

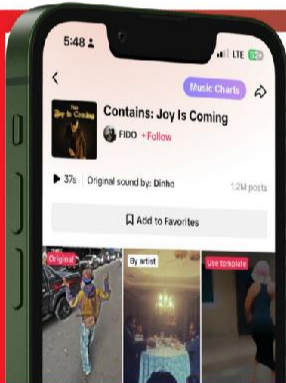


# Advertising Rate Card



## Tiktalkmedia

Tiktalkmedia Is a Multi-Media Roll-Out Agency aimed at Bequeathing its clients and Associates the best of results when it comes to Ads & Music Rollouts in the social media & creator's space.



As we all know with the recent observations and facts that Tiktok is the fastest and Go to App for Virality and surpassing Youtube as the social media platform with the most watch time.

Influencer marketing has taken a huge U-turn, numerous African music brands have found huge success on TikTok due to the flexibility and engagements on the app.

Tiktok has become a major factor in determining which song goes viral and which song tops the charts. It won't be far-fetched to say music marketing today greatly revolves around TikTok.

Hence, it is our decision to strongly recommend, and include Tiktok promotions in our client's marketing plans and budget. With no further ado, we will be giving an overview of costs, stats, and numbers on influencer marketing on Tiktok.



## VITALITY:

The major aim of Tiktok Marketing is to make the song and artiste go viral. This would involve the collective effort of Micro and Major Influencers on Tiktok, Instagram Blogs, Youtube Shorts, and Editorial Support from Tiktok.

We will give an overview of the numbers and stats for these Influencers.



### MICRO-INFLUENCERS

These are active Tiktok Influencers with 1000-10000 followers.

### MAJOR INFLUENCERS

These are active Tiktok Influencers with 100000 followers and above.

### INSTAGRAM BLOGS:

With the new wave, these are called Reels PR, these are major blogs on Instagram with funny, entertaining, and engaging content. The major reason for using them is to drive traffic and engagement to content. Using Nigeria as a case study examples include Tundednut, Kraks tv, Yabaleft, etc.



# BUDGET AND COSTS

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Pricing has been leveled according to the budget allocated to this aspect of promotion for every brand, independent artiste, or label.



## STAR BOY PACKAGE (Best Seller) 20% Percent Discount

**N450,000**

- This includes 30 Micro-creators to use TikTok sound repeatedly for a week (7 Days), amounting to 210 VIDEOS+
- A sponsored blog post on our website, TikTalkmedia.com
- Display on a billboard around Lagos (Attracts ₦100,000).

**N1,200,00**

- This includes 100 Micro-creators to use TikTok sound repeatedly for a week (7 Days), amounting to 700 VIDEOS+
- A sponsored blog post on our website, TikTalkmedia.COM
- Display on a billboard around Lagos.

**N 650,000**

- This includes 50 Micro-creators to use TikTok sound repeatedly for a week (7 Days), amounting to 350 VIDEOS+
- A sponsored blog post on our website, TikTalkmedia.com
- Display on a billboard around Lagos.

**N1,750,000**

- This includes 100 Micro-creators to use TikTok sound repeatedly for 10 Days, amounting to 1000 VIDEOS+
- A sponsored blog post on our website, TikTalkmedia.com
- Display on a billboard around Lagos.

## BRONZE:

**N1,000,000**

- 150 micro-influencers
- 3 macro influencers
- 3 tiktok lyrics pages for virality
- A sponsored blog post on our blog (@tiktalkblog & website, TikTalkmedia.com)
- Display on a billboard around Lagos.

## SILVER:

**N1,750,000**

- 250 micro-influencers
- 3 macro influencers.
- 1 major influencer
- 3 tiktok lyrics posts for virality.
- 3 meme pages
- A sponsored blog post on our website, TikTalkmedia.com
- Display on a billboard around Lagos.

## CERAMIC:

**Basic Orders**

- 50 micro-influencers - ₦150,000
- 100 micro-influencers - ₦300,000
- 200 micro-influencers - ₦600,000
- 300 micro-influencers - ₦750,000
- 500 micro-influencers - N1,200,000

## GOLD:

**N3,00,000**

- 600 micro-influencers.
- 10 macro influencers.
- 5 tiktok blog posts for virality.
- Data budget adjusted to suit the client's budget.
- A sponsored blog post on our website, TikTalkmedia.com
- Display on a billboard around Lagos.

## DIAMOND:

**N5,300,000**

- 1000 micro-influencers.
- 10-15 macro influencers.
- Tiktok Impression Promo (Lyrics Pages, Meme pages, Tiktok Blogs).
- 4 Instagram blog posts for virality.
- Data budget adjusted to suit the client's budget.
- A sponsored blog post on our website, TikTalkmedia.com
- Display on a billboard around Lagos.

**Send Custom Order:**

Please be advised, no number volume of Creators is beyond our reach as we have worked with Reputable Creators and also reputable brands such as Glo, Starlip, and Oriamo as well as reputable Record Label which we can't spill without their consent.

*\* Prices are subject to change as prices are affected by many factors.*

## MOISSANITE

**₱6,300,000**

- 1000 micro-influencers.
- 10 mac influencers.
- 5 major influencers
- Tiktok Impression Promo (Lyrics Pages, Meme pages, Tiktok Blogs).
- 2 Instagram blog, 2 tiktok blog posts for virality.
- Data budget adjusted to suit the client's budget.
- A sponsored blog post on our website, TikTalkmedia.com

## DIAMOND LITE: CUSTOM TIKTOK CAMPAIGN

**\$10,000**

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## DIAMOND MAX: CUSTOM TIKTOK CAMPAIGN

**\$20,000**

Send Custom Order:

Please be advised, no number volume of Creators is beyond our reach as we have worked with Reputable Creators and also reputable brands such as Glo, Starlip, and Oriamo as well as reputable Record Label which we can't spill without their consent.

*\* Prices are subject to change as prices are affected by many factors.*

