



A VIRELLE CREATIVES PUBLICATION

Marketing 101 for Newbies

"Marketing is Too Easy" 😊

The no-fluff, no-jargon guide to understanding marketing from scratch, digital marketing, campaign management, brand strategy, and how to run marketing projects like a pro.

20

CHAPTERS

4

REAL BRIEFS

50+

TOOLS LISTED

∞

VALUE

Start Reading →

VA

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Why I wrote this book

I still remember the first campaign brief someone handed me. I read it three times and understood almost none of it. Not because I was slow, but because marketing had been explained to me in a language built to impress boardrooms instead of teaching people. I sat with that feeling of being on the outside of something I badly wanted to be good at, and I promised myself that if I ever learned this properly, I would explain it the way I wished someone had explained it to me.

This is that book. Marketing is not a secret society, and it is not maths you need permission to attempt. It is one of the most human things a business can do: understand a person, say something true to them, and say it where they are actually listening. Once you see it that way, the fear goes and the fun starts. And it is fun. There is nothing quite like watching an idea you wrote on a Tuesday turn into a queue outside a store on Saturday.

My promise: by the last page, marketing will feel easy, fun, and yours.

So I wrote it with real cases and practical examples, most of them Nigerian brands you already know, because it is far easier to learn strategy from Indomie, Paystack, Chi Exotic and Konga than from a textbook set in a country you have never visited. You will read real campaign briefs, the kind that land on a marketer's desk on a Monday morning, and you will see exactly how a professional breaks them down. Every chapter closes with a quiz, so you always know whether it stuck.

It is for the enthusiast who keeps saving marketing posts and wondering where to begin. For the beginner who wants a real head start in their career, not vibes. For the founder or brand owner who wants to finally understand what their marketer is doing with their money. And for the experienced marketer who wants to dust off the fundamentals and remember why they fell in love with this work in the first place.

Read it in order the first time. After that, keep it close as the reference you reach for when a brief lands and the deadline is Friday. If one chapter here saves you one wasted campaign, or gives you the confidence to finally raise your hand in a strategy meeting, then it has done its job.

Victory Awani

Founder & Chief Marketing Officer, Virelle Creatives

So... What Even Is Marketing?

Before you can run campaigns, manage projects, or go viral on Instagram, you need to understand what marketing actually IS. Spoiler: it is not just posting on social media.

Let us start simple. Marketing is the process of getting people interested in your product or service. But it goes deeper than that. Marketing is everything from understanding who your customers are, to figuring out how to reach them, to making them fall in love with your brand so much they tell their friends.

THE REAL DEFINITION

Marketing is the art and science of connecting the right message to the right person at the right time through the right channel. Get all four right, and money follows.

| Why Marketing Matters

Think about this: You could have the best jollof rice in Lagos, but if nobody knows about it, you are cooking for yourself. Marketing is the bridge between your product and your customer's wallet. Without it, even the most brilliant product dies in silence.



Without Marketing

You have the best jollof rice. You cooked it perfectly. You eat it alone. Nobody buys. Business dies.



With Marketing

You have the best jollof rice. You told 10,000 people about it with photos, a story, and the right message. You are booked out for 3 months.

| The 4 Ps of Marketing (The Marketing Mix)

Every marketing strategy since the 1960s is built on these four fundamentals. Think of them as the foundation of your marketing house.



Product

What are you selling? What problem does it solve? What makes it unique? Example: Paystack sells seamless online payment processing for African businesses.



Price

How much does it cost? Is it premium, budget, or freemium? Example: Apple prices iPhones as luxury items to signal quality and exclusivity.



Place

Where can people buy it? Online, in a store, via agents? Example: Jumia sells through its app, website, and physical pickup stations.



Promotion

How do you tell people about it? Ads, social media, word of mouth? Example: MTN uses TV ads, billboards, influencers, and data bundle promos.

💡 **PRO NUGGET**

The 4 Ps were later expanded to 7 Ps, adding People (your team and customer service), Process (how you deliver your product), and Physical Evidence (tangible proof of your brand, receipts, packaging, storefronts). Modern marketers use all 7.

| Types of Marketing (Big Picture)



Traditional

TV, radio, billboards, newspapers, flyers



Digital

Social media, SEO, email, paid ads, content



360°

A mix of traditional + digital, covering every touchpoint



Relationship

Building long-term loyalty, CRM, loyalty programs



Inbound

Drawing customers in with valuable content



Outbound

Pushing messages out (cold calls, ads, direct mail)



QUIZ TIME

Quick Check: Which of the 4 Ps is about HOW you communicate your product to customers?



Try to answer first before peeking at the answer below...

A Product

B Price

C Place

D Promotion

Answer: see the Answer Key at the back of the book.

◆ Chapter 1 Takeaways

- ✓ Marketing connects your product to the people who need it
- ✓ The 4 Ps (Product, Price, Place, Promotion) are the foundation of every strategy
- ✓ Marketing is not just social media, it includes everything from pricing to packaging
- ✓ Without marketing, even great products fail

Traditional vs Digital Marketing

Before Instagram existed, brands still made billions. Traditional marketing is how they did it. Digital changed the game, but traditional never left.

I Traditional Marketing

Traditional marketing uses offline channels to reach audiences. It has been the backbone of brand-building for decades, and for good reason. It works.



Television

Guinness "Michael Power" ads. Cowbell TV jingles. Airtel connecting families.



Radio

Cool FM, Wazobia FM jingles. Radio reaches 70%+ of Nigerian adults daily.



Billboards

That massive GTBank sign on Third Mainland Bridge. Dangote Cement on highways.



Newspapers

The Punch, Guardian classifieds. Still powerful for B2B and government.



Direct Mail

Physical letters, catalogues, flyers delivered to homes.



Events

Trade shows, road shows, experiential marketing activations.

| Digital Marketing

Digital marketing uses online channels to reach people where they actually spend their time, on their phones, laptops, and tablets.



Social Media

Instagram, Twitter/X, TikTok, Facebook, LinkedIn. Where attention lives.



SEO

Ranking on Google so customers find you without you paying for every click.



Email Marketing

Newsletters, promos, automations direct to the inbox.



Paid Ads

Google Ads, Meta Ads, TikTok Ads. Pay to reach targeted people instantly.



Content Marketing

Blogs, videos, podcasts, infographics that attract and educate.



Influencer

Partnering with creators who have your target audience's trust.

| The Big Comparison

Feature	Traditional Marketing	Digital Marketing
Reach	Local to national (broad)	Local to global (targeted)
Cost	High (TV, billboards = millions)	Can start with ₦5,000 budget
Measurability	Hard to measure precisely	Real-time data and analytics
Speed	Takes weeks/months to launch	Can launch in hours
Engagement	One-way (you talk, they listen)	Two-way (likes, comments, DMs)
Targeting	Mass audience	Laser-targeted by age, interest, location
Trust	High (TV/radio seen as credible)	Growing (depends on brand)
Best For	Mass awareness, big brands	Lead gen, conversions, startups

| Real Brand Examples



Indomie Nigeria

Traditional: Iconic "Mama loves Indomie" TV jingle that every 90s kid memorized.
Digital: TikTok campaigns, influencer meal preps, Instagram recipe contests.
Both work perfectly together.



Nescafé

Traditional: Morning TV ads showing the warm cup ritual. Digital: #NescaféMorning challenge on TikTok, influencer lifestyle content. Traditional builds emotion, digital builds habit.



Konga

Traditional: Radio ads, newspaper deals during Black Friday. Digital: Google Shopping ads, email blasts, social media countdown deals. Konga uses both to dominate every channel.



Spotify

Traditional: City-wide billboards with funny user data ("You listened to Sad Songs 73 times in December"). Digital: Personalized app notifications, social sharing cards, influencer playlists.

WHEN TO USE WHICH?

Use Traditional when: you are a big brand, want mass awareness, targeting older demographics, or doing event activations.

Use Digital when: you have limited budget, need trackable results, want targeted reach, or are a new business.

Use BOTH when: you have the budget and want full market domination, this is called 360° Marketing.

QUIZ TIME

A new Lagos-based fintech startup with ₦500,000 marketing budget wants to acquire their first 1,000 customers. Which marketing approach should they prioritize?

 Think about budget, speed, and targeting before answering...

A

Buy a billboard on the Lekki-Epe Expressway

B

Run targeted Meta Ads + content marketing + email collection

C

Air a TV commercial on NTA

D

Distribute flyers at Mile 2 motor park

Answer: see the Answer Key at the back of the book.

