



URBAN MEDIA CONSULTANTS

IFODIGE MEDIA, LLC.

ABOUT US

Ifodige Media, LLC. is a full-service advertising agency committed to providing the lowest cost for radio, billboard, and social media advertising. Identifying the best outlets to connect your business with your target market is what we do best. We believe that advertising campaigns should not be an extravagant cost to achieve your marketing goals. Better Products. Better Service. Better Results.

IFODIGE: In Fearless Optimization
Does Innovative Growth Emerge

WHO ARE WE?

A portrait of Andre Forbes-Ezeugwu, a Black man with a short beard and mustache, smiling and looking slightly to his right. He is wearing a dark brown overcoat over a grey herringbone scarf, a light blue dress shirt, and a grey patterned tie. He is also wearing a watch with a blue strap and a gold case on his left wrist. His hands are gesturing as if he is speaking. The background is a blurred city street scene with a blue car and buildings.

ANDRE FORBES-EZEUGWU

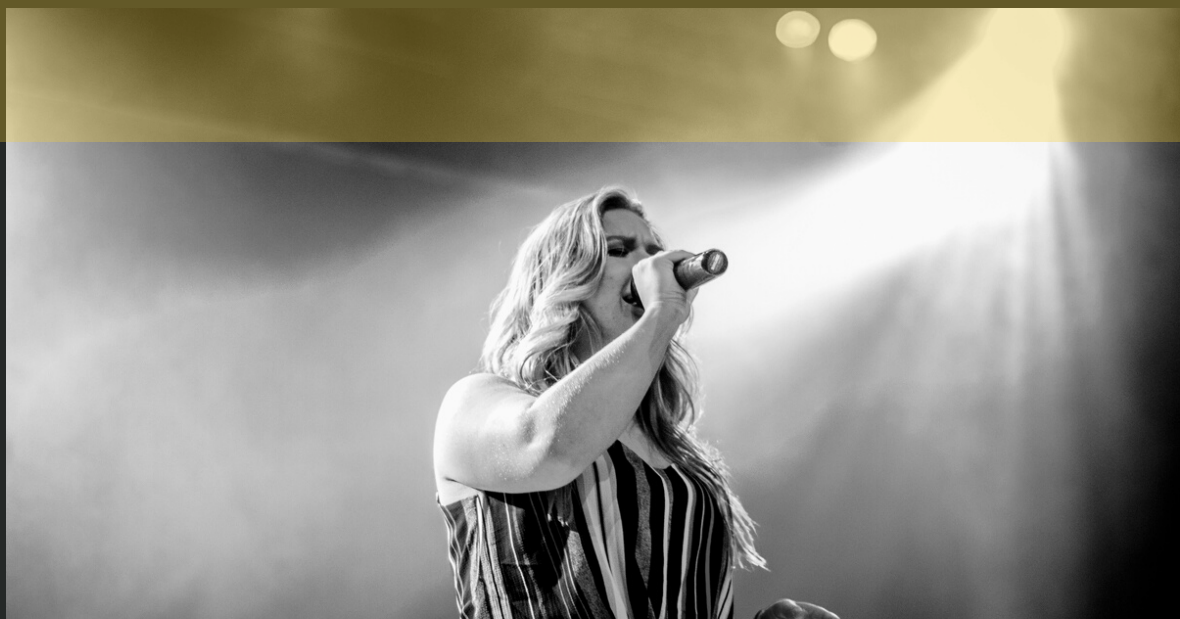
IFODIGE MEDIA

The Ifodige brand was founded by Andre Forbes-Ezeugwu, a native of Paterson, NJ, and a graduate of Albright College. Andre is a Certified Radio Marketing Consultant (CRMC) and Certified Digital Marketing Professional (CDMP) with over ten years of professional branding, media, and business development experience. Andre is currently the CEO of Ifodige Media and has been named one of “The Future African American Leaders In Radio” by RADIO INK, March '18.



OUR SERVICES

WHAT WE DO BEST



BRAND CONSULTING

Brand consulting is an hourly service utilized to develop marketing plans and help our clients build brand longevity and grow their customer base. The primary objective is to navigate the best route to receive an ROI (Return on Investment) of their advertising campaign's cost.

AUDIO/VIDEO PRODUCTION

Providing a full suite of audio and visual production solutions is key to Ifodige Media's creative services. Radio ads, audio jingle production, and video production. We also offer domestic & international product distribution solutions.

MEDIA PLANNING/BUYING

We provide full-service media planning and buying solutions across all radio, billboards, and social media outlets/platforms. It is our mission to provide state of the art creative at the lowest cost available. We make the process of identifying and selecting media outlets simple by developing a strategic, targeted marketing plan.

SOCIAL MEDIA MANAGEMENT (LEAD GEN)

We create social media content specific to your business or brand, with capabilities to manage and develop your online presence via Instagram, Facebook, LinkedIn & Twitter. We develop verbiage and high-resolution visuals specific to your business with a dedicated lead development strategy.



**RADIO IS THE MOST INTIMATE
AND SOCIALLY PERSONAL MEDIUM
IN THE WORLD.**

SOURCE: HARRY VON ZELL - AMERICAN ANNOUNCER OF RADIO PROGRAMS.

RADIO ADVERTISING

Radio is STILL one of the best advertising mediums and yields a pretty incredible ROI. A study by Neilson showed brands averaged a sales lift of more than \$6 for every \$1 spent on radio ads. One retail brand delivered an almost unheard of \$23.21 in sales lift for every \$1 invested!

When you think about how vast radio's reach is, and how easy it is to find any brand online, it makes complete sense. At any given time of the day, 20% of people surfing the internet are also listening to the radio at the same time, meaning you are only ONE click away from a potential sale.



BILLBOARD ANALYSIS

ADVERTISING FACT:

"Make it simple. Make it memorable.
Make it inviting to look at. Make it fun
to read." - Leo Burnett

BILLBOARD ADVERTISING

Perhaps one of the oldest forms of advertising around, Billboards are STILL extremely effective for businesses! A well-placed billboard reminds people that you exist, and directs new foot-traffic right to your business!

Billboard ads can be a great investment as long as you're smart about how you use them. Due to their size, billboards are hard to ignore. People of all ages, gender, and races will be exposed to your billboard and is one of the most cost-effective forms of advertising for local businesses.

DEMOGRAPHICS & SEGMENTATION

When it comes to social media marketing for your business, it is extremely important to be intentional about the platforms you are spending your time on.

MARKET INFLUENCE

While it is helpful to have a presence on more than one platform, you also want to make sure that you are being strategic about your efforts to get the most out of you marketing.

BARRIERS TO ENTRY

Think about whom you want to connect with, and consider what platform they are likely to utilize most.

SOCIAL MEDIA

HOW IT'S DONE... MOBILE DATA



COLLECT USER DATA.

Ninety-six percent of African Americans own a smartphone, and those aged 35+ surpass the total population in their age group by 2% for smartphone ownership.



CONNECT THROUGH ADS.

African Americans are avid media consumers—across multiple media channels—which gives advertisers ample opportunities to connect with them.



THE POWER OF AFRICAN AMERICAN DOLLARS

African Americans make up 23% of the total market for U.S. cellular sales, while only accounting for 14% of the overall population.

SOME OF OUR PARTNERS



Clear Channel
Outdoor



OUTFRONT/



CONTACT US

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