



The 20 21

FlyMyAds 
**Impact
Report**



Prepared by
FlyMyAds
DIGITAL SERVICES
February 2022

The
2021
FlyMyAds
Impact
Report

Introduction

FlyMyAds Digital is a digital agency engaged in digital advertising services for medium and large sized organizations.

FlyMyAds continues to drive positive results for its clients both home and abroad. This impact report aims to give you a peek into our world.

Our CEO



Ayodeji is an award-winning marketing strategist with over ten years experience managing local and international brands such as Samsung Electronics West Africa, HP Nigeria, Lagos Business School, Balanced Scorecard amongst others.

A passionate teacher, he has directly empowered over 15,000 people made up of students, youths, SMEs and even top business executives.

He runs FlyMyAds Digital, a digital marketing agency, where he puts to good use his entrepreneurial skills and passion in leading a team of fellow marketing rock stars to deliver amazing results for clients.

Ayodeji is interested in entrepreneurship, marketing, fourth industrial revolution and Web 3.0

Ayodeji's favourite pass time is bandying business ideas and spending quality time with his family.



Certification badge below:

Certified Digital Marketing Professional, DMI

<https://www.credly.com/users/ayodejiagboola/badges>

Facebook Certified Media Planning & Media Buying Professional

<https://www.credential.net/6183d2c3-4427-41a1-8520-333804dd008e#gs.ptfsjs>

(CEO FlyMyAds)

AYODEJI AGBOOLA

Our Notable Projects

We have been engaged in digital marketing solutions for more than 10 years and have handled various projects, some of which are outlined below.

DIGITAL MARKETING PROJECTS ►

fly@flymyads.com

MULTIPLE ONLINE ADVERTISING CAMPAIGNS FOR SAMSUNG ELECTRONICS WEST AFRICA (SEWA) USING FACEBOOK ADVERTISING.

SEWA needed to launch out their range of laptops into the Nigerian market and we implemented the social media marketing of this project, commencing with a Valentine promo for the Samsung Series 9 Notebooks. The social media campaign for the Samsung Eco Bubble washing machine launch out was also handled by us.



EMAIL MARKETING CAMPAIGN FOR HP NIGERIA

HP Nigeria Limited wanted to run a promo for their mid-range laptop, HP 655.

We helped HP build their email list and sent regular emails over 5 weeks to their teeming customers informing them about the offer.



DIGITAL ADVERTISING AND EMAIL LIST BUILDING FOR LAGOS BUSINESS SCHOOL USING LINKEDIN ADS AND GOOGLE ADWORDS

Advertising in daily newspapers can be quite expensive. We helped LBS move from fully traditional advertising to a hybrid of both traditional and digital. We were able to capture the email addresses of over 400 interested executives in a space of three months. This was done on the LBS website where visitors opted to submit their own email addresses for further contact. LBS sends sales emails to these respondents till date.



DIGITAL MARKETING FOR BALANCED SCORECARD WEST AFRICA LTD

Balanced Scorecard West Africa Ltd is a Strategy and Performance Management Consulting firm involved in process improvements for large organizations such as Banks and Government Agencies.

We designed, from ground up, a digital marketing strategy that involved overhauling their existing website and initiating Google search ads, Video adverts and content marketing.



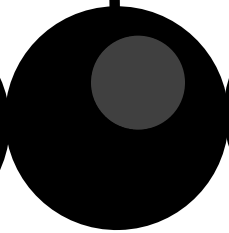
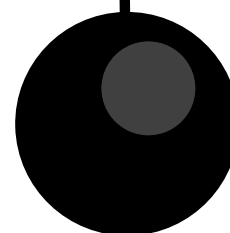
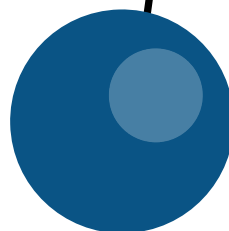
MEN WHO COOK CAMPAIGN FOR ADAM & EVE LUXURY STORES

Adam & Eve, a luxury store in the heart of Lagos, Nigeria, needed to celebrate young men who cook, and thus came up with a cooking contest for men. We helped design the campaign for success leading to many applicants from around Lagos applying to the competition and with the grand finale held physically at the cook-off at the Adam & Eve



Our Impact in 2020

FlyMyAds 



fly@flymyads.com

The
2021
FlyMyAds
Impact
Report

PREAMBLE

It is often much touted that the SMEs are the engine of growth for any economy. While this is true, SMEs are often neglected because they do not have the funds for hiring top professionals. This Impact report aims to show some of the ideas we have implemented in trying to help SMEs grow, and how we have fared, on an individual level and as a firm.



DG SMEDAN takes photos with a cross section of BDSPs. From L-R: Dr John Mukora, DG SMEDAN Dr. Dikko Umaru Radda, Julian Etuokwu-Oludumila, Ayodeji Agboola, Idoko Sylvester-Onoja

Business Development Service Providers

A critical component of support for SMEs are business consultants. However, for too long, there have not been any clear standards by which business consultants do their work or by which they are measured. The Small and Medium Enterprise Development Agency of Nigeria (SMEDAN) in conjunction with two renowned business schools, the Enterprise Development Centre, Pan Atlantic University and Kaduna Business School, organized its first ever certification program for Business consultants.

As someone who is naturally invested in business growth due to the nature of our work at FlyMyAds, I joined the BDSP program and became one of the first BDSPs certified by SMEDAN.



