



Jobberman Media & Growth Solutions

Bring visibility & lead generation tailored for you!

Built for African businesses
& audiences



Digital Advertising Solutions



Awareness

- Website banners (Top & Bottom placements)
- Email newsletter banners
- Blog features/coverage
- Social media posts (organic and boosted)
- Influencer campaigns (for visibility, not necessarily conversions)
- Paid campaigns
- Mainstream media

Acquisition

- Dedicated email campaigns
- Paid ad campaigns (social & web)
- Retargeting campaigns
- Custom landing pages
- Webinar slots
- Lead magnets (report or app downloads)
- Mainstream media

Loyalty
Retain and Re-engage your
Audience

Retention

- Extended paid media support (retargeting, loyalty campaigns)
- Office tours / behind-the-scenes content
- Employer spotlight articles
- Influencer partnerships for brand storytelling
- Custom series (e.g. founder interviews, success stories)
- Mainstream media

Why Brands Choose Jobberman To Grow Faster



Reach the right buyers

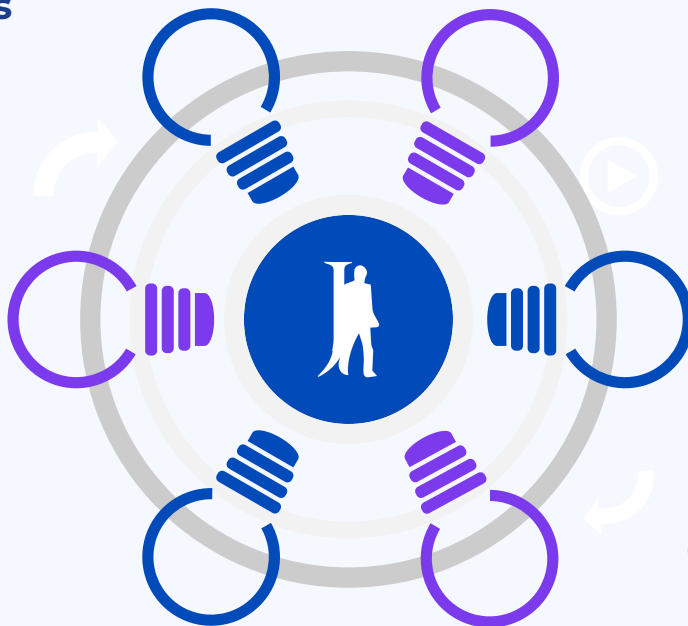
We build custom audiences tailored for your business.

Tested & Trusted by brands

Over 1M monthly website visitors and a deep data pool.

Experienced hands on every campaign

16+ years with the best team. Proven execution.



Affordable access to a large audience

Large-scale visibility to millions of users at costs that fit your budget.

Built for the African market

We know how local buyers think, click, and convert.

One strategy. Multiple platforms.

We manage your campaigns across Meta, Instagram, X and LinkedIn.

Jobberman Media and Growth Solution Goals



Recommended Packages for Awareness

- *The Spotlight Plan*
- *Attraction Boost*

Recommended Packages for Acquisition

- *Lead Gen Pro*
- *Convert & Scale*

Recommended Packages for Retention

- *Convert & Scale*
- *Full-Funnel Max*

Awareness

Build visibility, exposure, and brand recall among your ideal audience.

Acquisition

Move prospects from interest to action. Generate leads, event registrations, sign ups, and app installs.

Retention

Re-engage users, build long-term brand loyalty, and encourage referrals.

Our Ideal Customer Profile for Growth Solutions



The Spotlight Plan

ICP

- First-time digital advertisers testing campaign performance before scaling
- Small or emerging brands with limited marketing budgets (e.g., startup travel platforms, small colleges, new edtech apps)
- Seasonal or event-based advertisers needing quick bursts of visibility (e.g., upcoming webinars, school fairs, course launches)

Top Industries

- Edtech startups
- Local training centers
- New travel and tourism brands
- Career consulting firms

The Attraction Boost

ICP

- Growing brands seeking to reinforce brand identity and build trust
- Companies launching new products/courses/offers that require attention at scale
- Employers promoting internal culture to attract talent

Top Industries

- Private universities and colleges
- Edu-marketplaces (e.g., course aggregators)
- Recruitment firms
- SMEs in tech and logistics