Know Your Target Audience

Marketing to "everyone" is marketing to no one. The most powerful thing in marketing is knowing EXACTLY who you are talking to. This chapter is arguably the most important in the whole book.

🔑 THE GOLDEN RULE

If you try to appeal to everyone, you will appeal to no one. The riches are in the niches. The more specific you are about who your audience is, the more effectively your marketing will convert.

| What is a Target Audience?

Your target audience is the specific group of people most likely to want, need, and buy your product or service. They share common characteristics: demographics, interests, behaviors, problems, and goals.

| How to Define Your Target Audience

1

Demographics

Age, gender, location, income level, education, occupation. Example: Women aged 25–40 in Lagos who earn ₦300k+ monthly and work in corporate settings.

2

Psychographics

Values, interests, lifestyle, personality, opinions. Example: She values convenience, loves skincare, cares about ingredients, follows lifestyle influencers.

3

Behavioral Traits

How they buy, how often, what triggers them. Example: She researches online before buying, reads reviews, loyal to brands she trusts, shops during lunch breaks.

4

Pain Points

What problem does she have that your product solves? Example: She struggles to find skincare products formulated for deep melanin skin that do not bleach.

5

Where She Hangs Out

Which platforms? Which media? Example: Instagram, Twitter, LinkedIn, listens to The Middle podcast, shops on Flutterwave-powered stores.

Building a Customer Persona

A customer persona (also called a buyer persona or avatar) is a semi-fictional representation of your ideal customer. Here is an example:



Persona: "Corporate Chichi"

B2C PERSONA

NAME

Chidinma "Chichi" Okonkwo

AGE & LOCATION

28, Victoria Island, Lagos

JOB

Senior Marketing Associate at a bank

INCOME

₦450,000/month

GOALS

Look put-together at work, maintain healthy skin, eventually start her own business

PAIN POINTS

No time to research products, frustrated by brands that do not represent her skin tone, tired of hyped products that do not deliver

CHANNELS

Instagram (1hr/day), Twitter (30 mins), YouTube skincare reviews on weekends

BUYS WHEN

She sees real reviews from people who look like her, gets a promo code from an influencer she trusts

Audience Segmentation

Large brands do not have just one audience, they have multiple segments. Segmentation means breaking your broad audience into smaller, more specific groups.

**Geographic Segmentation**

Lagos vs Abuja vs Kano vs London.
Same product, different messaging.
Konga's Black Friday ads are different for different cities.

**Demographic Segmentation**

Age groups, gender, income levels.
Netflix shows different content thumbnails to different age groups, same platform, different face.



Psychographic Segmentation

Values and lifestyle. Nike has segments: serious athletes, casual gym-goers, fashionistas who wear Nikes for style.



Behavioral Segmentation

Buying habits, brand loyalty, usage rate. Airtime buyers get different ads from data bundle buyers on MTN's platform.

QUIZ TIME

You are launching a premium co-working space in Lekki.
Which of these is the BEST defined target audience?

 *Be specific, the best marketing is specific...*

- A** Young people who like to work
- B** Entrepreneurs and freelancers in Lagos
- C** Remote-working professionals and freelancers aged 24–38 in Lekki/VI earning ₦200k+/month who value community and professional environments
- D** Anyone who needs a desk and WiFi

Answer: see the Answer Key at the back of the book.



B2B vs B2C Marketing

Two businesses can sell the exact same product and need completely different marketing strategies. Why? Because B2B and B2C buyers think and behave VERY differently.



B2B, Business to Business

You sell to other businesses. Your customer is a company, a purchasing manager, or a CEO. Logic-driven. Example: Paystack sells its payment gateway to Konga, Flutterwave, and thousands of other businesses.



B2C, Business to Consumer

You sell directly to individual people. Your customer is a human being with emotions, FOMO, and a credit card. Emotion-driven. Example: Zara sells clothes to you, the person. Not companies.

| Key Differences

Factor	B2B	B2C
Decision Maker	Multiple stakeholders (CEO, procurement, finance team)	Usually one person (the buyer)
Decision Time	Weeks to months (long sales cycle)	Minutes to days (impulse or research-based)
Motivation	ROI, efficiency, risk reduction, contracts	Desire, status, convenience, price, emotion
Content	White papers, case studies, webinars, LinkedIn	Reels, influencers, promos, UGC, reviews
Relationship	Long-term partnerships, account managers	Transactional, loyalty programs
Language	Professional, data-driven, formal	Casual, emotional, aspirational
Best Channels	LinkedIn, email, events, cold outreach, Google Search	Instagram, TikTok, YouTube, Meta Ads, WhatsApp
Nigerian Example	Flutterwave → sells to fintechs, banks, platforms	PiggyVest → sells savings to individuals

♥ THE EMOTIONAL VS LOGICAL BUYER

In B2C, someone sees a beautiful Instagram ad for a handbag and buys it because it makes them feel something. In B2B, a procurement manager needs 3 quotes, board approval, a contract review, and an ROI presentation before saying yes. Market to feelings for B2C, market to logic for B2B, but remember, both are still humans.

 QUIZ TIME

**Oracle Nigeria sells enterprise software to banks and telecoms companies.
Cowbell sells flavoured milk to Nigerian families. Which is B2B and which is B2C?**

 *This one is straightforward, do not overthink it!*

A Oracle = B2B, Cowbell = B2C

B Oracle = B2C, Cowbell = B2B

C Both are B2B

D Both are B2C

Answer: see the Answer Key at the back of the book.



360° Marketing

What happens when you take every marketing channel available and activate them all simultaneously with one consistent message? Magic. That is 360° marketing.

360° marketing is the practice of creating a unified brand presence across ALL touchpoints, online and offline. Your customer sees you on TV, hears you on the radio, scrolls past your ad on Instagram, gets your email, walks past your billboard, and gets a flyer at an event. Every touchpoint reinforces the same message.



THINK OF IT LIKE SURROUND SOUND

360° marketing is like surrounding your customer with your brand from every direction. No matter where they turn, they encounter you. This builds massive brand awareness and trust, it makes you feel EVERYWHERE.

| The 360° Wheel: Every Channel, One Message



Social Media

Daily presence, community, culture-speed reactions



Email Marketing

Owned audience, nurture, direct offers



TV & Radio

Mass reach, emotional storytelling, credibility



Paid Ads

Targeted reach and measurable conversions



Events & Activations

Live brand experiences people remember



SEO & Content

Long-term organic discovery



Outdoor

Billboards and transit, presence in the city



Influencers

Borrowed trust from creators your audience follows

| Real Example: Gulder Beer "The Last Man Standing"

Nigerian Breweries' Gulder ran a masterclass in 360° marketing: TV ads, radio jingles, outdoor billboards, event sponsorships, brand ambassadors, in-store promotions, and social media all activating the same "rugged masculinity" message. That is 360°. The message was everywhere, all at once, all saying the same thing.

💡 PRO NUGGET

360° marketing does not mean doing everything randomly. It means having ONE central campaign idea or message, then adapting it intelligently for EACH channel while keeping the core message consistent. The billboard should feel like the same campaign as the TikTok video.



QUIZ TIME

A food brand launches a new product. They post on Instagram, run TV ads, sponsor a food festival, send email newsletters, AND put up billboards in Lagos. This is an example of?



You literally just read about this...

A

Influencer Marketing

B

B2B Marketing

C

360° Marketing

D

Content Marketing

Answer: see the Answer Key at the back of the book.



Influencer Marketing

People trust people more than they trust brands. That is the entire psychology behind influencer marketing, and it is why brands are spending billions on it.

Influencer marketing is the practice of partnering with people who have an engaged, trusting audience to promote your brand, product, or service. The keyword is engaged. A million followers who do not care is worth less than 10,000 followers who hang on every word.

| Types of Influencers by Size



Mega Influencers (1M+)

Celebrities and super-creators. Davido, Wizkid, Tobi Bakre. Massive reach but lower engagement rates and VERY expensive. Best for brand awareness campaigns.



Macro Influencers (100k–1M)

Fashion bloggers, lifestyle vloggers, major content creators. Sisi Yemmie, Toke Makinwa. Wide reach with decent engagement. Good for product launches.



Micro Influencers (10k–100k)

Niche creators with highly engaged communities. The best ROI in influencer marketing. A Lagos foodie with 25k followers can drive more sales than a celebrity.



