

Free digital marketing masterclass at Lagos Startup Week

Lagos Startup Week, the annual week long celebration of startups in Lagos is back and scheduled to take place this week at the Oriental Hotel, Lekki Lagos. This year's Lagos Startup week theme is 'Be Inspired'.



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Lagos Startup week is collaborating with Ringer Digital Marketing to bring a free digital marketing masterclass. Panel members will include Ibukun Onitiju head, sales and marketing, Ringier Digital Marketing; Ayode Akinfemiwa, agency relationship manager, Google; and Sola Amusan, corporate citizenship lead, Microsoft.

The world of digital marketing is constantly changing and it can be sometimes overwhelming trying to keep up for startups founders who already wear many different hats. From Google search updates to new features on Facebook, better ways of measuring success online and new tools to make life easy, this free digital marketing masterclass aims to show startups and entrepreneurs what they need to do to market their businesses online.

“Digital Marketing provides a measured way to approach brand or product awareness, calculate customer interest, acquire new customers and create engagement. This is especially good for startups with limited marketing budget,” said Onitiju. “This is a great opportunity for startups serious about marketing their business online. It is an opportunity for early stage companies to learn from experts in this field.”

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