Our Ideal Customer Profile for Growth Solutions



Lead Gen Pro

ICP

- Brands that already have market visibility and now seek measurable engagement
- Mid-sized institutions launching targeted enrolment or acquisition campaigns
- Businesses offering seasonal products, open admissions, or subscription-based services

Top Industries

- Higher institutions (Universities, polytechnics, colleges of education)
- Online certification platforms
- Travel companies pushing seasonal deals
- Fintechs offering micro-loan or savings products

Convert & Scale

ICP

- Growth-stage companies seeking ROI-focused marketing
- Institutions with large applicant or lead databases for reactivation or nurture
- Tech brands or recruiters aiming to fill specific talent pipelines

Top Industries

- Graduate schools & MBA programs
- Talent tech companies
- HR tech startups
- Financial services pushing premium education or diaspora investment products

Our Ideal Customer Profile for Growth Solutions

Full-Funnel Max

ICP

- Established brands wanting to reinforce their leadership and sustain long-term pipelines
- National/international schools, enterprise-grade edtechs, or employers recruiting at scale
- Brands with multiple target audiences or layered marketing needs (e.g., visibility + influencer buzz + B2B lead generation)

Top Industries

- Ivy-tier universities and international schools
- Telecoms promoting digital learning bundles
- Government-backed education programs
- Fintechs bundling upskilling or scholarship offers
- Public sector campaigns (e.g., learn-to-earn initiatives)

Our Audience And Reach



Email Ads

980K

Employers: 80K+
Talents: 980K+
SMS: 1M+



Web Advertising

700k+

website visits
per month



Social Media Ads

1.4M+

Facebook: 378K+
Instagram: 101K+
X(Twitter): 96K+
LinkedIn: 825 K+



Web &
Mobile Display

1M+

banner ad views
per month



Sponsored Blogs

15k

readers per
month



3,000,000+ Talent
Profiles



185,000+ Registered
Employers

Our DAS Tiers

The Spotlight Plan

₹1.1M

Get seen across high-impact channels and build recognition with the right audience.

WHAT YOU GET

Bottom Website Banner

Email Newsletter Banner-

Blog Post

1 Social Media Post across 3 platforms

Best For

- Entry-level awareness and visibility
- First-time DAS clients or small business launches

DURATION

*1 week
campaign
burst*

Attraction Boost

₱1.8M

Capture attention with targeted ads that show your audience who you are, what you offer, and why you matter.

WHAT YOU GET

Top Website Banner

Email Newsletter Banner

Blog Post

2 Social Media Posts across 3 platforms

Sponsored Ad

Best For

- Short-term employer brand promotion
- Mid-sized campaigns with small digital push

DURATION

2 weeks

Lead Gen Pro

₱2.6M

Go beyond awareness and drive real response with ad placements that connect and convert.

WHAT'S NEEDED

Top Website Banner

Email Newsletter Banner

Blog Post

3 Social Media Posts across 3 platforms

Sponsored Ad Campaign

Dedicated Email Campaign

Best For

- Clients aiming for both visibility and measurable engagement
- Campaigns that require strategic targeting and CTAs

DURATION

2 – 3 weeks

Convert & Scale

₦4M

*Accelerate conversion
with high-intent leads
and stay unforgettable.*

WHAT'S NEEDED

All services in Boost Package

Custom Landing Page

Webinar Slot (Free inclusion)

Paid Retargeting Support (Included
within Sponsored Ads)

Best For

- Companies seeking to drive high-quality leads and full-funnel engagement
- Recruitment product launches or lead generation campaigns

DURATION

4 weeks

Full-Funnel Max

₦7M – ₦10M

Dominate your market with a personalised strategy that attracts, converts, and sticks.

WHAT'S NEEDED

All services in Accelerate Package

Office Tour Production & Distribution

Influencer Campaign (3–5 influencers)

Report Download Lead Magnet (Gated Content)

Employer Spotlight Article

Extended Paid Media Support (Retargeting & Social)

Best For

- Established brands targeting market leadership
- Long-term visibility, talent pipelining, and engagement strategies

DURATION

6 – 8 weeks

Customization by Objective

EMPLOYER BRANDING

- Office Tours, Social Content, Influencer Features
- Newsletter Employer Spotlights
- Webinars & EVP Storytelling

LEAD GENERATION

- Paid Social Campaigns, Retargeting Ads
- Job Link Outs, Report Downloads (gated)