Nano Influencers (1k–10k)

Everyday people with small but deeply loyal followings. Hyper-targeted, ultra-authentic, cheapest to work with. Often yield the highest conversion rates.

| Nigerian vs Global Examples

Brand	Influencer Type	What They Did
Pepsi Nigeria 🇳🇬	Mega (Wizkid)	Brand ambassador deal, Pepsi logo on concert tours, exclusive content
Konga 🇳🇬	Micro + Nano	Hundreds of micro influencers posting unboxing videos during Black Friday
GTBank 🇳🇬	Macro	Influencer coverage of food/fashion festivals they sponsor
Fenty Beauty 🌐	Micro globally	Sent products to thousands of micro influencers across 190 countries for launch
Duolingo 🌐	Their OWN account	Made their brand its own influencer with chaotic TikTok content. Genius.

HOW TO RUN AN INFLUENCER CAMPAIGN

1. Define your goal (awareness, conversions, content creation)
2. Find influencers whose audience MATCHES your target customer (not just follower count)
3. Vet their engagement rate (aim for 3%+ for macro, 6%+ for micro)
4. Brief them clearly but give creative freedom
5. Track results: reach, engagement, clicks, promo code usage, conversions

QUIZ TIME

A new Nigerian skincare brand with a ₦300k influencer budget wants to drive actual SALES. Which strategy is smarter?

 Think about ROI, not just impressions...

- A** Spend all ₦300k on one post from a mega influencer with 2M followers
- B** Partner with 15–20 beauty micro influencers (20k–80k followers) who love skincare
- C** Reach out to Davido and offer free products
- D** Run influencer campaigns on Twitter only

Answer: see the Answer Key at the back of the book.

Email Marketing

Email is the original digital marketing channel, and it still delivers the highest ROI of any digital tactic. For every \$1 spent on email marketing, brands earn \$36 on average.

Email marketing is the practice of sending targeted, personalised messages directly to a subscriber's inbox. Unlike social media (where algorithms decide who sees your post), email goes DIRECTLY to the person. It is the most owned channel you have.



Welcome Series

Automated emails when someone signs up. First impressions matter. PiggyVest sends a warm onboarding series showing users how to save.



Newsletters

Regular value-packed content. Keeps your brand top-of-mind. TechCabal's daily newsletter is a masterclass in B2B email marketing.



Promotional

Sales, discounts, launches. Konga's Black Friday email blasts. Time-sensitive offers with clear CTAs.



Drip Campaigns

Automated sequences over time. Day 1, Day 3, Day 7 emails nurturing a lead toward purchase.



Abandoned Cart

Automated emails when someone adds to cart but does not buy. Recovers lost revenue automatically.



Transactional

Receipts, confirmations, password resets. Not sexy but critical. Always read by customers.

| Email Marketing Tools



Mailchimp



Klaviyo



Brevo (Sendinblue)



ActiveCampaign



HubSpot



ConvertKit

| What Makes a Great Marketing Email?

1

Subject Line That Gets Opened

This is make-or-break. "\$5,000 inside your account" beats "Our Monthly Newsletter" every time. Keep it short, curious, or value-driven.

2

Personalization

"Hi Chidi" performs better than "Hi Customer". Use first names, purchase history, and location data to make emails feel personal.

3

One Clear CTA

One email = one goal. Do not ask readers to buy, follow, share, and refer all in one email. Pick one action and drive toward it.

4

Mobile-First Design

60%+ of emails are opened on phones. If it looks bad on mobile, it fails.

5

Value First, Sell Second

Give tips, insights, stories. Then make your pitch. Earn the right to sell.

 QUIZ TIME

Which email subject line is most likely to get opened?

 Think about what would make YOU open an email...

- A** "Our January Newsletter is Here!"
- B** "Important Information About Your Account"
- C** "Emeka, your ₦2,500 discount expires tonight 🕒"
- D** "February Promotions from Konga"

Answer: see the Answer Key at the back of the book.



Paid Ads Marketing

Paid advertising is the fastest way to get your product in front of a specific audience. Master it and you have a money-printing machine. Get it wrong and you will burn cash quickly.



Meta Ads (Facebook & Instagram)

The king of social advertising. Hyper-precise targeting by age, gender, interest, behavior, location. Best for B2C, e-commerce, lead generation. Used by virtually every Nigerian brand online.



Google Ads

Show up when people SEARCH for what you sell. Intent-based targeting = high conversion. Best for service businesses, B2B, and people who need things NOW.



TikTok Ads

Fastest-growing ad platform. Video-first. Massive with Gen Z. Fashion, beauty, food, entertainment brands are crushing it here in Nigeria.



LinkedIn Ads

The only platform to target by job title, industry, company size. Essential for B2B. More expensive but unmatched for business audiences.

| Key Paid Ads Concepts

What is CPM? (Cost Per Mille)

Cost per 1,000 impressions. You pay to show your ad 1,000 times regardless of clicks. Best for brand awareness campaigns. Example: You pay ₦2,000 for every 1,000 people who see your Cowbell Milk ad on Facebook.

What is CPC? (Cost Per Click)

You pay each time someone clicks your ad. Best for driving traffic to websites. Example: You spend ₦150 every time someone clicks your Paystack signup ad on Google.

What is CTR? (Click-Through Rate)

Percentage of people who saw your ad AND clicked it. $CTR = (Clicks \div Impressions) \times 100$. A 2% CTR is considered good. If your CTR is low, your creative or targeting needs work.

What is ROAS? (Return on Ad Spend)

Revenue earned for every ₦1 spent on ads. $ROAS = Revenue \div Ad\ Spend$. A ROAS of 4 means for every ₦100 you spent, you earned ₦400. Aim for 3x+ ROAS minimum for e-commerce.

What is Retargeting?

Showing ads to people who already visited your website or engaged with your content. They already showed interest, now you remind them to buy. Retargeting ads typically have 3–5x higher conversion rates than cold audiences.

 PRO NUGGET

The Funnel Approach to Paid Ads: Cold audience (never heard of you) → Warm audience (engaged with your content) → Hot audience (visited site or added to cart). Each layer needs different ad creative and messaging. Do not show a "BUY NOW" ad to someone who has never heard of you.



Social Media Marketing & Management

Social media is where brands come alive. It is not just posting pictures, it is building a community, starting conversations, and turning followers into loyal customers.

Platform Guide for Nigerian Brands

Platform	Best For	Content Type	Brands Crushing It
 Instagram	Fashion, beauty, food, lifestyle	Reels, Stories, Carousels	House of Lunette, Zaron Cosmetics
 Twitter/X	Finance, tech, conversations, PR	Threads, memes, real-time	GTBank, Cowrywise, Paystack
 TikTok	Food, fashion, entertainment, Gen Z	Short videos, trends, skits	Chicken Republic, Chi Juices
 LinkedIn	B2B, HR, professional services	Articles, thought leadership	Andela, Flutterwave, TeamApt
 Facebook	Community, events, older demos	Groups, ads, videos	Jumia, Konga, DSTV
 WhatsApp	Direct sales, customer service	Broadcasts, Status, Groups	Almost every Nigerian SME!

Social Media Management Tools



Buffer



Hootsuite



Later



Sprout Social



Metricool



Canva (Content)



Native Analytics



Notion (Planning)

What Social Media Management Actually Involves



Content Planning

Monthly content calendars, themes, campaign tie-ins, content pillars. Planning what to post and WHEN to post it.



Content Creation

Writing captions, designing graphics, shooting videos, editing Reels. Making content that stops the scroll.



Community Management

Responding to comments and DMs, managing mentions, handling complaints professionally, building relationships.



Analytics & Reporting

Tracking reach, engagement, follower growth, link clicks, conversions. Knowing what works and doubling down on it.



QUIZ TIME

A Nigerian tech startup wants to reach HR managers and CTOs at companies to sell their HR software. Which social media platform should they PRIORITIZE?



Remember: platform = where your TARGET AUDIENCE hangs out...

A TikTok

B Instagram

C LinkedIn

D WhatsApp Broadcast

Answer: see the Answer Key at the back of the book.

The Art of Copywriting

Words make money. Copywriting is the skill of writing words that persuade people to take action, buy, click, sign up, share. It is arguably the highest-leverage skill in marketing.

COPYWRITING VS CONTENT WRITING

Copywriting = persuasive writing designed to drive action (ads, sales pages, CTAs, email subject lines).

Content Writing = informative, educational writing that builds trust over time (blog posts, articles, social posts, newsletters).

