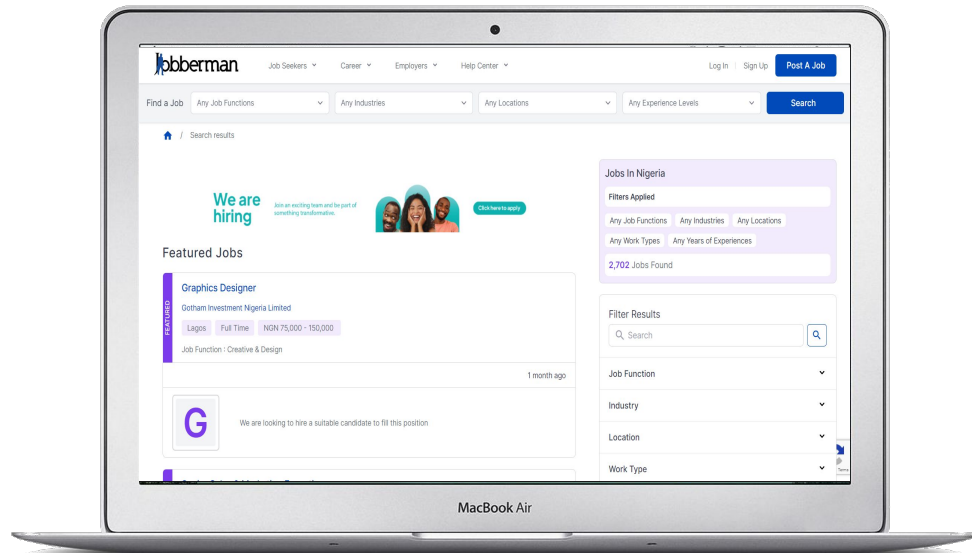
**How does it work?**

These are advertisement banners of various sizes which are strategically placed on different locations of our website. Jobberman Nigeria uploads your banners/ ad creatives on your choice Advertising banner slots which are on the Jobberman Nigeria Website. Once clicked, a user will be redirected to your preferred landing page



**Why is this ideal for you**

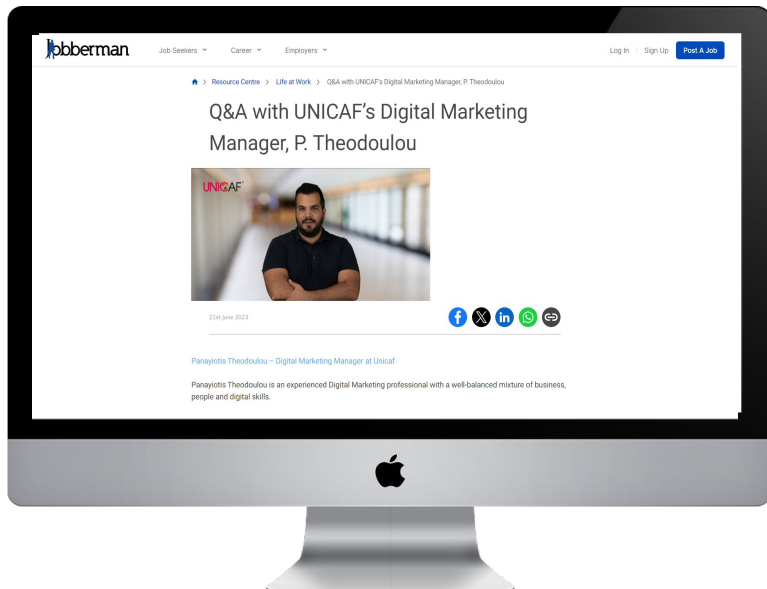
- Has a very wide reach,
- Great for visibility and top of mind awareness
- The most affordable in terms of reach



**Website Visits** : 1 million per month

**Banner Ads Impressions** : 50,000 -500,000 views per month based on location of the banners Ad

# Customised Blog Posts



**JMNG Site Visits** : 1 million per month  
**Avg Blog Posts Visits** : 10,000 per month



**Ad Type**  
Blog post



**Placement**  
Jobberman Nigeria Website



**How does it work?**  
This is literal content that allows for client's brand placement, mostly with emphasis on giving more details around the client campaigns. Depending on client's preference, Jobberman Nigeria or the client comes up with content that is to be uploaded. The client will provide the content angle.



**Why is it ideal for you?**

- Ideal for user education since a lot of content can be packed in a post
- Has the benefit of appearing on Google Search, making it much easier for the content to be found organically in future.





# Social Media Posts



## Ad Type

Social Media Post



## Placement

LinkedIn, Facebook, TikTok, Instagram & Twitter



## How does it work?

This is a normal social media post on Jobberman Nigeria social media pages, curated to the client's liking. The prime slot is a pinned post, basically meaning that the post remain static even when the user scrolls down.

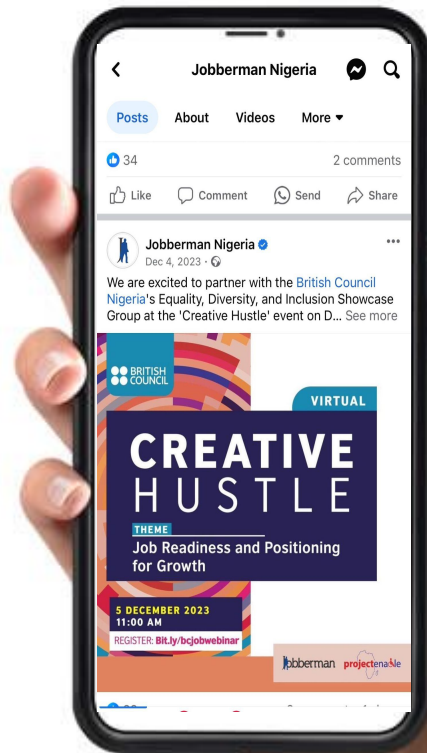
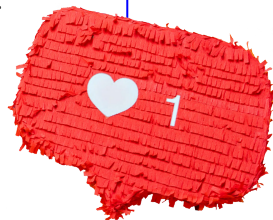
Jobberman Nigeria comes up with the copy or the client comes up with the copy to be posted. The Content calendar is then agreed upon before posting.

