

Original Research Article

An Analysis of Social Media Marketing In Nigeria

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Abstract: Social media have no doubt become popular marketing instruments in the world and most businesses in Nigeria are now actively engaging platforms such as Facebook and Instagram to promote their brand, goods and services to the Nigeria publics. The purpose of this paper is to examine the concept of social media marketing and how well Nigerians have adopted the phenomena. Through a review of relevant literatures, the study identified the products that can be marketed on the social media, the edge of social media marketing over traditional media marketing, dimensions of social media marketing, benefits and challenges of social media marketing in Nigeria. The study revealed that there are evident challenges warring against social media marketing in Nigeria, salient among being poor online marketing knowhow by marketers, inconsistency, illiteracy, privacy issues and negative feedbacks. Despite these challenges however, this study concludes that social media marketing has a bright future in Nigeria, provided prompt calculated steps are taken by the government, corporate organisations, marketers and social media users to address the challenges of social media marketing in Nigeria.

Keywords: Consumer, Facebook, Instagram, Market, Social Media, Social Media Marketing.

INTRODUCTION

Social media is the most popular new media platform today. Popularly described as a group of internet-based platforms that build on the ideologies of technological foundations of the web 2.0 which facilitates the creation and exchange of user generated content (Kaplan and Haelein, 2010), social media through its mobile and web-based technologies such as Facebook, WhatsApp and Instagram allow users to create information and equally share such with people within their online network. However, beyond the primary function of facilitating real-time social tractions between people in a virtual network, unique features of social media and its widespread use have transformed the method of marketing from traditional to online, especially in the aspects of sharing information and creating awareness about products.

In the recent past, when traditional media such as television, radio and newspapers were used to communicate marketing messages to the audience, targeting buyers with individualised messages was difficult (Scott, 2010). However, with the proliferation of social media, marketing messages are not now only individualised, Baines, Fill and Cage (2008) say that

they promote immediate physical, cognitive and emotional responses in the audience. This submission captures the paradigm shift in marketing practices and processes, owing to the undeniable uniqueness of the social media.

According to (Khan and Jan 2017), social media marketing is the new marketing strategy which almost every business is adopting to reach their audiences on the virtual networks. (Terfa, Alu, Tarnong and Ogbu 2013) captured the evolution of social media marketing when they submitted that 'the impact of social media in global marketing cannot be underestimated.' They further said that the deregulation policies initiated by various government administrations in the country have opened the door for more competition in Nigeria markets globally. Coupled with the mainstreaming of ICTs (Information and Communication Technologies, Nigerian marketers no longer rely on traditional media of mass communication for the promotion of marketing activities alone.

Drawing on the premise, social media marketing is increasingly becoming a viable option for modern marketing in Nigeria as we now see

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individuals, small and medium scale enterprises, raising entrepreneurs and full-fledged organisations now adopt social media platforms such as Facebook and Instagram to push the marketing messages of their products. This study therefore attempts to explore the dimensions, possibilities and challenges of social media marketing in Nigeria.

LITERATURE REVIEW

Social media marketing stems from the innovative application of the social media – online technologies that enable the creation and distribution of content for promotional purpose (Dury, 2008; Alharbie 2015) attributes this change in marketing strategy, especially in the past few years, to the desire of marketers to explore the new opportunities presented by the social media. The advent of social media has drastically changed the business landscape and evened out the level playing field of marketing. While it previously required much effort and capital to create and implement marketing strategies, the platforms of social media have broken boundaries to provide a more efficient, yet cheaper form of engaging the customers (Alharbie, 2015). Middlemen have also been eliminated in the equation; thus, allowing marketers to directly relate with customers regardless of physical limitations.

Also, in the opinion of (Kotler and Armstrong 2011), the rapid development of social media applications has gained overwhelming majority of existing marketing practices. Before now, traditional forms of media (such as television, radio, newspaper, magazines and billboards) have allowed marketers send messages to public, albeit without an opportunity to feedback, react or interact with senders of marketing messages (Fuan, 2013). Social media changes this mode of operation availed by the traditional form of media because after messages are transformed to receivers, it allows feedback and interaction between marketing message senders and receivers (William, 2009).