Both matter. But copy sells directly. Content warms people up.

Legendary Copywriting Formulas



AIDA Formula

Attention → Interest → Desire → Action.

"Tired of expensive data bundles? (A)
MTN's new ₦500 plan gives you 5GB (I),
imagine browsing all week without worry
(D). Activate now! (A)"



PAS Formula

Problem → Agitate → Solution.

"Struggling to pay school fees? (P) It is
stressful watching deadlines pass while
money stays in a fixed account (A). With
Cowrywise Flex, withdraw anytime (S)."



BAB Formula

Before → After → Bridge. "Before: Your
skin struggles in harmattan. After:
Radiant, moisturized skin all season.
Bridge: SheaMoisture's Coconut
Oil Lotion."



4 U's Formula

Make it Useful, Urgent, Ultra-specific,
Unique. "Save 40% on ALL Jumia orders
(Useful) ONLY today (Urgent), 12 hours
left (Ultra-specific). Shop Nigeria's No. 1
marketplace (Unique)."

Copywriting Tips That Actually Work

- Write to ONE person, not a crowd. Imagine your ideal customer and write like you are talking to them directly.
- Benefits over features. Do not say "Our laptop has 32GB RAM." Say "Never wait for your computer to load again."
- Use numbers and specificity. "Save time" is weak. "Save 3 hours every week" is powerful.
- Your headline is 80% of the work. 8 out of 10 people read headlines but only 2 out of 10 read the body. Make the headline irresistible.

- End with a clear CTA. Tell people EXACTLY what to do: "Click here", "Shop now", "Sign up free".

Content Marketing

Content marketing is playing the long game. Instead of interrupting people with ads, you create valuable content that draws them to you naturally. It is how brands become trusted authorities.

Content marketing means creating and distributing valuable, relevant content to attract and retain a clearly defined audience, and ultimately drive profitable customer action.



Blog Posts

SEO-driven articles that attract search traffic. Paystack's blog on "How to accept payments online" brings thousands of merchants to their platform organically.



Video Content

YouTube tutorials, TikTok explainers, Reels. Cowrywise's financial education videos build trust while acquiring customers.



Podcasts

Long-form trust-building. TechCabal's podcast positions them as the authority in African tech journalism.



Infographics

Visual data storytelling. Shareable, educational, great for social media. Works especially well for finance and tech brands.



Ebooks & Guides

In-depth resources exchanged for email addresses. "The Complete Guide to Starting a Business in Nigeria" as a lead magnet.



Case Studies

Real stories of how your product helped clients. The most powerful B2B content. Shows proof, not promises.



PRO NUGGET

Content Marketing Mastery: The brands winning at content marketing in Nigeria are Paystack (payment education), Flutterwave (developer content), PiggyVest (financial tips), and TechCabal (tech news). They give so much free value that readers WANT to become customers. That is the play.

Getting & Breaking Down a Campaign Brief

A campaign brief is the bible of any marketing project. It is the document that aligns everyone, client, creative team, media buyers, and project manager, on what needs to happen, why, how, and when.

When you receive a brief as a marketer or project manager, you do not just start executing. You interrogate the brief. You ask questions. You research. You identify gaps. Then you build a strategy from it.

How to Break Down a Brief

1

Understand the Business Problem

What business challenge is this campaign solving? Low sales? Poor brand awareness? New product launch? The brief answers WHY the campaign exists.

2

Define the Objective Clearly

Is the goal awareness, engagement, leads, or sales? Ambiguous goals = failed campaigns. Push for measurable objectives like "Generate 500 leads in 30 days".

3

Research the Target Audience

Who exactly are we talking to? Go beyond the brief. Research their online behavior, pain points, language, platforms, buying triggers.

4

Audit the Brand Guidelines

What can and cannot you say? What visual identity must be maintained? Colors, fonts, tone of voice, messaging dos and don'ts.

5

Define the Key Message

What is THE central thing you want the audience to feel, believe, or do after seeing this campaign? One core message, executed across all channels.

6

Plan Channels & Tactics

Based on target audience and objectives, choose the right mix: social media, paid ads, email, PR, events, influencers, outdoor, radio?

7

Set Budget & Timeline

Break the budget by channel. Set realistic timelines with milestones: brief date, concept approval, production, go-live, review dates.

8

Define KPIs & Success Metrics

How will we know this campaign worked? Specify measurable KPIs before the campaign starts, not after.

Real Campaign Briefs, Let's Get Into It!

Here are four real-world style campaign briefs. Two B2B, two B2C. Read them carefully, and note how differently each one needs to be approached.

**Brief #1: Paystack, Developer Acquisition Campaign**

B2B

BRAND

Paystack (Nigeria's leading payment gateway, owned by Stripe)

OBJECTIVE

Increase the number of registered developers integrating Paystack's API by 40% in Q1. Target 10,000 new developer sign-ups.

TARGET AUDIENCE	Software developers aged 22–35 in Nigeria and Ghana. They work at startups, as freelancers, or at mid-size tech companies. They value clean documentation, developer community, and quick integration.
KEY MESSAGE	"Paystack is built for developers, by developers. The fastest way to add payments to any product."
CHANNELS	LinkedIn Ads, Google Search Ads (targeting "payment API Nigeria"), Twitter/X developer community, GitHub sponsorship, tech newsletter sponsorships (TechCabal, Techpoint), developer webinars, hackathon sponsorships
BUDGET	₦8,000,000 (\$10,000 USD equivalent)
TIMELINE	8 weeks (January – February)
KPIS	New API signups, webinar attendance, LinkedIn click-through rate, cost per signup, documentation page visits
TONE	Technical but friendly. Smart, not corporate. Peers talking to peers.

HOW WE'D HANDLE THIS BRIEF

Research: Survey existing developers. Find their watering holes (communities, forums, Slack groups). Check what Stripe does globally.

Strategy: Lead with a free developer challenge + hackathon. Create video tutorials showing integrations in 15 minutes. Sponsor dev newsletters. Run LinkedIn Sponsored Content with technical copy.

Creative: Code snippets as ad creative. "Integrate payments in 14 lines of code" as headline. Authenticity, developers hate hype.



Brief #2: Interswitch, B2B PoS Solution for SMEs (Operation: Corner Shop Must Accept Card 🤔)

B2B

BRAND	Interswitch (African fintech giant, TransAct, Quickteller, Verve)
OBJECTIVE	Sign up 5,000 new SME businesses onto Interswitch's PoS terminal service in Lagos, Abuja, and Port Harcourt within 12 weeks.
TARGET AUDIENCE	Small business owners: shop owners, restaurant managers, boutique owners, pharmacists aged 30–55. They have heard of PoS but have concerns about cost, reliability, and complexity. They are on WhatsApp constantly and make decisions based on peer recommendations.
KEY MESSAGE	"Never lose a customer because you do not accept card. Interswitch PoS, set up in 24 hours."
CHANNELS	WhatsApp marketing (broadcast lists through agent networks), Facebook Ads targeting business owners, radio ads on local stations (Wazobia FM, Naija FM), field sales agents in markets (Balogun, Wuse, Mile 1), SMS campaigns, local business association partnerships
BUDGET	₦15,000,000
TIMELINE	12 weeks
KPIS	PoS sign-ups, agent activation rate, cost per acquisition, WhatsApp broadcast open rate, radio ad recall score

TONE

Down-to-earth, local, trustworthy. Speak their language, literally. Pidgin in WhatsApp messages works here.

 Brief #3: Chi Exotic Juice, "Drink Your Glow"
Summer Campaign (Very Competitive Market Alert 🤔)

B2C

BRAND	Chi Limited (makers of Hollandia, Chivita, and Chi Exotic, Nigeria's biggest juice brand)
OBJECTIVE	Drive 25% increase in Chi Exotic sales among millennials (22–35) during the April–June dry season. Reposition Chi Exotic as a "health + lifestyle" drink, not just a cheap juice.
TARGET AUDIENCE	Urban millennials in Lagos, Abuja, Port Harcourt. Health-conscious but not obsessive. Love aesthetics. Follow lifestyle influencers. Earn ₦100k–₦400k/month. See themselves as "that girl" or "that guy" who has their life together.
KEY MESSAGE	"Chi Exotic is not just juice. It is your daily glow-up ritual."
CHANNELS	Instagram Reels, TikTok (recipe trend content), 15 lifestyle micro-influencers, in-store POS displays at ShopRite/SPAR, limited edition summer packaging, OOH in Lekki & Maitama, Spotify audio ads
BUDGET	₦25,000,000
TIMELINE	10 weeks (April – June)
KPIS	Sales volume (25% increase), Social impressions, Hashtag #DrinkYourGlow UGC count, TikTok video views, influencer

engagement rate, brand sentiment shift (via survey)

TONE

Aesthetic, aspirational, warm, feminine-leaning but inclusive.
Think: brunch vibes. Sunlight. Self-care Sunday.