TALENT PIPELINING

- Email Blasts, Newsletters, Database Nurturing
- Job Boosts, SMS Campaigns



Why Jobberman DAS works for Employers and Talent-Focused Campaigns

- Clear tiered structure for every budget and objective
- Flexible add-ons tied directly to measurable outcomes
- Multi-channel reach across Jobberman's owned platforms and partner networks
- Targeted segmentation for both employers and job seekers

- Choose your goal: Employer Engagement, Talent Engagement, or Both
- Select the package that fits your strategy
- Contact our team to get a tailored proposal with projections

Organic Channels

Employer Pages



Ad Type
Employer Page



Objective
User Education
Lead Capture



Placement
[Jobberman Nigeria Website](#)



Landing Pages



Definition
Landing Page



Objectives
User Education
Lead capture



Placement
Jobberman Nigeria Website



Banner Ads



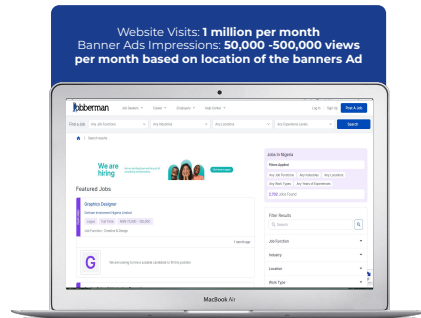
Ad Type
Banner Ads



Objective
Brand Visibility



Placement
Jobberman Nigeria Website



Customised Blog Posts

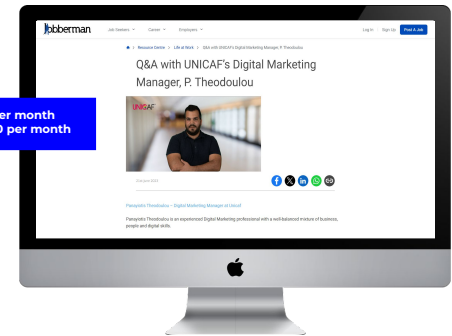


Ad Type
Blog post

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



Placement
Jobberman Nigeria Website



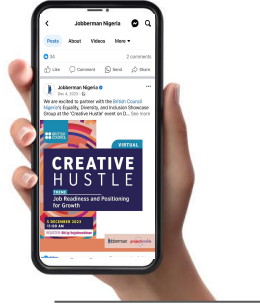
Social Media Posts



Ad Type
Social Media Post



Placement
LinkedIn,
Facebook, TikTok,
Instagram &
Twitter



Landing Pages



Definition
Landing Page



Objectives
User Education
Lead capture



Placement
Jobberman Nigeria
Website



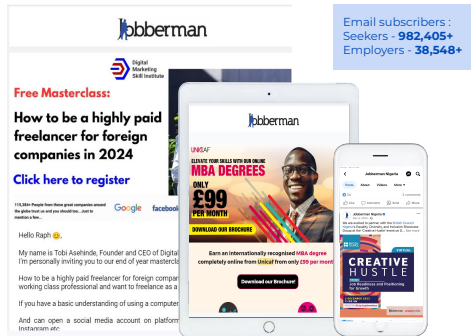
Email Ads



Ad Type
Promotional Emails
Newsletter ad
placement



Objective
User education
Lead generation
Database building



Webinars



Ad Type
Webinar



Placements
Webinar channels



Objectives
Collections



Email Stats

Job Seeker Database

Database Size - 982,405
Delivery Rate - 99.6%
Open - 158,237
Open Rate - 16.1%
Clicks - 4.92%
Click-to-open Rate - 7,753

Employer Database

Database Size - 38,548
Delivery Rate - 99.2%
Open - 4,240
Open Rate - 11.03%
Clicks - 8.1%
Click-to-open Rate - 339



The graphic is an email campaign for Jobberman, featuring the Jobberman logo at the top. Below the logo is the University of Suffolk logo and a photograph of a smiling man in a suit with his arms crossed. To the right of the photo is a yellow banner with the text 'ONLINE BRITISH DEGREES', 'BACHELOR'S £3,600*', and 'MASTER'S £3,500'. Below the banner is the text '*PER YEAR (3 YEARS)'. The main body of the email contains the heading 'Discover our Bachelor's and Master's Degrees' followed by a bulleted list of degree 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. Below the list is the text '*Subject to Validation'. At the bottom, a yellow banner contains the text 'Join an online British Bachelor's or Master's degree and pay 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