Formats vary from static posts to videos

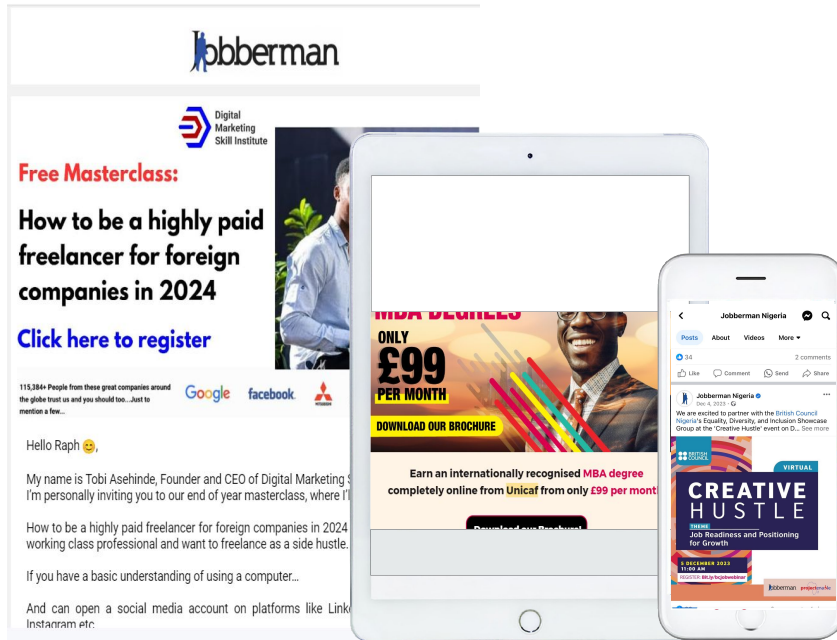


## Why is this ideal for you?

- Has the ability for user engagement unlike other platforms.
- Ideal for user education since a lot of content can be packed in a post.
- Very expressive since you can post different content types e.g. videos etc.



# Email Ads



## Email subscribers :

- **Seekers** - 982,405+
- **Employers** -38,548+



## Ad Type

- Promotional Emails
- Newsletter ad placement



## Objective

- User education
- Lead generation
- Database building



## How does it work?

Jobberman Nigeria creates a compelling email template with exemplary visuals and great AD copy and content as per client's preference e.g. for purposes of user generation and lead collection, through a lead gen form, which is send to Jobberman Nigeria user database.



## Why is this ideal for you

- Personalised content
- Great for user education
- Ideal channel in terms of lead generation
- Most ideal for database creation



# Email Stats



## Job

## Seeker

## Database

Database Size - 982,405  
Delivery Rate - 99.6%  
Open - 158,237  
Open Rate - 16.1%  
Clicks -  
Click-to-open Rate - 7,753

4.92%

## Employer

## Database

Database Size - 38,548  
Delivery Rate - 99.2%  
Open - 4,240  
Open Rate - 11.03%  
Clicks -  
Click-to-open Rate - 339

8.1%

The advertisement features the Jobberman logo at the top. Below it, on the left, is the University of Suffolk logo and a photo of a smiling man in a suit. On the right, a yellow banner reads 'ONLINE BRITISH DEGREES'. Below this, the prices for Bachelor's (£3,600) and Master's (£3,500) degrees are listed, with a note '\*PER YEAR (3 YEARS)'. A section titled 'Discover our Bachelor's and Master's Degrees' lists several programs: LLB (Hons) Law\*, BA (Hons) Business Management\*, BSc (Hons) Computing\*, BSc (Hons) International Nursing [Progression Route], Master of Business Administration, and MSc Public Health. A small note '\*Subject to Validation' is present. The bottom section, on a yellow background, encourages joining an online British Bachelor's or Master's degree and paying a fraction of the price, only £3,600 per year.

**Jobberman**

University of Suffolk

**ONLINE BRITISH DEGREES**

**BACHELOR'S £3,600\***  
**MASTER'S £3,500**

\*PER YEAR (3 YEARS)

**Discover our Bachelor's and Master's Degrees**

- LLB (Hons) Law\*
- BA (Hons) Business Management\*
- BSc (Hons) Computing\*
- BSc (Hons) International Nursing [Progression Route]
- Master of Business Administration
- MSc Public Health

\*Subject to Validation

**Join an online British Bachelor's or Master's degree and pay a fraction of the price. Only £3,600 per year.**

# Social Proof



# Webinars



## Ad Type

Webinar



## Placements

Webinar channels



## Objectives

Collections



## How does it work?

A webinar is an online version of a seminar or any other interactive session online discussion. Jobberman Nigeria uses its online mobilisation prowess to bring together a target audience that has high chances of converting for the clients products



## Why is this ideal for you?

- Works very well with a captive audience
- Allows for a great deal of interaction
- Allows for product demos
- Collects warm leads

The banner features the Mastercard Foundation and Jobberman logos at the top left. The main text reads 'AN EXCLUSIVE WEBINAR SERIES' followed by 'REMOTE WORK FOR NIGERIANS:' in large blue letters, and 'STRATEGIES FOR FINDING INTERNATIONAL JOBS AND OPPORTUNITIES' in smaller blue letters. Below this, there are four portrait photos of speakers: Michael Ogunbayi, Titi Tawo, Henry Misiani, and Temilayo Salami. At the bottom, there are two event listings: 'Saturday, March 25, 2023 | 2pm' and 'Friday, March 31st, 2023 | 10am'. A 'Register Now' button and a URL 'www.bit.ly/RemoteWorkWebinarSeries' are also present.