 Brief #4: ZARA Nigeria, "The Effortless Edit"
Back-to-Work Campaign (New Season Loading 📁)

B2C

BRAND

ZARA Nigeria (Inditex's fast-fashion giant, relatively new to the Nigerian market)

OBJECTIVE

Drive foot traffic to ZARA's Lagos and Abuja stores and 30% increase in online orders for the new workwear collection.
Secondary goal: grow Nigerian Instagram following by 50k.

TARGET AUDIENCE

Professional Nigerian women and men aged 25–40 in Lagos and Abuja. Style-conscious, career-driven, earn ₦300k+/month. They aspire to international style standards. Follow fashion and lifestyle accounts. Value quality and versatility.

KEY MESSAGE

"Work looks that work as hard as you do."

CHANNELS

Instagram (styling Reels + paid ads), fashion blogger partnerships (5 macro), editorial spread in Genevieve Magazine (print + digital), in-store styling events in Lagos, Google Shopping ads, email to existing customer list, WhatsApp broadcast to VIP shoppers

BUDGET

₦40,000,000

TIMELINE

6 weeks

KPIS

Store foot traffic (tracked via in-store counter), online sales revenue, Instagram follower growth, magazine reach, email open & click rate, influencer reach

TONE

Aspirational, editorial, minimal, confident. Clean visuals. Less text, more image. Luxury-adjacent without being pretentious.

 QUIZ TIME

You receive the Chi Exotic brief above. Before doing anything, what should be your FIRST step as the marketing project manager?

 *No tricks here, think about process...*

- A** Start designing the Instagram creatives immediately
- B** Book the influencers before they get taken
- C** Hold a kick-off meeting, clarify all brief details, conduct audience research, then develop the full strategy
- D** Present the budget breakdown to the client

Answer: see the Answer Key at the back of the book.

Drawing a Marketing Plan

A marketing plan is the strategic roadmap that turns your brief into action. Without a plan, you are just spending money and hoping for the best. With one, you are building a machine.

| The Marketing Plan Framework

- 1 Situation Analysis (Where Are We Now?)**
SWOT analysis of the brand. Competitor analysis. Market research. Where does the brand currently stand? What is working, what is not?
- 2 Marketing Objectives (Where Do We Want to Go?)**
Specific, measurable goals: increase brand awareness by X%, acquire Y new customers, grow revenue by ₦Z. Use SMART goals.
- 3 Target Audience Definition (Who Are We Talking To?)**
Detailed personas. Segmentation. Where they are, what they feel, what they want, what they fear.
- 4 Positioning & Key Message (What Do We Want to Say?)**
What is the ONE thing you want your audience to believe, feel, or do? This becomes the thread running through all marketing materials.
- 5 Marketing Channels & Tactics (How Do We Get There?)**
Which channels, what type of content, what campaigns, what partnerships, what events. The full tactical plan.

6

Budget Allocation (How Much and Where?)

Break the total budget into channel-by-channel allocations. Include media spend, production costs, influencer fees, agency fees, tools.

7

Timeline & Milestones (When?)

A Gantt chart or campaign calendar showing every phase, deadline, and deliverable.

8

KPIs & Measurement (How Do We Know We Won?)

Define success metrics before launch. Include how you will track them and how often you will report.



CAMPAIGN ACTIVATIONS, WHAT ARE THEY?

Campaign activations are live, experiential moments that bring a campaign to life in the real world. Think product sampling in Ikeja City Mall, branded pop-up experiences, live cooking demonstrations for a food brand, or immersive brand installations at music festivals. Activations create emotional memories that ads alone cannot. They are especially powerful for consumer brands doing 360° marketing.

| Hosting Webinars & Online Classes (B2B Marketing Gold)

Webinars are one of the most powerful B2B marketing tactics. They establish thought leadership, generate qualified leads, and nurture prospects through education.



Webinar Best Practices

Pick a specific, valuable topic. Promote 2 weeks in advance. Use Zoom, Google Meet, or Hopin. Record and repurpose. Follow up with email sequence after.



Online Courses as Marketing

Flutterwave's "Business Made Easy" courses. Cowrywise's financial literacy content. Teaching your audience builds trust and creates brand advocates who refer others.



Campaign Phases: From Zero to Launch

Every campaign goes through four non-negotiable phases. Skip one and the whole thing wobbles. Master all four and you run campaigns like a seasoned professional.



Phase 1: Pre-Planning

Research, brief interrogation, audience study, competitive analysis, ideation



Phase 2: Planning

Strategy, content calendar, creative brief, timeline, budget sign-off



Phase 3: Execution

Content creation, launch, monitoring, real-time optimization



Phase 4: Reporting

Data analysis, KPI review, learnings, recommendations for next campaign

| Phase 1: Pre-Planning Deep Dive

- Brief interrogation, ask every question until you fully understand

- Audience research, surveys, social listening, platform analytics, interviews
- Competitor audit, what are competitors doing? What gaps can we exploit?
- Creative ideation, brainstorm campaign concepts and mechanics
- Platform research, where is the audience? What content performs there?

Phase 2: Planning Deep Dive

This is where strategy becomes a documented plan everyone can follow. Nothing goes into production without a signed-off plan.



Campaign Strategy Doc

Your master document: objectives, audience, key message, channel mix, content pillars, creative direction, and success metrics. This is the campaign bible everyone refers to.



Content Calendar

Map out every post, email, ad, and piece of content day-by-day for the full campaign period. Assign each item an owner, deadline, and channel. No surprises.



Creative Brief

A separate brief given to the design and copy teams with exact specs: dimensions, tone, messaging, visual references, dos and don'ts, and delivery deadlines.



Approvals & Sign-Off

Get client or stakeholder sign-off on strategy, budget allocation, and timeline BEFORE production begins. A signed plan protects everyone when things shift later.



Budget Breakdown

Allocate budget line-by-line: production costs, media spend per channel, influencer fees, tool subscriptions, contingency buffer (always keep 10% back). Document everything.



KPI Framework

Define how success is measured before the campaign starts. What are the primary KPIs? Secondary KPIs? How will you track them? Which tools will you use to report?

PLANNING CHECKLIST, BEFORE YOU HIT GO

- ✓ Brief fully interrogated and agreed upon
- ✓ Campaign strategy documented and approved
- ✓ Content calendar built and assigned
- ✓ Creative briefs distributed to design and copy teams
- ✓ Budget allocated and approved in writing
- ✓ KPIs defined and tracking set up (pixels, UTMs, tags)
- ✓ All team members know their roles and deadlines
- ✓ Client/stakeholder sign-off received

Only when ALL of these are ticked do you move to execution.

| Phase 3: Execution & Real-Time Optimization

This is where most marketers stop thinking and just "post". But great marketers optimize DURING the campaign.



A/B Testing

Run two versions of an ad, different headlines, images, or CTAs. See which performs better after 48-72 hours. Kill the loser, scale the winner.



Real-Time Adjustments

If an Instagram Reel unexpectedly blows up, boost it immediately. If a paid ad has 0.2% CTR, pause it and rethink the creative. Stay agile.



Community Monitoring

Watch comments, mentions, DMs. Negative feedback needs fast responses. Positive moments need amplification. Stay present.



Budget Reallocation

If email is outperforming social, move budget. If one influencer is driving 70% of results, negotiate more content. Follow the data, not the plan.

| Phase 4: Reporting Deep Dive

The campaign is over, but the work is not. Reporting is where you prove value, extract learnings, and set up the next campaign for even better results.



Campaign Report Structure

1. Executive Summary, what was the campaign, what were the goals? 2. Results vs KPIs, did we hit targets? 3. Channel Breakdown, performance per channel. 4. Wins & Learnings, what worked and why? 5. Recommendations, what to do differently next time.



Data Pulling & Visualization

Pull data from all platforms: Meta Ads Manager, Google Analytics, email tool, influencer reports. Compile into one clean dashboard. Use Looker Studio or a well-formatted Google Slides deck for client presentation.