Jobberman

UNICAF®

access

Northeastern University

GMAT™

Digital Marketing
Women Employability
and Entrepreneurship
Program

Digital
Marketing
Skill Institute

MOAT ACADEMY

idp INTERNATIONAL
EDUCATION
SPECIALISTS

QS TOP UNIVERSITIES

SEED
SCHOOL FOR
EXECUTIVE EDUCATION
AND DEVELOPMENT

Paid Channels

Introduction

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



Placement

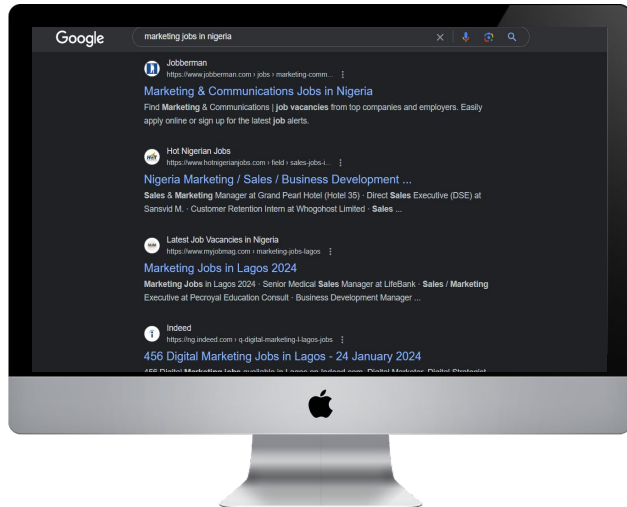
Google Search Result Page



Objective

Job Application

Reach - Depends on budget
Cost - Flexible



Google Ads - Display Campaigns



Ad Type

Google Display



Placement

Google Search Site &
Partner sites



Objective

Increase Website Traffic,
Brand Visibility App
promotion

Reach - Depends on budget
Cost - Flexible

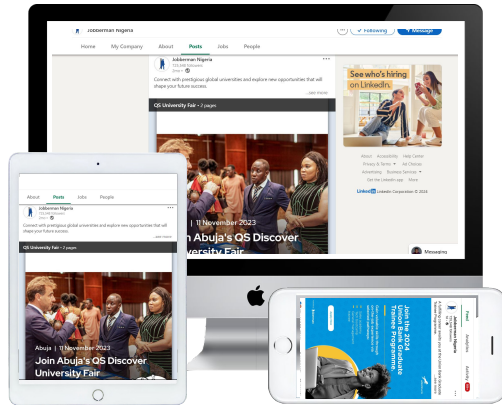


LinkedIn Paid Ads



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

Facebook Paid Ads

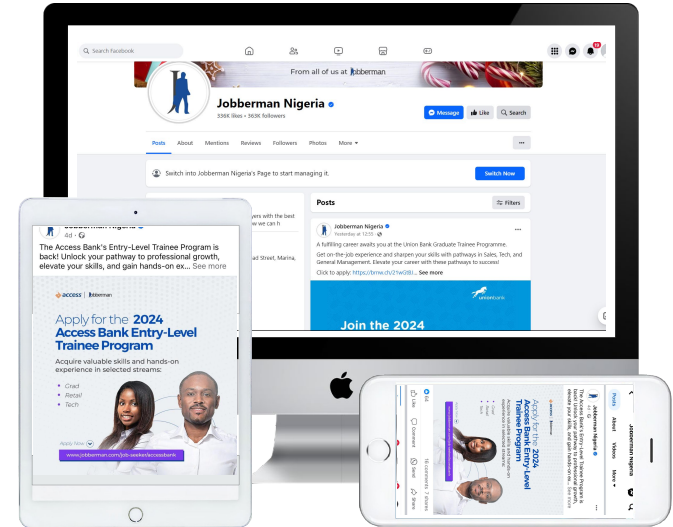


Ad Type
Facebook
Paid Ads



Objective

Top of mind awareness
Lead generation



Happy Client - UNICAF



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

Target audience: Experienced professionals



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

Target audience: Young professionals. Jobseekers within the age of 23-30 years with 1-3 years experience



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.