Social media marketing is a new marketing strategy which almost every business is adopting to reach their consumers on the virtual networks. (Weinberg 2009) has defined social media marketing as the process that empowers individuals to promote their websites, products, or services through online social channels and tap into a much larger community that may not have been available via traditional channels. Social media marketing is the process where marketers use social media websites to build rush on their company official websites. It does not stop here but marketers also inform the potential customers of happenings in the organization, launch of the new model or product and provide information about their brands through social media applications.(Gordhamer 2009) also related social media marketing to relationship marketing where firms need to shift from

“trying to sell” to “making connections” with the consumers.

These explanations of social media marketing take us to the other side of marketing; where building relations with the potential consumers is the key to repeated purchases and enhanced brand loyalty. Social Media is an innovative tool that organizations use for creating a very strong public relation with the customers on the virtual networks (Jan & Khan, 2014). Maintaining public relations through social media has become easy because many potential consumers are available on the virtual networks. And making connection with consumers using social media is only some clicks away. Social media marketing connects brands and consumers and it provides a way for consumers to interact and form a network, through this avenue of social networking, consumers can be influenced when making a choice about product purchase or adoption (Chi, 2011; Cocktail Analysis, 2012).

A review of relevant literatures shows that there are four factors that influenced the engagement of social media platforms for marketing. These are Ease of Use, Enjoyment and Usefulness. As cited in (Razak and Latip 2016), ease of use is the believe that there is no need to put more effort in the social media for marketing activities. The believe is that marketing via social media platforms is very much easy, compared to when trying to engage other media of mass communication for marketing purposes. Most social media applications are very easy to navigate, especially for people who have considerable ICT knowledge. Enjoyment has also been discovered to be a significant influencer in the adoption of social media for marketing. The enjoyment of social media for marketing is direct result of the interactive attribute of the medium itself. (Martin 2002) is of the opinion that people find the social media enjoyable. Social media in many areas or fields of human endeavours, this includes business. (Arca 2012) sums this up through his submission that the ability of social media to reach beyond most countries on the world is high, hence it is useful for access to global markets to expand brands.

Over 35% of the world population is plugged on to the social media and there is no denying that social networking sites are the most prominent social media channels. (Statistica 2018) captures the statistics of the world social media users in the table below.

Social Media Platform	Active Users
Facebook	2.234Billion
YouTube	1.9Billion
WhatsApp	1.5Billion
WeChat	1.058 Billion
Instagram	1 Billion
Twitter	800 Million

In Nigeria today, the two hottest social media platforms engaged for marketing are Facebook and Instagram with 22million and 5.7million active Nigerian users respectively (Benson, 2017). These platforms are the trending platforms and their number of users continues to swell with each passing day. The two platforms are below expatiated:

Facebook: Facebook is a social media network site launched in February 2014 by Mark Zuckerberg. As of March 2018, Facebook has 2.234 Billion users in the world (Statistica, 2018). This makes it rank as the most used social network worldwide. The reason why Facebook has gained such popularity is simply because it open people up to free lines of communication between genders across the world or across the street in real-time and asynchronous way, blending marketing, opinions and suggestions and games perfectly for several minutes of relaxation away from the world (Naido, 2011).

Nigeria has over 22 million active users of Facebook (Okeh, 2018) and with its capacity for 5,000 friendship association; people are able to conveniently reach people within their network about their ideas, products and services. Additionally, Facebook allows for tagging people within ones so as to consolidate the possibility of seeing particular message(s). The ability to upload pictures, short videos also makes it unique for the publishing of marketing messages. Also, Nigerian marketers can create pages under their primary profile designated for pure marketing purposes. These special pages on their part can have more than 10,000 members. In Nigeria today, we have our banks, entertainers, full-time online marketers (e.g Jumia and Konga), government agencies (e.g NYSC), Educational Institutions, Private Organisations, Small and Medium Scale Enterprises, Entrepreneurs and private individuals all using Facebook to drive their marketing and promotional endeavours.

Instagram: Instagram is a photo and video sharing social media platform founded in 2010 by (Kevin Systrom and Mike Kreiger Woods, 2013). Instagram grew exponentially as it had over one million users by the second month of its launch and it has never stopped since then. It first existed on the web but after it became available on smartphones as an application and adding the feature of direct messaging, it became a choice darling to social media users the world over.