Extracting Insights (Not Just Data)

Do not just list numbers, interpret them. "Our TikTok content outperformed Instagram by 3x because recipe-style videos resonated with our audience, we recommend doubling TikTok budget next campaign." THAT is insight.



The Debrief Meeting

Hold a post-campaign debrief with the full team, creative, media, social, client. What went well? What were the blockers? What would we do differently? Document everything. This is gold for the next campaign.



WHAT GOES INTO A CAMPAIGN REPORT

Paid Ads: Impressions, Reach, CTR, CPC, CPM, ROAS, Conversions, Total Ad Spend

Social Media: Reach, Impressions, Engagement Rate, Follower Growth, Top Performing Posts

Email: Open Rate, Click Rate, Unsubscribe Rate, Conversions, Revenue Attributed

Influencer: Reach per influencer, Engagement Rate, Promo Code Redemptions, Content deliverables received

Overall: Total Budget Spent, Total Revenue Generated, ROI, Key Learnings, Next Steps

What Makes a Campaign Successful?

- Clear, measurable objectives set BEFORE launch
- Deep audience understanding, you know exactly who you are talking to
- A compelling, consistent message across all channels
- Right channels, not every channel, the RIGHT channels for the audience
- Creative that stops the scroll, boring creative is money wasted
- Proper budget allocation, enough to create reach and frequency
- Real-time monitoring and optimization during execution
- Post-campaign learning, document what worked and what did not



QUIZ TIME

You are 2 weeks into a 4-week campaign. Your Instagram ads have a 4% CTR (great!) but your landing page conversion rate is only 0.5% (terrible). What should you do?



The ad is not the problem. Something else is broken...

A Pause the campaign immediately

B Increase the ad budget to get more clicks

C Fix the landing page, the problem is in the conversion experience, not the ad

D Change the target audience

Answer: see the Answer Key at the back of the book.



Marketing Projects by Industry

Every industry has a different marketing playbook. What works for a fintech startup will not work for a fashion brand. Here is your industry-by-industry guide.



Fintech

- Explainer video campaigns
- Financial education content
- Referral program marketing
- Trust-building PR campaigns
- LinkedIn B2B campaigns
- Webinars for SME customers



Tech/SaaS

- Developer relations campaigns
- Product launch campaigns
- Case study content series
- Free trial acquisition ads
- Hackathon sponsorships
- Conference presence marketing



E-commerce

- Black Friday/sale campaigns
- Product unboxing content
- Cart abandonment emails
- Loyalty program campaigns
- Review generation campaigns
- Seasonal promotions



Fashion

- New collection launches
- Lookbook campaigns
- Influencer styling collabs
- Fashion week activations
- UGC "outfit of the day" campaigns
- Limited edition drops



Lifestyle

- Community-building campaigns
- Brand ambassador programs
- Lifestyle blog/vlog content
- Event marketing & popups
- Subscription campaigns
- Wellness content series



Beauty

- Before/after campaigns
- Beauty influencer hauls
- Tutorial video series
- Skin tone inclusive campaigns
- Product launch PR seedings
- In-store sampling activations



Personal Brand

- Thought leadership articles
- Podcast guesting strategy
- Speaking engagement campaigns
- Newsletter growth campaigns
- Social media positioning
- Book/course launch marketing



Food & Beverage

- Recipe/content campaigns
- Food festival activations
- Packaging redesign launches
- Season/occasion tie-ins
- Chef/foodie collaborations
- Sampling road shows



PRO NUGGET

Your industry shapes your strategy, but your audience shapes everything. A fashion brand marketing to Gen Z needs TikTok and micro-influencers. The same fashion brand marketing to corporate women over 40 needs LinkedIn, magazines, and polished styling events. Know your audience first. Industry second.



Marketing Project Management

A Marketing Project Manager (MPM) is the person who makes sure campaigns actually happen, on time, on budget, and on brief. They are the glue between strategy, creative, and execution.

Think of the Marketing PM as the air traffic controller at a busy airport. Multiple planes (campaigns), multiple runways (channels), multiple teams, and they need to land safely, without collision, on schedule. That is you as an MPM.

| What a Marketing PM Does



Brief Management

Receiving briefs from clients, interrogating them, distributing to relevant teams (design, copy, media, etc.) with clear instructions.



Project Planning

Building timelines, Gantt charts, task lists, and resource allocation plans. Knowing who does what, by when.



Team Coordination

The bridge between copywriters, designers, media buyers, developers, clients, and external vendors. They translate between creative and technical teams.



Reporting & Tracking

Campaign dashboards, weekly reports to clients, budget tracking, KPI monitoring throughout the campaign lifecycle.



Risk Management

Identifying scope creep, deadline risks, budget overruns, and team bottlenecks before they become crises.



Quality Control

Making sure all deliverables match the brand guidelines, brief requirements, and quality standards before anything goes to the client or goes live.

| Characteristics of a Great Marketing PM

- Obsessively organised, They live in their project management tool
- Strong communicator, Clear with teams, clients, and stakeholders
- Proactive, not reactive, They spot problems before they happen
- Understands marketing deeply, They cannot manage what they do not understand
- Diplomatically assertive, They push back without burning bridges
- Data literate, They read campaign metrics, not just creative feedback
- Budget disciplined, Every naira is accounted for
- Calm under pressure, Campaigns always hit unexpected walls

| Handling Tight Deadlines

TIGHT DEADLINE SURVIVAL GUIDE

1. Triage immediately. What **MUST** be done vs what is nice to have?
2. Communicate proactively. Tell clients and stakeholders early, not at the deadline
3. Remove blockers fast. If someone is stuck, solve it **NOW**, not tomorrow
4. Parallel work streams. Get design and copy happening simultaneously
5. Use templates. Pre-built structures save hours in a crisis
6. Daily stand-ups. Quick 15-min team check-ins keep everyone aligned

| Handling Scope Creep

Scope creep is when a project grows beyond the original brief without a corresponding increase in budget or timeline. It is the #1 reason campaigns go over budget and teams burn out.

HOW TO HANDLE SCOPE CREEP

1. Get **EVERYTHING** in writing. Signed briefs, email confirmations, documented change requests
2. Have a "change request process". Any new request goes through a formal review
3. Be honest, not passive. "That is outside the original brief. We can do it for an additional ~~N~~X and Y more days."
4. Document additions with costs. Never just absorb extra work silently
5. Educate clients proactively. Set expectations at the start about what scope changes mean

 QUIZ TIME

A client messages you on a Friday at 4:30pm saying they want to add a TikTok series (8 videos) to a campaign that was already briefed and planned for Instagram and email only. The campaign launches Monday. What do you do?

 *Think like a PM. Protect your team AND keep the client happy...*

A Tell the team to work through the weekend

B Agree and silently absorb the extra work

C Ignore the message until Monday

D Acknowledge the request, explain it is a scope change, propose a revised timeline and additional cost, get approval in writing before any work begins

Answer: see the Answer Key at the back of the book.

Marketing Departments & How to Work With Them

As a Marketing PM, you work with multiple specialized teams.

Understanding what each team does, and how to speak their language, is how you get the best out of everyone.



Design Team

Creates all visual assets: social media graphics, banners, brand identity, campaign visuals, packaging concepts. They bring the brand to life visually.

PM Tip: Always give them a detailed creative brief with dimensions, brand guidelines, and reference visuals. Give at least 48-72 hours for decent work. Never say "make it pop."

Adobe Creative Suite

Canva Pro

Figma

Zeplin



Copywriters

Write all campaign copy: ad headlines, social captions, email subject lines, website copy, scripts, slogans. They are the voice of the brand.

PM Tip: Give them the brand tone of voice guide, key message, target audience profile, and the goal of each piece of content. Vague briefs = vague copy.

Google Docs

Notion

Grammarly

Hemingway App



Media Buyers / Paid Ads Team

Manage and optimize all paid advertising: Meta Ads, Google Ads, TikTok Ads, programmatic display. They spend and manage the ad budget.

PM Tip: Always confirm approved budgets in writing. Get weekly performance reports. Ensure creatives are approved before they run any ads. Define KPIs together before campaign launch.

Meta Ads Manager

Google Ads

TikTok Ads Manager

DV360



Web Developers

Build and maintain landing pages, campaign microsites, forms, and website updates needed for campaigns. They are crucial for any campaign driving traffic to a URL.

PM Tip: Loop them in EARLY, web builds take time. Give wireframes and content before asking for a landing page. Always test on mobile before launch.