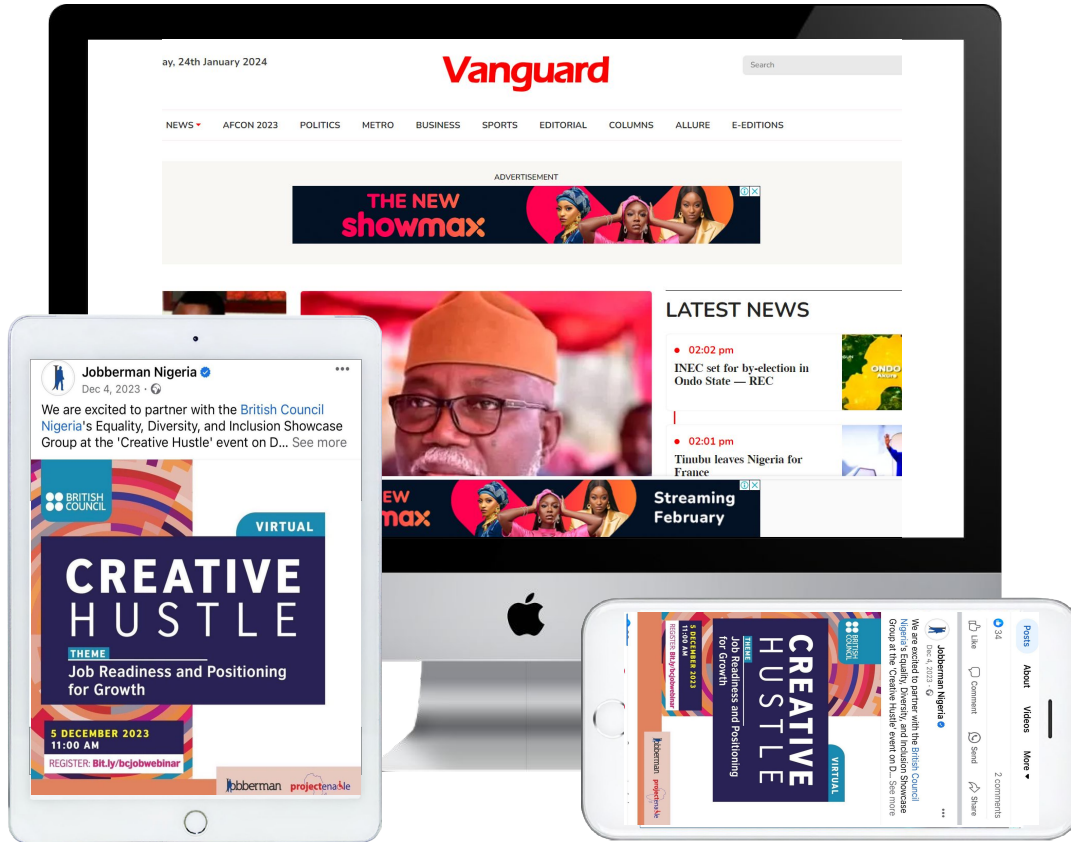
**Reach** - Depends on budget  
**Cost** - Flexible

# **Paid Channels**





# Paid Channels - Intro



## Definition

Paid Channels are Channels that Jobberman Nigeria has to pay a fee for wider reach e.g. Sponsored Posts on Social Media as well as Banner Ads on other key websites e.g. The Standard, The Star, Nation Media etc using Google Ads Manager to place those ads

## How does it work?

Jobberman Nigeria team manages the placement of ads on other websites as well as the sponsoring the ads on Social for a much wider reach

## Why is it ideal for you?

- This is great for clients who need a much wider reach outside of Jobberman Nigeria's organic reach
- Unlocks more features such as deeper analytics and better targeting
- Allows client to leverage on Jobberman Nigeria's team expertise and partnership network on the above e.g. Google team Partnership and Account Management

# Google Ads - Search Campaigns



## Ad Type

Google Search



## Objective

Job Application



## Placement

Google Search Result Page



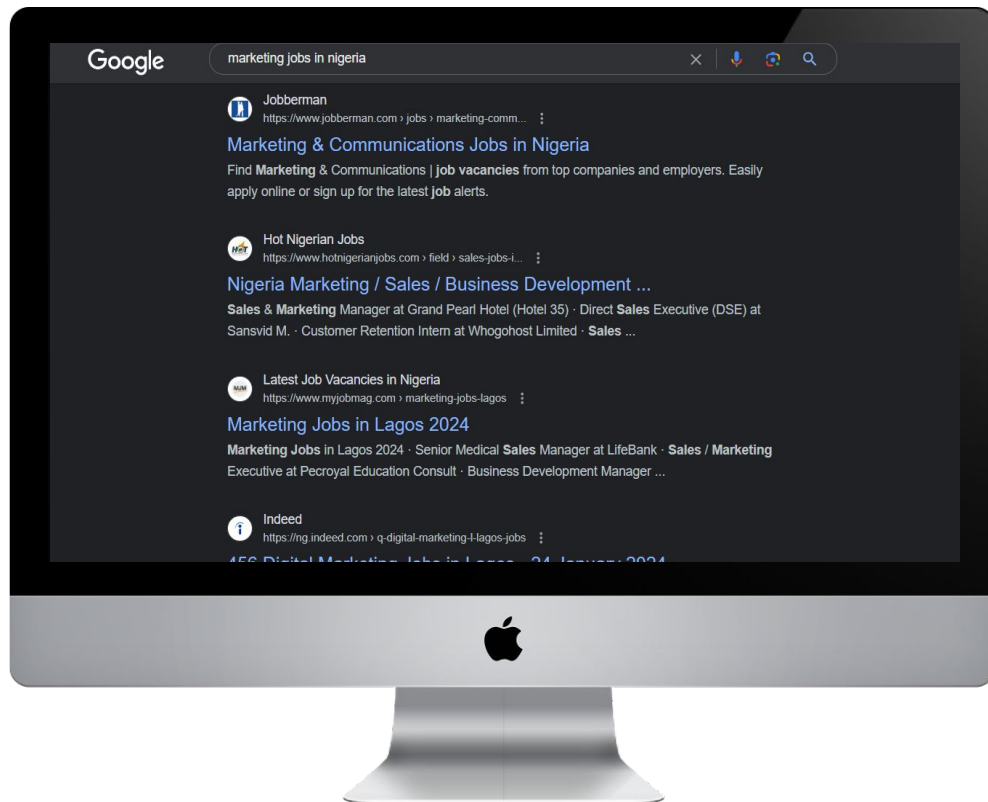
## How does it work?