Instagram has over 5.7Million active users in Nigeria and individuals, entrepreneurs, and corporate organisations have taken the initiative of utilize the platform in promoting their brands and products. To be a member of a network on Instagram, one only needs to like the profile of a user. Asides from the unique capacities of Instagram to upload edited pictures and short videos, there is also the #Hashtag which is used to facilitate more engagement. The Invoice Blog (2017)

in a pilot study discovered that Instagram posts with at least one hashtag averages 12.6% more engagement than those with no hashtags. Additionally, the Geo-Tagging feature of Instagram allows users to add locations to a shared post. This allows people who search for that location see one's post. We find in Nigeria today, comedians such as Woli Arole, Kenny Blaq, and others use Instagram stories to promote their craft and other brands for which they are ambassadors. Celebrities are also engaged as influencers on Instagram.

Products Marketed on the Social Media

A mobile phone, pen, a vehicle, an Obudu Cattle Ranch visit in Cross River State, a movie at the Silverbird Cinemas in Abuja and a piece of advice from a friend – are all product. However, in a bid to have a concept that can be identified with, (Kotler and Armstrong 2001) define product as anything that can be offered to a market for attention, acquisition, use, or consumption and that might satisfy a want or need. Broadly defined, products include physical objects, services, events, persons, places, organisation, ideas, or mixes of these entries that are projected for acquisition, use, rental or trial.

In addition to tangible goods, products also include services – activities or benefits offered for sale that are not essentially tangible and result in the ownership of something physical (Kotler and Armstrong, 2001). Examples of this includes banking, hotel, tax preparation, home repair service, disc jockey service, compere of an event, comedy presentation, teaching, etc. Products that are marketed on social media fall into two categories and this is based on the type of customers that use them. They are

- Consumer Product
- Industrial Product

Consumer Products

Consumer products are those products bought by final consumers for their personal consumption (Kotler & Armstrong, 2001). They are products purchased for personal utility by consumers. Consumer products are further broken into the convenience products, shopping products, speciality and unsought products. The three types of products we have are convenience products, shopping products and speciality products

Convenience Products: These are products that consumers usually buy frequently, and with minimum comparison and buying effort. Examples include soap, candy, personal care products, newspapers and fast food (Kotler and Armstrong, 2001). Business Dictionary (2018) suggests that convenience products are low-priced and readily available, almost everywhere for consumers.

Shopping Products: These are less frequently purchased consumer goods and services that

customers usually compare in terms of their attributes such as quality, price and style in the process of selecting or purchasing (Claessens, 2017). Products that fall into this category include; furniture, flooring, cars, clothing, airline services, hotel services and major household appliance.

Speciality Products: These are products which consumers purchase and consume on a less frequent schedule. Consumers are also willing to spend more time locating these products since they possess additional benefits for the purchasers, such as social status elevation (Knowthis.com, 2018). Examples of speciality products include high-end luxury automobile, expensive drinks, services of a legal or medical expert, celebrity beauty care experts, high-price electronic gadgets and designer clothes.

Industrial Products

These are products purchased for further or for use in conducting a business. Industrial products are less exciting, but they are often significant in terms of market size (Tutor2u, 2015). There are three types of industrial products; Material products, capital items and services.

- **Materials:** These are mainly agricultural products and natural resources e.g. cotton, wheat, crude oil, iron ore, rocks
- **Capital Items:** These are mainly machineries e.g. generators, drillers, sewing machines, trucks, vehicles, servers, elevators, etc
- **Services:** These are intangible products that complement general day to day business and daily living e.g. banking service, legal services, security services.

Social Media Marketing VS Traditional Media Marketing

Though, both of social media and traditional media can convey information to users, social media allows user to personally create and develop the contents. As a result, information can be shared online by using web-based applications and tools (Charles, Matthew & Jurate, 2010). Another big problem of traditional marketing is lack of community. In contrast, social media marketing owns the biggest advantage of building community. With social networks increasingly replacing more traditional communities, billions of people are drawn into social networks and spend significant time engaging in the social network (Hausman, 2012). On the social media, every user can join an online community, be a content creator and sharer. Another aspect is that marketing on the social media is cheap compared to the cost for traditional marketing media that is expensive. More reasons are below mentioned:

- On prints (such as journals, magazines, and newspaper) advertising rates depend on readership, subscriptions, or impressions. Even ad costs have dropped, the circulation of newspaper has declined as well.
- For radio and TV ad costs, it is hard for marketers to reach enough people with the audiences are getting smaller. There is likelihood for marketers of reaching people who are not interested in their products or services.
- The cost of direct mail is getting higher with the costs of printing, envelopes, and labour increases.
- Billboards are sold based on the size and location. Most passers-by will not notice or care about a billboard. Also, a lot of them will not remember the brand name. So, it wastes a lot of money for marketers.