Business Development Service Providers

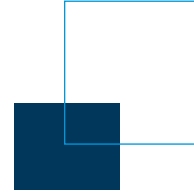


Covid-19 Educational Content In Several Nigerian Languages

The year 2020 and the Covid 19 Pandemic brought many drastic changes to the way we live, work and play. It also brought new methods to the way we learn. As a Digital Agency with vast experiences in digital platforms and digital media, it became very apparent to us quite early in 2020 that the most vulnerable populations to the COVID-19 Pandemic will be the multitude of people who are hardly online and who would not have first-hand information about the pandemic, its causes, how it spreads and its prevention.

We decided to create educational content about prevention of COVID-19 in Yoruba Language. To our surprise, many concerned individuals loved the Yoruba educational content and requested we made a

Covid-19 Educational Content In Several Nigerian Languages



similar video for them in their own native languages. We ended up making the educational videos in 4 Nigerian Languages: Yoruba, Hausa, Igbo, and Urhobo.

As if to reward, our goodwill, it came to our attention via CCHUB that there was a call for applications for innovative solutions to the pandemic in areas of health and education, we promptly submitted our educational videos.

https://youtube.com/playlist?list=PLRs13IHxbr4QJuY4L3DKgxV-iOaEhaz_E

By July 2020, we had been shortlisted as one of the 5 finalists to win a \$1,000 grant from the Lagos State Science Research & Innovation Council. (LASRIC)



Facilitating the Boost with Facebook program in collaboration with Zenith Bank PLC.

Training Goes Virtual

As a Facebook Certified Lead Trainer, the year 2020 brought a significant change to the way we conducted digital marketing training for Small Businesses. As a Lead trainer on the Boost with Facebook Program, which is an ongoing Facebook-Sponsored Training Program, prior to the COVID-19 Pandemic, we had always held the training sessions physically.

The Boost with Facebook Training is a very hands-on training that showed SMEs how to effectively use Facebook, Instagram, WhatsApp Business, Advertising etc for business.

Training Goes Virtual



The social distance regulation meant that physical training sessions could no longer be held and therefore several innovations were sought out. One of the new methods was the approval from Facebook for Trainers to create their own Facebook Groups where they could hold periodic training sessions, report these sessions, and earn training credits. My personal Facebook group is still online at [this address and still contains a ton of useful training content delivered by me.](#)

This eventually evolved to the more stable training sessions delivered in conjunction with the Facebook Training Partners who worked directly with organizations who wanted to drive impact for their SMEs e.g Banks, Churches and Trade Organizations.

In 2020, I trained a total of 1,560 SMEs on how to effectively use social media platforms for business.



Our Impact in 2021



The *FlyMyAds* School of Social Media Management

The turn of the new year brought hope, renewal, and greater expectations from the drastic changes that the year 2020 brought.

Learning digitally and virtually had started becoming mainstream and it brought with it more opportunities, local and international. One of the many challenges faced by SMEs is the lack of talent who can help them with social media management services.

At FlyMyAds, we constantly received requests for social media management talent, and we decided to solve for it by creating a dedicated training we called the FlyMyAds School of Social Media Management.

Our first cohort had a total of 25 students including 2 Pakistanis and 1 Rwandan. The program also featured matching these newly minted Social Media Managers with participating SMEs. We hope to expand the program in 2022, by holding at least 3 different cohorts.

The Digital Future Program

The Digital Future program is a growth program tailored to helping 500 women led businesses in Kenya transform and grow their businesses using digital platforms. FlyMyAds was privileged to partner with Women Work Kenya, a Women-Focused organization based in Nairobi, Kenya to deliver the Digital Future Program. The Digital Future Program is funded by the United States Africa Development Fund (USADF).

The structured 4-week workshop is a blended learning approach where participants go through online courses in addition to weekly live virtual classes. It also features weekly assessments and weekly group activities. As a further intervention, all participants are also awarded ad credits that they use in advertising their businesses.

The Digital Future program has been immensely successful and will be concluded in the second quarter of 2022.

FlyMyAds played a major role in the program design and the learning material being used, a total of 17 hours of video content. The learning material and learning outcomes was also co-vetted by Elevate Learning, a South Africa based Learning Consultancy.



Mentor on Various Programs.

The year 2021 saw Ayodeji volunteer more and more of his time in helping to mentor willing mentees via various programs.

He participated in over 6 mentor-led programs in the course of the year and continues to give of his time to business owners willing to grow.

Listed below are his noteworthy mentorship activities:

1. Founder Institute South Africa
2. Venture Capital For Africa (VC4A)
3. AfDB Agripreneurs Mentorship Program
4. Impact Hub Mentor
5. UNDP SGD Hackathon Mentor
6. TechQuest Female Entrepreneurship Support Program (FESP)
7. Bridge For Billions Mentorship Program





Our Team

Mopelola Adeniyi - **SEO Specialist**
Oluwaseyi Ashimi - **Graphic Designer**
Ayodeji Agboola - **Orchestra Conductor**
Ezienyi Nwanunu - **Content Creation Specialist**

fly@flymyads.com

2022 Outlook

As more and more processes adopt digitization, new opportunities are created. We are certainly looking forward to expanding our reach with our SME Focused programs.

In 2022, we are flinging open our doors to more collaboration. We have created international standard training material that any organization can leverage for developing SMEs in their care. We are very open to these discussions.

In 2022, FlyMyAds aims to empower 10,000 SMEs via our training programs. We hope to do this in collaboration with your organization and organizations in your network.

We also hope to create more made-to-fit programs that will solve existing problems in our SME ecosystems, programs like our existing FlyMyAds School of Social Media Management.

We be opening the FlyMyAds School of Social Media Management to a second cohort in April 2022, and we will also call on SMEs who are able to hire our freshly trained Social Media Managers to be an integral part of the program.



Sincerely,
Ayodeji Agboola
CEO, FlyMyAds Digital
www.flymyads.com
February 2022
fly@flymyads.com
+234 708 056 5000