Jobberman Nigeria bids for paid space on Google Search result page behalf of the client so that the clients' adverts appears on the first page of Google whenever a prospect does a search related to the client's campaign goals



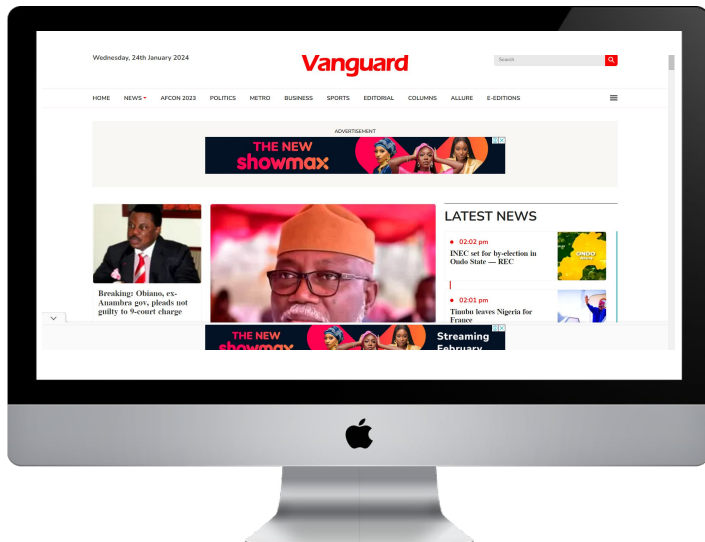
## Why is it ideal for you?

- It attracts the hottest leads, people who are actively searching.



**Reach** - Depends on budget  
**Cost** - Flexible

# Google Ads - Display Campaigns



**Reach** - Depends on budget  
**Cost** - Flexible



## Ad Type

Google Display



## Objective

Increase Website Traffic,  
Brand Visibility  
App promotion



## Placement

Google Search Site & Partner sites



## How does it work?

Typically image-based and are shown on web pages within the Google Display Network.



## Why is it ideal for you?

- Relatively affordable
- You control who sees it
- Has the widest reach

# LinkedIn Paid Ads



## Ad Type

LinkedIn Paid Ads



## Objective

Top of mind awareness

Lead generation



## How does it work?

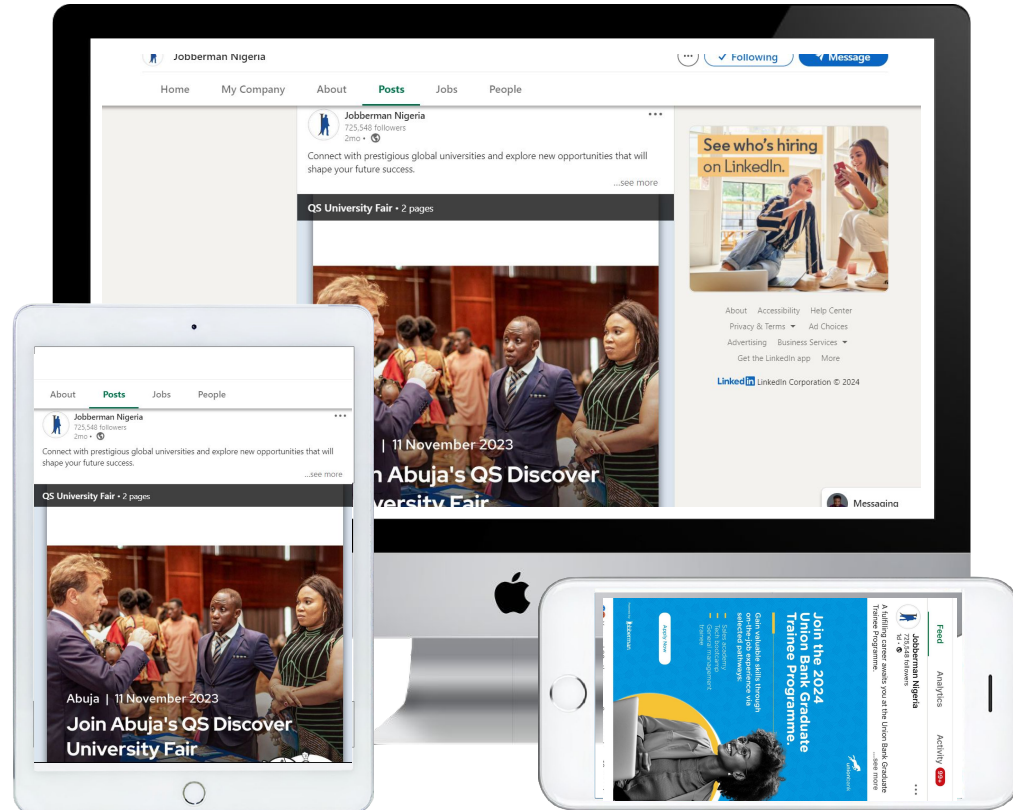
Jobberman Nigeria executes paid ad campaign on its LinkedIn Ad accounts on behalf of the client. The various formats include

- Boosted Posts
- Promotional Ads (Videos, Carousel, Post etc)
- Lead gen ads (forms)
- Inmail - Straight to people's LinkedIn's Inbox

