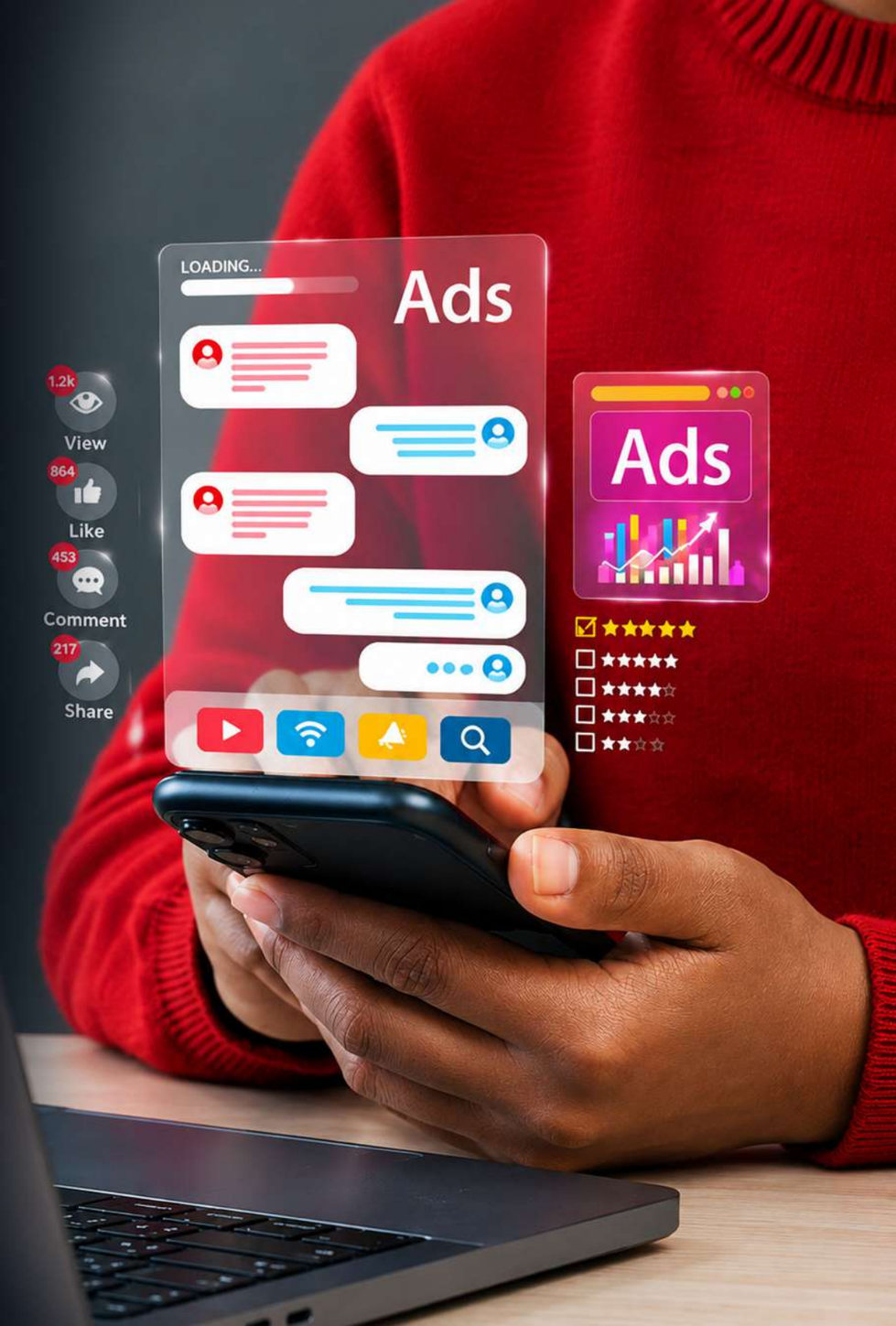
Betaminds
AFRICA
....community for creative professionals

ADS CAMPAIGN PLACEMENT



Betaminds
AFRICA
....community for creative professionals

Put Your Brand in Front of the Right Audience.

Advertising is more than putting money behind a post.

A successful campaign requires the right platform, audience, creative direction, campaign objective, budget allocation, monitoring, and continuous optimization.

At Betaminds Africa, we manage your ad placement as part of a broader digital growth strategy—helping your business reach the people most relevant to what you sell and what you want to achieve.



OUR CAMPAIGN PLACEMENT PACKAGES

1. ESSENTIAL - ~~₦150,000~~

For businesses looking to launch a focused digital advertising campaign.

Includes:
1. Campaign strategy
2. Campaign setup
3. Audience targeting
4. Ad placement
5. Campaign monitoring
6. Performance tracking
7. Campaign report

Campaign Duration: Up to 30 days

2. GROWTH - ~~₦300,000~~

For businesses looking to reach a broader audience and run a more structured advertising campaign.

Includes:
1. Campaign strategy
2. Platform recommendation
3. Audience research & targeting
4. Campaign setup
5. Multiple ad placements
6. Creative testing
7. Campaign monitoring
8. Performance optimization
9. Performance report

Campaign Duration: Up to 30 days

3. SCALE - ~~₦500,000~~

For established businesses seeking a more comprehensive advertising campaign with ongoing optimization.

Includes:
1. Comprehensive campaign strategy
2. Platform & audience planning
3. Campaign setup
4. Multiple campaign placements
5. Audience segmentation
6. Creative testing
7. Campaign monitoring
8. Continuous optimization
9. Performance analytics
10. Detailed campaign report
11. Strategy review

Campaign Duration: Up to 30 days

AD SPEND FOR ALL PACKAGES: Client Funded and Seperate

IMPORTANT

Our campaign placement fee covers the **strategy, setup, management, monitoring, optimization, and reporting** of your advertising campaign.

Advertising/media spend is separate.



The platform and advertising budget will be recommended based on your:

1. Business objective
2. Industry
3. Target audience
4. Geographic market
5. Campaign goal
6. Product/service
7. Available marketing budget
8. Not every business needs to advertise on every platform.

We determine the appropriate platforms and campaign structure based on your business.

PLATFORMS

Depending on your business and campaign objective, advertising may be deployed across relevant digital platforms, including:

Meta | Google | LinkedIn | TikTok | X

Final platform selection is determined during the campaign planning process.



BEFORE WE BEGIN

We don't believe in selling you an advertising package simply because you have a budget.
We first need to understand what you're trying to achieve.



BOOK A DISCOVERY CALL

Tell us about your business, your objective, your audience and your marketing goals.

We'll assess your requirements and recommend the appropriate campaign structure, platforms and investment.

KINDLY NOTE: Package pricing covers Betaminds Africa's campaign placement and management fee. Advertising spend paid to the selected advertising platforms is not included.

Campaigns requiring extensive creative production, commercial production, additional landing-page development, or other services will be scoped and quoted separately.



Betaminds
AFRICA
....community for creative professionals

THANK YOU