WordPress

Webflow

React

Unbounce



Social Media Managers

Create, schedule, and publish social content. Manage community engagement. Handle real-time responses. Own the brand's social presence day-to-day.

PM Tip: Give them a monthly content calendar with enough lead time. Social managers need copy AND design to be ready before posting dates. Respect their scheduling, last-minute requests kill workflow.

Buffer

Hootsuite

Later

Sprout Social



PR & Corporate Communications

Manage media relations, press releases, brand reputation, crisis communications, and earned media coverage. They get the brand into the news.

PM Tip: PR requires long lead times (2–4 weeks for print, 1 week for online). Align PR timelines with campaign launch. Brief them on key messages and angle stories correctly for journalists.

Meltwater

Cision

Google Alerts

Brandwatch



Analytics & Data Team

Track, measure, and report on campaign performance across all channels. They turn raw data into insights that inform decisions.

PM Tip: Agree on what metrics to track BEFORE launch, not after. Make sure tracking (pixels, UTM links, tags) is set up correctly before any campaign goes live. Weekly data pulls keep you informed.

Google Analytics 4

Meta Insights

Looker Studio

HubSpot Analytics



Branding Team

Guards and evolves the brand identity: logo usage, color palette, typography, brand voice, design system. They ensure brand consistency across all materials.

PM Tip: Always share campaign concepts with branding for approval before production. The brand guidelines are non-negotiable. When agencies go rogue, branding catches it, involve them early.

Brand.ai

Frontify

Figma (design system)

Notion (brand wiki)



The Tools of the Trade

The right tools do not make you a great marketer, but they amplify your skills and save you significant time. Here is your complete toolkit.

| Project Management Tools



Trello

Visual Kanban boards. Great for small teams and simple workflows. Cards move across columns: To Do → In Progress → Review → Done. Very beginner-friendly. Best for: Small agencies, freelancers, simple campaigns.



Asana

Task management with timelines, dependencies, and team assignments. Great for campaign tracking. Has template libraries for marketing workflows. Best for: Mid-size marketing teams and agencies.



ClickUp

The Swiss Army knife of project management. Does everything: tasks, docs, time tracking, goals, dashboards, automations. Steep learning curve but incredibly powerful. Best for: Power users and complex campaigns.



Wrike

Enterprise-grade project management. Gantt charts, resource management, workload views, detailed reporting. Best for: Large marketing departments and corporate campaigns.



Notion

All-in-one workspace for docs, wikis, databases, and project tracking. Great for content calendars, brand wikis, and campaign documentation. Very flexible. Best for: Content teams, solo marketers, and hybrid workflows.



Monday.com

Visual project tracking with beautiful dashboards. Easy to onboard clients and stakeholders. Great for marketing timelines and workload planning.

| Analytics & Reporting Tools



Google Analytics 4



Google Looker Studio



Meta Business Suite



Twitter Analytics



LinkedIn Campaign Manager



TikTok Analytics



Metricool



SEMrush



Ahrefs



Brandwatch

Customer Management (CRM) Tools

 HubSpot CRM

 Salesforce

 Zoho CRM

 Mailchimp CRM

 WhatsApp Business

 Freshsales

Marketing Automation, Why It Matters

THE CASE FOR MARKETING AUTOMATION

Marketing automation lets you set up sequences that run on autopilot. Someone signs up? They get a welcome email series. They abandon a cart? They get a reminder. They hit a certain score? Sales gets notified. You build it once, it runs forever. Brands using automation see 14.5% increase in sales productivity and 12.2% reduction in marketing overhead. In Nigeria, tools like Mailchimp automations and HubSpot workflows are becoming standard even for SMEs. Automation is not about replacing humans, it is about giving humans more time to do the creative, strategic work that robots cannot do.

 Mailchimp Automations

 ActiveCampaign

 HubSpot

 Zapier

 Make (Integromat)

 Klaviyo



Campaign Metrics & ROI

If you cannot measure it, you cannot improve it. Metrics are the language of marketing performance. Master these and you will always know whether your campaign is winning or losing, and why.

| The Key Metrics You MUST Know

CTR

CLICK-THROUGH RATE

$(\text{Clicks} \div \text{Impressions}) \times 100$. How many people who saw the ad clicked it. Good: 1–3% for display, 2–5% for email.

CPM

COST PER MILLE

Cost to show your ad 1,000 times. Used for awareness campaigns. Lower CPM = more efficient awareness spend.

CPC

COST PER CLICK

How much you pay per click. $\text{Budget} \div \text{Total Clicks}$. Lower CPC = more traffic for less money.

CPA

COST PER ACQUISITION

$\text{Total ad spend} \div \text{Number of customers acquired}$. The real measure of campaign efficiency.

ROAS

RETURN ON AD SPEND

$\text{Revenue} \div \text{Ad Spend}$. A ROAS of 4 = ₦4 earned for every ₦1 spent. Minimum 3x for most businesses.

ROI

RETURN ON INVESTMENT

$(\text{Revenue} - \text{Cost}) \div \text{Cost} \times 100$. Broader than ROAS, includes all costs, not just ad spend.

ER%

ENGAGEMENT RATE

(Likes + Comments + Shares) ÷ Reach × 100.

Measures content resonance on social media.

CVR

CONVERSION RATE

(Conversions ÷ Clicks) × 100. What % of clickers actually completed the desired action.

Social Media Analytics Breakdown

Metric	What It Means	Good Benchmark
Reach	Unique accounts that saw your content	Varies by following size
Impressions	Total times content was displayed (includes repeat views)	Higher than reach always
Engagement Rate	How actively people interacted with your content	1–3% (macro), 5–8% (micro)
Profile Visits	People who clicked to your profile after seeing content	Higher = compelling content
Link Clicks	People who tapped your bio/story link	Depends on CTA strength
Saves	Instagram saves = high-value signal (people want to return)	1%+ of reach is excellent
Shares/Retweets	How viral your content is	Higher = more relatable content
Follower Growth Rate	(New followers ÷ Total followers) × 100 per period	1–2% monthly is healthy

Ad Spend Analysis

💡 HOW TO KNOW IF YOUR AD SPEND IS HEALTHY

ROAS below 1: You are losing money. Stop the campaign immediately.

ROAS 1–2: Breaking even or small profit. Improve creative or targeting.

ROAS 3–5: Healthy. Scale budget cautiously.

ROAS 5+: Excellent. Scale aggressively while monitoring saturation.

Rule: Know your customer lifetime value (CLV). If a customer is worth ₦50,000 over their lifetime, spending ₦5,000 to acquire them is a STEAL even if ROAS looks low on first purchase.

🧠 QUIZ TIME

You spent ₦1,000,000 on a Meta Ads campaign. It generated ₦3,500,000 in sales. What is your ROAS?

🧠 *ROAS = Revenue ÷ Ad Spend. Do the math...*

A 1.5x

B 2.5x

C 3.5x

D 35x

Answer: see the Answer Key at the back of the book.

Managing Clients & Stakeholders

The most technically skilled marketer can fail if they cannot manage client relationships. Stakeholder management is a superpower. Here is how to develop it.

| Managing Client Expectations

1 Set Expectations Early (Before Work Starts)

Define scope, timeline, and deliverables in writing before a single pixel is designed. What you will deliver, what you will not, how you will communicate, how often you will report.

2 Communicate Proactively, Not Reactively

Do not wait for clients to ask for updates. Send weekly status reports, even when there is nothing dramatic to report. Silence breeds anxiety in clients.

3 Educate Clients About Marketing

Many clients expect immediate results from week-one posts. Teach them the funnel. Set realistic timelines. A client who understands the process trusts the process.

4 Big Budget vs Small Budget Clients

Big budget: More stakeholders, more approvals, higher expectations, more rigorous reporting. Formal decks. Weekly calls. Small budget: Set realistic KPIs based on what the budget can actually achieve. Be honest about limitations.

5

Deliver Bad News Early

If a campaign is underperforming, tell the client before they discover it themselves. Come with context AND a plan to fix it. Never hide performance problems.

Stakeholder Management Framework**High Power, High Interest**

Manage closely. CEOs, CMOs, key decision-makers. Keep them informed, involved in key decisions, aligned on strategy.

**High Power, Low Interest**

Keep satisfied. Finance directors, legal teams. They approve budgets but do not care about content calendars. Brief them only on what matters to them.