Of the two types of products examined, consumer products actually do well on the social media, in terms of sales prospects compared to the industrial products because they are relatively cheaper, tangible and can be delivered to the doorstep of the buyer. This does not mean that industrial products cannot be promoted on the social media. For good reasons, social media remains a viable channel of giving better insights about industrial products too, and thereon, customers can get to know more about these kinds of products via reviews and electronic word of mouth by other social media users.

Dimensions of Social Media Marketing

(Asa'ad and Anas 2014) believes that social media marketing has five dimensions. These are the aspects required to create connections with consumers or to build traffic to company online platforms. These dimensions are;

Online Communities: Business entities, be it private or public can use the social media to build a community around its brand, products or services. Creation of loyalty and encouragement of discussions are made possible through vibrant communities and this can in turn contribute to business development and improvement (Taprial and Kanwar, 2012)

Credibility: This is all about delivering messages clearly to people, i.e. establishing truthfulness for what is said or done with a view to emotionally connect with the target audience, motivating the buyer and generating loyal customers (Khan and Jan, 2015). Through the social media, consumer is made aware of products that are good, safe and pocket friendly from the interactions they engage in, with people on their networks either actively or passively (Akase, Igyuve and Agbele, 2018)

Accessibility: The social media is easily accessible and makes minimal or no costs to use. There is actually no out-of-the-world skills or knowledge needed to operate the social media. This ability to make use of social media is made easier because of the increased adoption of smartphones – which has turned out to be a major part of the lives of Nigerians (Igyuve, Oriola, Akilla and Agbele, 2018).

Sharing of Contents: This dimension concerns the extent to which an individual exchange, distributes and receives content in a social media setting (Babac, 2011). Some marketers are heavy users of the social media for their purposes while some are light users of the platform, in the area of sharing contents with their audience.

Interaction: The final aspect of social media marketing is Interactivity. Social networking sites enable greater interaction with the online community through broadcasting up-to-date, consumer relevant information and notifications (Fischer and Reuber, 2012). A social media page can notify all its followers of specific subjects quickly and simultaneously (Berselli, Burger & Close, 2012). Even on smartphones and personal computers, all new developments pop up on the screen.

Benefits of Social Media Marketing

Social media, besides from being the platform that facilitate social interaction have enormous potentials for marketing. To (Yang 2014), the most important benefit of social media to marketing is that it is the cheapest way of business marketing. (Zimmerman and Ng 2013; Jackson 2017 and Carbone 2017) itemize the benefits of social media to marketing

- Penetration
- Customer Relationship & Customer Service Improvement
- Brand Awareness
- Improving Business Process
- Cost Saving

Penetration: Social media has a huge audience and according to global social media user statistics, there are 3.196 Billion active social media users as at March 2018 (Chaffey, 2018). The following is a breakdown of users who are active on various social media platforms.

With the earth population estimated at around 7.5Billion, this means that an estimated 35% of the global population is now active on social media. This implies that social media helps to cast a wide net capable of catching a target range.

Customer Relationship & Customer Service Improvement: Engagement is always the key point in social media marketing. Equally, Kotler and Armstrong suggest that there is a need for a relationship between people involved in marketing chain (Customers,

distributors, dealers and suppliers) - this goes beyond transactions, Social media provides an excellent platform to build relationship between customers and marketers. Customer engagement helps to gain an edge in the market (Yang, 2014) and social media helps to achieve this. Social media as people's top choice for customer care (Jackson, 2017). Starting off with reputation management, social media can be used monitor mentions of a brand for quick responses to complaints and issues. The social media facilitates two-way form of communication with customers (Jackson, 2017). Chatting with customers real-time is very convenient on the social media.

Brand Awareness: social media works for building brand awareness as long as the right people are capture thereon. Looking for more targeted groups within audiences can help get word out about products and services which ultimately improves brand awareness. As (Jackson 2017) puts it, one of the obvious benefits of social media is increasing brand awareness as with millions of users on Facebook, Twitter and other networks, there are people to reach so that they can hear about brands.