Target audience: Young job seekers & professionals with an interest in technology



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



info@jobberman.com



www.jobberman.com



Jobberman Nigeria

To contact our brands:

NIGERIA

+234 201 700 3855

+234 708 064 0600

Elephant House, 15th Floor, 214 Broad
Street, Marina, Lagos

GHANA

+233 (0) 542 904 650

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

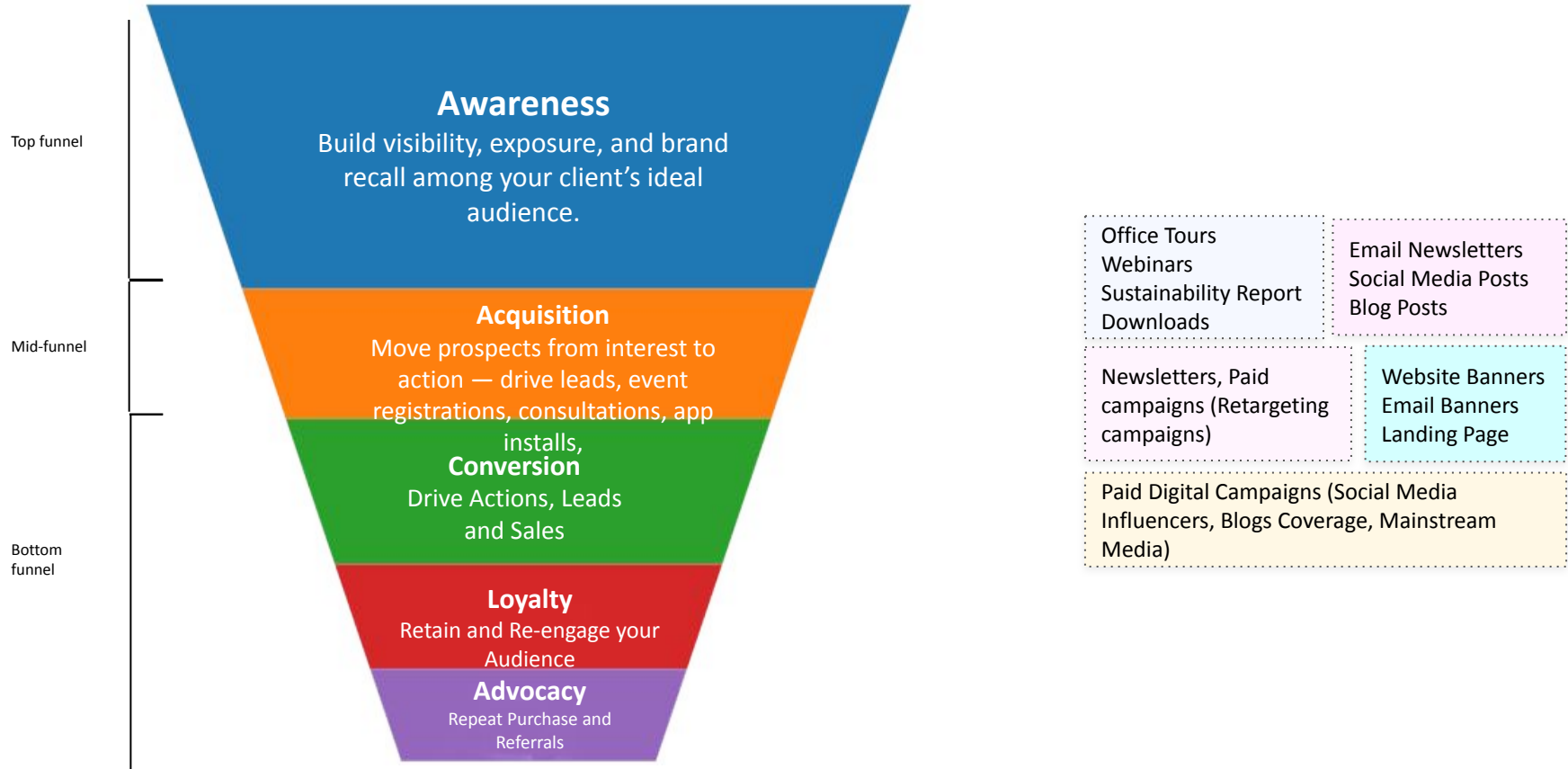
+256 200 412 700

Plot 25A Baskerville Ave, Kampala

Thank You



Attracting the right audience



Digital Advertising Solutions

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

**A solution built for
Nigerian businesses and
audiences**

Awareness

Essential Package

₹1.1M

Get seen across high-impact channels and build recognition with the right audience.

WHAT YOU GET

Bottom Website Banner

Email Newsletter Banner-

Blog Post

1 Social Media Post across 3 platforms

Best For

- Entry-level awareness and visibility
- First-time DAS clients or small business launches

DURATION

1 week
campaign
burst

Attracting the right audience