**Low Power, High Interest**

Keep informed. Creative teams, social media managers. They care deeply but do not hold veto power. Regular updates keep them motivated.

**Low Power, Low Interest**

Monitor minimally. External vendors, distribution partners. Check in occasionally. Do not over-communicate.

PRO NUGGET

The best Marketing Project Managers build trust, not just deliverables. Trust is built through consistency, transparency, and competence. When a client trusts you, they give you more creative freedom, more budget, and more patience when things go sideways. Trust is your most valuable currency in this industry.

 QUIZ TIME

FINAL QUIZ 🎉, A client calls you furious because their campaign is not meeting the sales targets from the brief. After reviewing the data, you realize the targets in the original brief were unrealistic for the budget allocated. What is the BEST response?

 This is about honesty, data, and professionalism. Think carefully...

A Apologize profusely and offer a discount on the next campaign

B Blame the team for poor execution

C Present the data calmly, show what WAS achieved, explain why the targets were difficult for the budget, and propose an adjusted strategy going forward

D Promise better results next month without changing anything

Answer: see the Answer Key at the back of the book.



You've Made It!

You now understand the fundamentals of marketing, digital marketing, campaign management, project management, metrics, branding, and how to work across every department. That's not beginner knowledge anymore.

Remember This:

"There is no one right way to run a campaign. There are principles, best practices, and frameworks, but the best marketers adapt, test, learn, and keep going. The market will always teach you if you're willing to listen."

Marketing Fundamentals ✓

360° Marketing ✓

Campaign Management ✓

Project Management ✓

Digital Marketing ✓

Brand Strategy ✓

Metrics & ROI ✓

Client Management ✓

Quiz answers

Every chapter quiz, answered. Try the question first, then check yourself here.

01 · SO... WHAT EVEN IS MARKETING?

Quick Check: Which of the 4 Ps is about HOW you communicate your product to customers?

✓ D, Promotion! Promotion covers all the ways you communicate with potential customers: advertising, social media, PR, influencer partnerships, email campaigns, etc. It is HOW you tell your story.

02 · TRADITIONAL VS DIGITAL MARKETING

A new Lagos-based fintech startup with ₦500,000 marketing budget wants to acquire their first 1,000 customers. Which marketing approach should they prioritize?

✓ B, Digital all the way! With ₦500k, you cannot buy meaningful traditional media. But with digital, you can laser-target working adults aged 22–40 who use mobile banking, track every naira spent, and optimize in real-time. Traditional works when your pockets are deeper. Remember: there is no wrong way, but there IS a smarter way based on your budget and goals.

03 · KNOW YOUR TARGET AUDIENCE

You are launching a premium co-working space in Lekki. Which of these is the BEST defined target audience?

✓ C is correct! Notice how it includes age, location, income, work style, and what they VALUE (community + professional environment). A and D are too broad. B is better but still missing specifics. The more precise your audience definition, the more targeted (and cost-effective) your marketing becomes.

04 · B2B VS B2C MARKETING

Oracle Nigeria sells enterprise software to banks and telecoms companies. Cowbell sells flavoured milk to Nigerian families. Which is B2B and which is B2C?

✓ A, Oracle is B2B, Cowbell is B2C! Oracle's customers are organizations (banks, telecoms). Cowbell's customers are parents buying breakfast for their children. Same country, completely different marketing strategies needed.

05 · 360° MARKETING

A food brand launches a new product. They post on Instagram, run TV ads, sponsor a food festival, send email newsletters, AND put up billboards in Lagos. This is an example of?

✓ C, 360° Marketing! Using multiple channels (online + offline) simultaneously with a unified brand message is the definition of 360° marketing. Each channel amplifies the others.

06 · INFLUENCER MARKETING

A new Nigerian skincare brand with a ₦300k influencer budget wants to drive actual SALES. Which strategy is smarter?

✓ B! Micro influencers in the beauty niche have audiences that TRUST their opinions on skincare. Multiple micro influencers spread risk, create more content, and drive more authentic conversions than one mega post. The follower count is NOT the only metric that matters.

07 · EMAIL MARKETING

Which email subject line is most likely to get opened?

✓ C wins! It is personalized (name), specific (₦2,500), creates urgency (expires tonight), and adds an emoji. A is boring. B sounds like a phishing scam. D is generic. Always write subject lines like a human, not a corporation.

09 · SOCIAL MEDIA MARKETING & MANAGEMENT

A Nigerian tech startup wants to reach HR managers and CTOs at companies to sell their HR software. Which social media platform should they PRIORITIZE?

✓ C, LinkedIn! HR managers and CTOs live on LinkedIn. You can target them by exact job title, company size, and industry. TikTok and Instagram have them too, but not in a professional mindset. LinkedIn is the only platform built for professional B2B targeting.

12 · GETTING & BREAKING DOWN A CAMPAIGN BRIEF

You receive the Chi Exotic brief above. Before doing anything, what should be your FIRST step as the marketing project manager?

✓ C! Always start with understanding before doing. Rushing into execution without a solid strategy is how campaigns fail. A good PM holds a brief interrogation/kick-off meeting, asks questions, does audience research, then builds a clear plan before anyone creates a single asset.

14 · CAMPAIGN PHASES: FROM ZERO TO LAUNCH

You are 2 weeks into a 4-week campaign. Your Instagram ads have a 4% CTR (great!) but your landing page conversion rate is only 0.5% (terrible). What should you do?

✓ C, Fix the landing page! A 4% CTR means your ad creative and targeting are working perfectly. People are clicking. But once they land on the page, something is turning them off, slow loading, confusing copy, unclear CTA, wrong offer, bad mobile experience. The bottleneck is the landing page. Throwing more budget at a broken landing page is like pouring water into a leaking bucket.

16 · MARKETING PROJECT MANAGEMENT

A client messages you on a Friday at 4:30pm saying they want to add a TikTok series (8 videos) to a campaign that was already briefed and planned for Instagram and email only. The campaign launches Monday. What do you do?

✓ D! A great PM never says yes to scope creep without a conversation. Be warm but firm. "Love the idea! TikTok would be great here. Since this was not in the original scope, here is what it would require in terms of timeline and budget. Once we have your approval, we can prioritize." This protects your team, respects the client, and keeps the project healthy.

19 · CAMPAIGN METRICS & ROI

You spent ₦1,000,000 on a Meta Ads campaign. It generated ₦3,500,000 in sales. What is your ROAS?

✓ C, 3.5x ROAS! $₦3,500,000 \div ₦1,000,000 = 3.5$. That means for every naira spent, you made ₦3.50 back. That is a healthy, profitable campaign. If you could maintain that at higher budgets, you would scale it immediately.

20 · MANAGING CLIENTS & STAKEHOLDERS

FINAL QUIZ 🎉, A client calls you furious because their campaign is not meeting the sales targets from the brief. After reviewing the data, you realize the targets in the original brief were unrealistic for the budget allocated. What is the BEST response?

✓ C, Data + Empathy + Solutions! A great PM never just takes blame blindly, but they also never deflect it entirely. Present facts: what the campaign achieved, what the data shows about realistic performance for that budget level, and then pivot immediately to "here is what we would recommend going forward." Own what went wrong in the brief-setting, and lead with a solution. This is how you keep clients AND your integrity.

ABOUT THE AUTHOR

Victory Awani

The founder who made boring a banned word.



Victory built Virelle on a simple belief: people don't remember marketing, they remember feelings. Strategy gives the feeling direction; performance gives it proof. She's led campaigns across five continents, from enterprise tech to indie beauty, and still writes headlines by hand before opening a single tool.

As Founder and Chief Marketing Officer of Virelle Creatives, she works across brand strategy, campaign management, and marketing project management for brands in fintech, beauty, fashion, food, and professional services.

She wrote Marketing 101 for Newbies for the person standing at the edge of the industry, wondering where to begin: the intern, the career switcher, the founder doing their own marketing at midnight.



ABOUT THE PUBLISHER

We build brands that people can't ignore.

We help ambitious businesses scale through strategy, storytelling, automation and performance marketing. We don't market brands. We build movements.

Not an agency.
A movement studio.

Virelle Creatives works with brands on strategy, campaigns, content, and creative direction. It is the practice this book is drawn from.

virellecreatives.com →

MARKETING 101 FOR NEWBIES

**Twenty chapters. Four real campaign briefs.
Every metric that matters, explained like a
friend would explain it.**

Nigerian & Global Brand Examples

Quizzes After Every Chapter

Beginner Friendly

Victory Awani

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