Improving business processes: Social media can be used to improve business processes. On the social media platform, you can deal with customer problems or complaints. Also, the feedback you get from customers can help you improve the product or service. Lastly, you can gain enlightenment from competitors in the same industry by analysing competitors' efforts. A good example brings good ideas; a failed case reminds you to avoid errors.

Cost Saving: (Carbone 2015) highlights the cost saving potential of social media when he mentioned that 'social media are a great cost-effective way to get brands in front of existing and potential customers. Social media platforms such as Facebook, Instagram, Twitter, Pinterest and LinkedIn allow marketers to promote and share content with no cost outside of their time that spent on the platform. The sophistication of these platforms also offers advanced but affordable advertising platforms (applicable to blogs) that can be used to reach specific segment of consumers. (Jackson 2017) to this end simply suggest that marketing on the social media is cheaper than on the traditional media.

Challenges of Social Media Marketing in Nigeria

As is common with all enterprise, there is always the availability of impediments liable to hinder the achievement of desired outcomes; the same applies to the utility of social media for marketing. A review of works related to the discourse also shows a chain of challenges associated with social media marketing.

Poor Online Marketing Knowhow and Inconsistence: (Ekwueme and Okoro 2018) reveals that lack of technical knowhow is a serious challenge to

online marketing in Nigeria. The study attested that though the steps of social media marketing seem direct and unambiguous, some technicalities still come to bare in areas of copy writing, graphics, photos and issues of linkage of social media accounts to websites where e-payments can be made. These are aspects that online marketers struggle still struggle with, especially in Nigeria. (Onisko 2016) also pointed out that some social media marketers are not consistent with the participation in social media. They don't share materials with their audience daily. (Peter 2015) also argues that one of the problems of social media marketing is that; marketers don't connect with their audience; they don't respond to comments by their audience and hardly link their social media accounts with their main website so that the audience can get more insights on what the promoted product or idea is all about. Somebody has to be responsible to monitor each network, respond to comments, answer questions and post product information the customer deems valuable (Barefoot & Szabo, 2010).

Poor Strategies: There are still social media marketers in Nigeria fly blind due to not having the roadmap. As (Odden 2010) points out 'you may know what to accomplish but without the right social media strategy, you won't have a specific plan on how to get there.' The problem of poor strategies for online marketing is synonymous with marketers as most times, they do not have a plan that answers the 4 Ws (Who, What, Why and Where) of social media marketing.

- Why: why are we engaging the social media for marketing?
- Who: Who are our target audience?
- What: What are we selling? What do we intend to achieve? What content suites our audience?
- Where: The target location of the campaign
- (Peters 2010) adds the how of social media marketing as a component of strategy, this concerns the following;
- How we are going to succeed (Selection of the right channel, the creation of the right content, how to partner with influencers)
- How to measure the success achieved (Evaluation)

Negative Feedbacks: One aspect of social networking that is especially damaging to marketing campaigns is negative post responses (Nadjaraja and Yazdanifard, 2015). Unhappy customers or industry competitors can post disparaging or offensive pictures, posts or videos and there is not much a marketer can do to prevent these occurrences (Cheung, Lee, & Thadani 2009). Issues such as this are not new in Nigeria, however, when issues as this occur, we discover that some social media marketers ignore these comments, which is not good for the image of the brand or product as others are liable to read up such comments and grow cold in their desire to purchase or take a positive action about the advertised products. In some other cases, marketers

may engage poster of such comments in a war of words, this is also not good enough.

Trademark and Copyright Issues: According to (Steinman and Hawkins 2010), it is of the utmost importance for companies to protect their own trademarks and copyrights when using social media to promote their brands and products. Social media's capacity to facilitate informal and impromptu communication often on a real-time basis can aid companies in promoting their brands and disseminating copyrighted material, but it can also facilitate third-party abuse of a business' trademarks and copyrights (Steinman & Hawkins, 2010). There is hardly regard for logos, brand name and so on in Nigeria. We find that there is really no mechanism to monitor the excesses of people on the social media in Nigeria owing to the constant use of intellectual properties such as songs, advert lines and graphics (without legal permission) in marketing messages.

Illiteracy: As at 2017, Nigeria has about 63 million persons who cannot read and write and the number contributes 6 per cent the world population of non-literate persons (Vanguard Newspaper, 2017). The level of illiteracy in Nigeria is still undeniable, this has a bearing on the number of active users of social media users in Nigeria, which stands 22 million (According to Okeh, 2018). It is quite impossible for people who are unable to read and write use the social media, let alone engage it for marketing. This issue of illiteracy cannot be underestimated as a challenge in Nigeria.