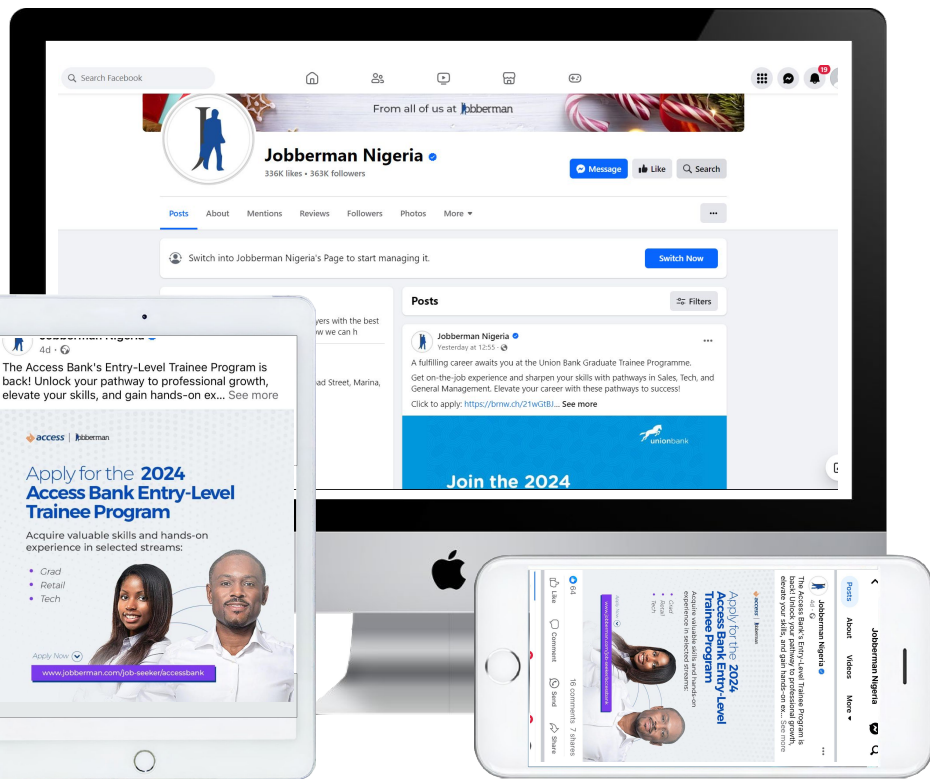


## Why is this ideal for you

- Target specific and personalized
- Wider reach
- Helpful analytics
- Ideal for lead generation



# Facebook Paid Ads



## Ad Type

Facebook Paid Ads



## Objective

Top of mind awareness

Lead generation



## How does it work?

Jobberman Nigeria executes paid ad campaign on its Facebook Ad accounts on behalf of the client. The various formats include

- Boosted Posts
- Promotional Ads (Videos, Carousel, Post etc)
- Lead gen ads (forms)



## Why is this ideal for you

- Target specific and personalized
- Wider reach
- Helpful analytics
- Ideal for lead generation

# Our Story in Numbers



## Email

980K Email subscribers



## Web Advertising

1M site visits per month



## Social Media Ads

1.2M Followers on Social Media



## Web & Mobile Display

Over 1 million banner ad views per month



## Sponsored Blogs

15K readers per month





# Happy Client - UNICAF



## Client

Unicaf

## Goal

- Jobberman crafted a campaign around MBA scholarships and reduced tuition fees for working and experienced professionals

## Objective

- Lead generation

## Target audience

- Experienced professionals

## Channels

- Email Blast
- SMS

## Time frame

- 6 months

## Results

- 2,213 leads



# Happy Client - GMAC

## Client

GMAC

## Goal

- Jobberman designed a campaign around the GMAT Examination and MBA Tour events

## Objective

- Lead generation
- Awareness creation

## Target audience

- Young professionals
- Jobseekers within the age of 23-30 years with 1-3 years experience

## Channels

- Email Blast
- Banner ADs
- Blog Posts

## Time frame

- 6 months

## Results

- 3,707 leads or registrations



# Happy Client - UTIVA



## Client

Utiva

## Goal

- Jobberman pushed a campaign to educate people about launching a career in tech and how the remote job is possible with the right skills.

