Nigerian Media Landscape Template for Businesses

1. Business Information

- **Company Name:** _____
- **Industry:** _____
- **Target Audience:** (e.g., age group, gender, location, income level) _____
- **Marketing Goals:** (e.g., brand awareness, sales increase, product launch) _____

2. Audience Analysis

- **Demographic Details:** (e.g., urban/rural, interests, buying habits)
- **Preferred Media Channels:** (e.g., social media, TV, radio, newspapers)

3. Media Platforms

Television

- **Best for:** High visibility, mass reach (general audience, product ads)
- **Recommended Channels:**
    - NTA (National): Broad reach, older audience
    - Channels TV (National): News-focused, professional audience
    - TVC (National): Entertainment/news mix
- **Budget:** _____
- **Duration of Campaign:** _____

Radio

- **Best for:** Reaching diverse, local/regional audiences
- **Recommended Stations:**
    - Wazobia FM (Pidgin English, youth)
    - Cool FM (Urban, younger audience)

- ○ Beat FM (Music lovers)
- **Budget:** _____
- **Duration of Campaign:** _____

Newspapers

- **Best for:** Reaching professional or older audiences
- **Recommended Papers:**
  - ○ The Punch: General news, wide reach
  - ○ Vanguard: Politics, business
  - ○ ThisDay: Business and corporate
- **Budget:** _____
- **Duration of Campaign:** _____

---

4. Digital Platforms

Social Media

- **Best for:** Targeted advertising, younger and middle-aged audiences
- **Recommended Platforms:**
  - ○ Instagram: Visual content, fashion, lifestyle
  - ○ Twitter: Political, tech-savvy, younger audiences
  - ○ Facebook: Broad reach, all age groups
- **Budget:** _____
- **Duration of Campaign:** _____

Online News Portals

- **Best for:** Reaching a tech-savvy, urban audience
- **Recommended Portals:**
  - ○ Pulse.ng (Entertainment)
  - ○ Legit.ng (General news)
  - ○ TheCable.ng (Political, business)
- **Budget:** _____
- **Duration of Campaign:** _____

---

5. Outdoor Advertising

- **Best for:** High traffic areas, outdoor branding
- **Locations:** _____ (e.g., Lagos, Abuja, Port Harcourt)
- **Budget:** _____
- **Duration of Campaign:** _____

6. Campaign Calendar

Platform	Start Date	End Date	Budget
Television			
Radio			
Newspapers			
Social Media			
Outdoor			

7. Key Performance Indicators (KPIs)

- **TV/Radio Reach: _____**
- **Digital Engagement (e.g., clicks, likes): _____**
- **Conversions/Sales: _____**
- **Brand Awareness Metrics: _____**

8. Post-Campaign Analysis

- **What worked well: _____**
- **Areas for improvement: _____**
- **ROI: _____**