Security Issues and Privacy: This issue of trust, privacy and security issues constitutes a challenge when marketing on the social media. The use of social media to promote one's brand, products, or services can also implicate trust, privacy and data security issues (Ekwueme and Okoro, 2018). Today's customers frequently interact with brands across multiple channels and devices, leaving a trail of identifiers (like email addresses, loyalty accounts, browser cookies, and mobile device IDs) littered among the various technologies that power those customer interactions (Olenski 2017). These makes users vulnerable as this information can be used by a third party, especially when the device on which e-information are entered gets into the wrong hands. There is also the possibility of divulging personal information such as home addresses (in the case of home delivery), phone numbers and in some cases bank details when making an online payment. This doesn't make making purchases via the social media safe, especially in a country like Nigeria.

The Future of Social Media Marketing in Nigeria

The future of social media marketing in Nigeria looks bright from what can be seen of the phenomena today as we now find many Nigerians engaging social media platforms for their marketing

activities, just as (Olatewo 2016) asserts that social media marketing as an emerging market in Nigeria is gaining traction. The position of this paper is that Nigerians are embracing social media for marketing is also in tandem with (Ekwueme and Okoro 2018) who through their study 'Analysis of the Use of Social Media Advertising Among Selected Online Businesses in Nigeria' surmised that social media is frequently used by businesses in Nigeria for advertising. As it were, social media users, especially Nigerian youths who have skills in fashion, bead making, shoe making, budding entrepreneurs and sellers of goods now use their social media platforms to promote their crafts.

The uniqueness of social media, especially in the area of ease of use, wide audience base, user-generated-content, accessibility and cost efficiency has projected platforms such as Facebook and Instagram as the chief instruments of marketing in Nigeria. Other platforms such as YouTube, WhatsApp, LinkedIn and blogs are also social media platforms making the rounds as it concerns marketing in Nigeria and people now find reasons to check these platforms for the best offers.

Despite the above mentioned and the consideration of social media as a critical component for an effective marketing strategy, social media marketing is not a replacement of traditional marketing. Traditional marketing still works for a lot of marketing campaigns. The skilful integration of all media of mass communication; be it social media, traditional media and integrated marketing communication (such as personal marketing, direct mail, sales promotion and e-mail marketing) will aid efficiency of marketing activities as well as returns on marketing campaign investment.

Just as (Terfa, Alu, Tarnong and Ogbu 2013) puts it, Nigeria is gradually gaining attention of the global market, social media is increasingly becoming a viable option for modern marketing activities, this study believes that the prospects of social media marketing in Nigeria is undeniable. That being said, proper attention needs to be paid to all problems facing social media marketing in Nigeria (as listed in this study). Challenges such as poor technical knowhow and inconsistency of marketers, illiteracy, security and measurement of return on investment must be addressed by all parties concerned in Nigeria. With increased ICT knowledge, improvement in literacy across Nigeria, robust government policies that addresses internet problems and the mainstreaming of the social media, there is no doubt that Nigeria will be a front runner in the league of digital marketing nations.

CONCLUSION

Having examined social media marketing in Nigeria at various interjections in this study, it is

abundantly clear that social media is now a key platform for marketing in Nigeria as Nigeria youths, celebrities, business organisations, corporate bodies, government agencies, entrepreneurs and multinationals in Nigeria are engaging social media platforms, especially Facebook and Instagram more than ever before to reach their audiences for marketing reasons. Also the benefits of marketing products on the social media platforms are innumerable. Equally, the challenge of social media as examined in the study must be addressed so that Nigeria can truly reap the benefits of online marketing.

Based on the discoveries of this study, the following recommendations are made:

- Social media marketing should be fully incorporated in the marketing activities of businesses in Nigeria, be it small scale, medium scale and full-fledged
- Online marketers (Prospective and existing) should embark on training, self-study and workshops so as to improve their technical knowhow of marketing on the social media. This will enhance their overall efficiency and possibly measure them with their counterparts in other nations of the world.
- Literacy and ICT knowledge should be encouraged through robust policies by the government of the day in Nigeria, as well as the involvement of well-meaning individuals, humanitarian organisations and other multinationals.
- Customers should be more careful when it comes to entering into online transactions. Only authentic online marketers should be patronized.

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