## Objective

- Lead generation
- Awareness creation

## Target audience

- Young job seekers & professionals with an interest in technology

## Channels

- Email Commercial Shots

## Time frame

- 3 months

## Results

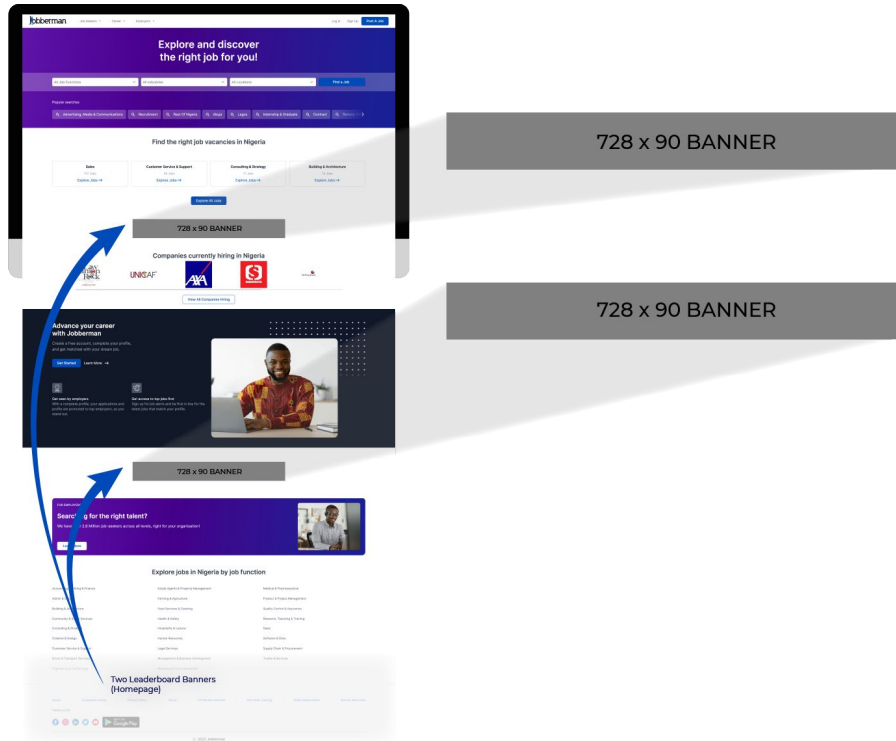
- 1,553 leads





# **Appendix**

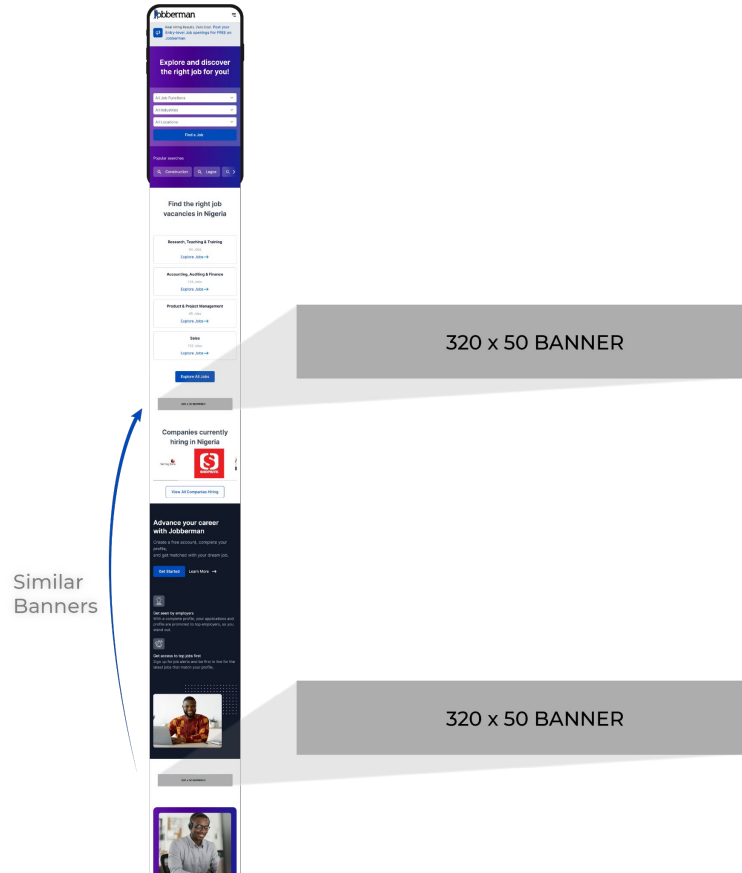
# Leaderboard Banner Costs (Desktop)



- ★ There are two banner slots available on the homepage.
- ★ The cost covers both desktop and mobile.

Top Banner (728x90px)	₦ 400,000 per Month
Bottom Banner (728x90px)	₦ 250,000 per Month

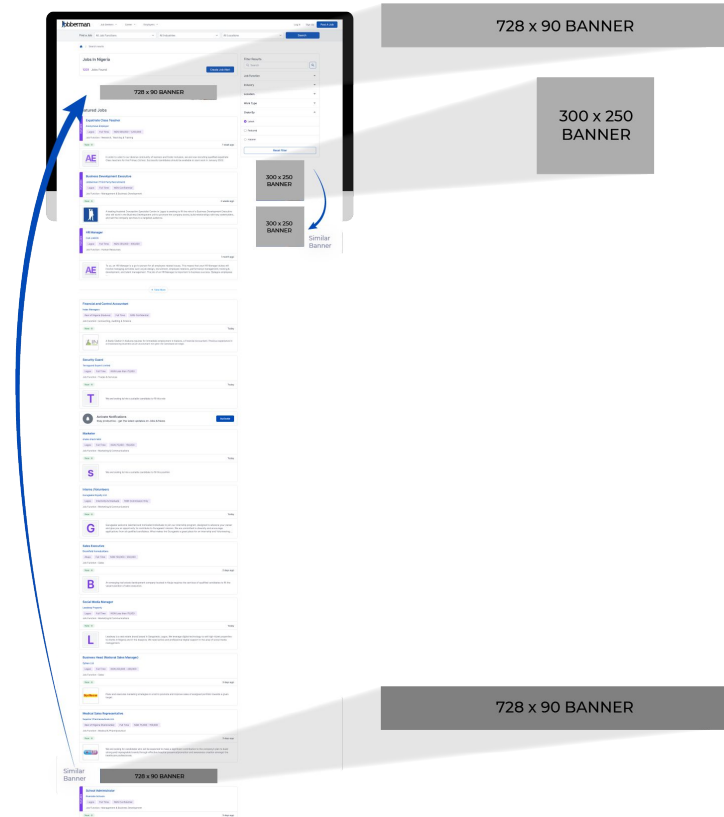
# Leaderboard Banner Costs (Mobile)



- ★ There are two banner slots available on the mobile homepage.



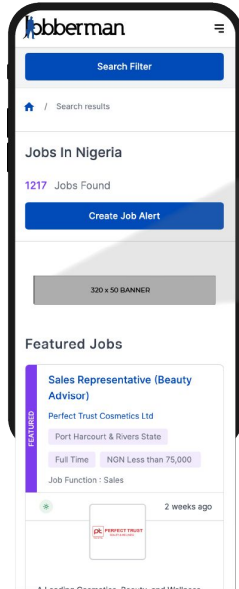
# Search Page Banner Costs (Desktop)



Top Package (728x90px)	₦ 400,000 per Month
Mid - Search Results (728x90px)	₦ 150,000 per Month
Side Package (300x250px)	₦ 200,000 per Month

★ The cost covers both desktop and mobile.

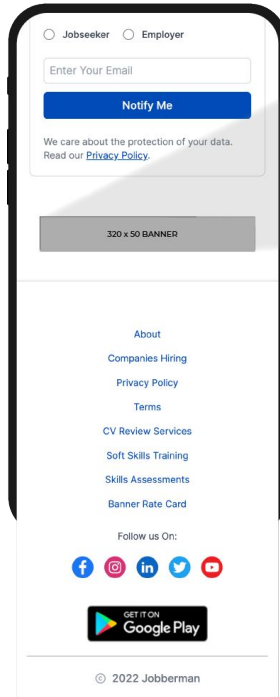
# Search Page Banner Costs (Mobile)



320 x 50 BANNER

- ★ There are **two banner slots** available on the mobile search page and they are only available when you purchase the 'Top & Mid Packages'.

# Listings Page Banner Costs (Mobile)



320 x 50 BANNER

- ★ There is one banner slot available on the mobile listing page.

# Dedicated Email Blast Costs



**Jobberman**

University of Suffolk

**ONLINE  
BRITISH  
DEGREES**

**BACHELOR'S  
£3,600\***

**MASTER'S  
£3,500**

\*PER YEAR (3 YEARS)

**Discover our Bachelor's and Master's Degrees**

- LLB (Hons) Law\*
- BA (Hons) Business Management\*
- BSc (Hons) Computing\*
- BSc (Hons) International Nursing [Progression Route]
- Master of Business Administration
- MSc Public Health

\*Subject to Validation

**Join an online British Bachelor's or Master's degree and pay a fraction of the price. Only £3,600 per year.**

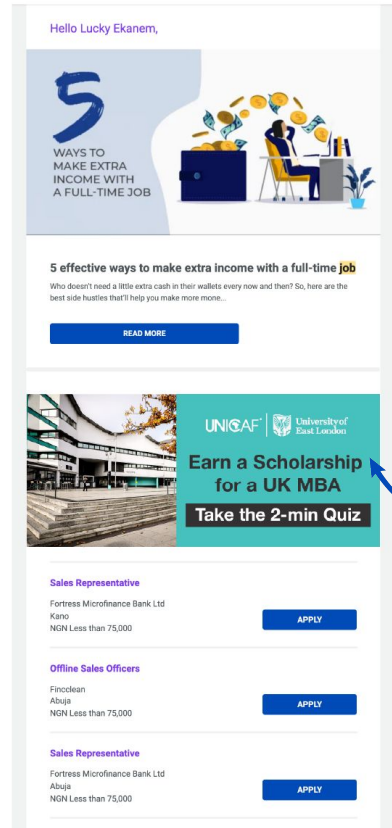
Dedicated  
Communication

Cost

**₦ 600,000** per Blast/Send

- ★ 1 dedicated & customised email to our full database.

# Email Banner Ad Costs



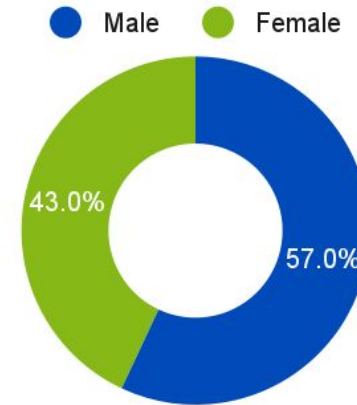
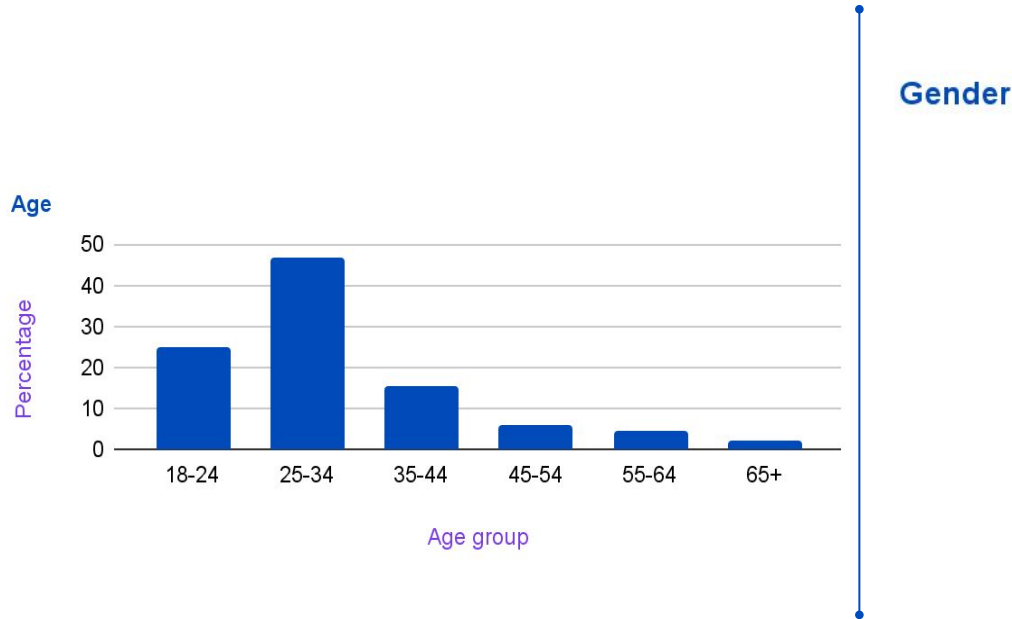
Dedicated  
Communication

Cost

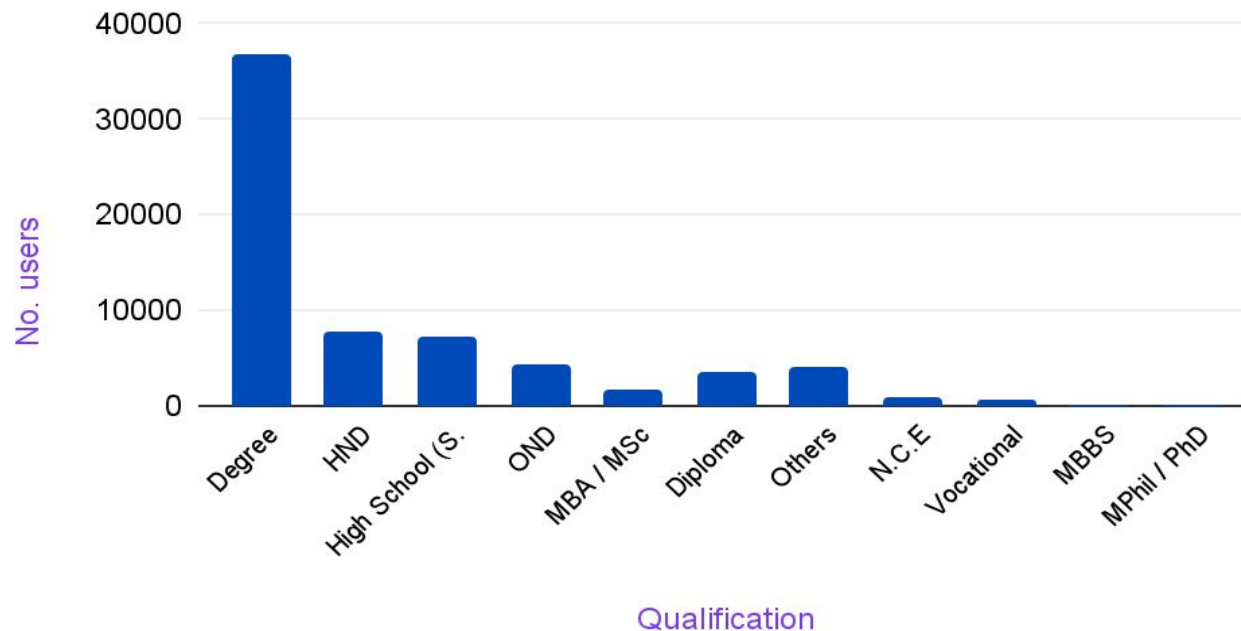
₦ 200,000 per Banner

- ★ We include an Email banner in our weekly emails. Two slots are available per week

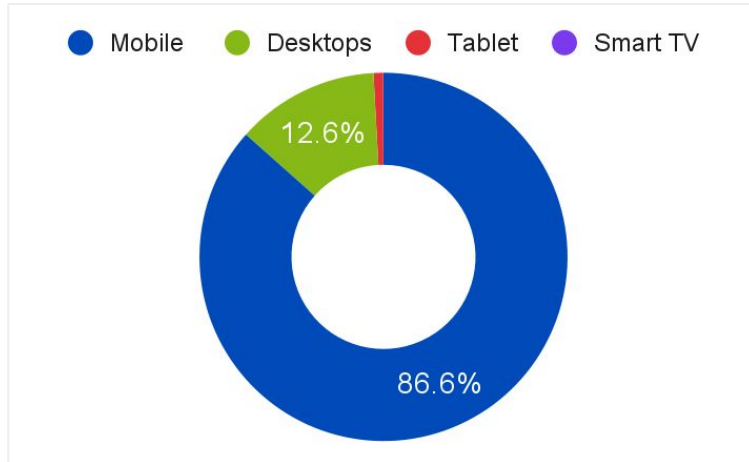
# Sessions - By Age & Gender



# Education Level



# Device Usage

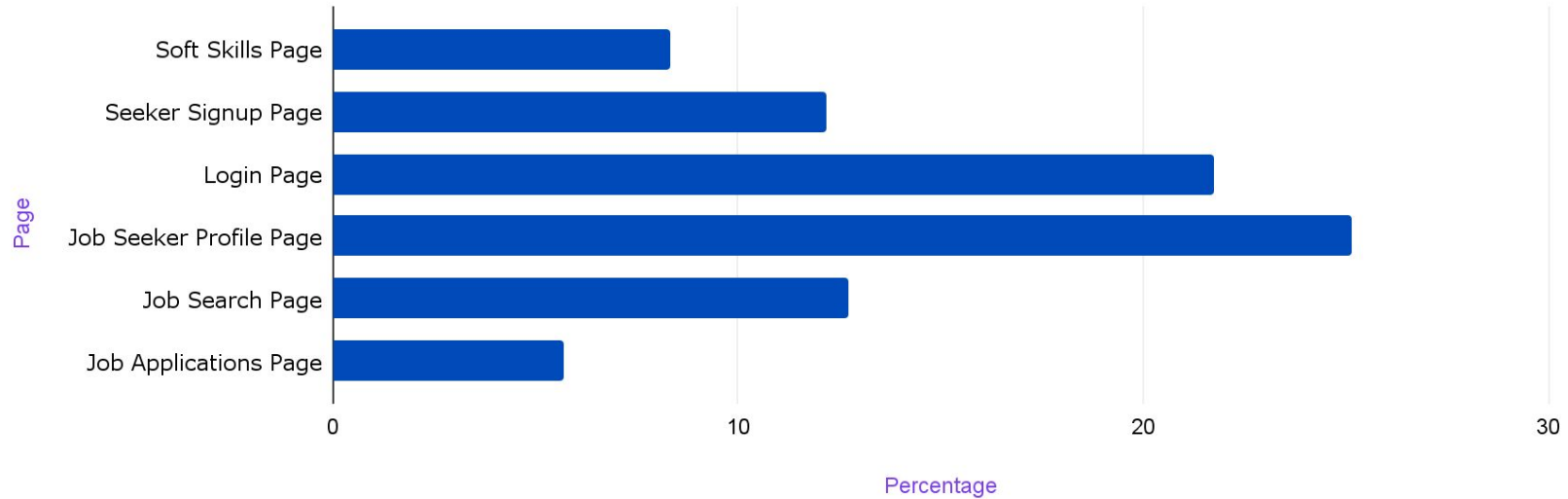


Device Category	Session
Mobile	3.1M
Desktop	458K
Tablet	31K
Smart TV	0.9K

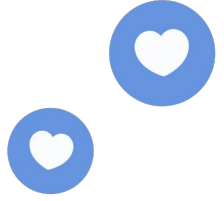
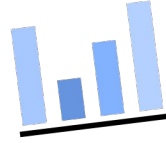
★ We have a higher mobile usage audience.



# Top Consumed Content



★ These are the top pages consumed by our users.



**THANK  
YOU**





If you would like to partner  
with us on our mission,  
you can reach us at:



[info@jobberman.com](mailto:info@jobberman.com)



[www.jobberman.com](http://www.jobberman.com)



Jobberman Nigeria

To contact our brands:

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+234 708 064 0600

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Apex Square, First floor No. 6  
Motorway, Extension Dzorwulu, Accra

**KENYA**

+254 703 026 000

6th Floor, West End Towers, along  
Waiyaki Way, Westlands, Nairobi.

**UGANDA**

+256 200 412 700

Plot 25A Baskerville Ave, Kampala