



IBST
Digital.

ABOUT US.

IBST is one of Nigeria's leading creative digital agencies, with **over 20 years of experience** and continued relevance in the ever-evolving creative space. We specialize in providing innovative solutions that help our clients achieve their goals in the digital landscape.



Services We Offer

At IBST, we provide a comprehensive suite of digital services designed to meet the diverse needs of our clients.



Social Media Management:

We manage and grow your brand's presence across all major social media platforms, fostering meaningful engagement and delivering targeted content to reach your audience.



Search Engine Marketing (SEM):

Our SEM services leverage paid search strategies to drive high-quality traffic and generate conversions, ensuring your brand is easily found by those who need your services.



Search Engine Optimization (SEO):

With our SEO expertise, we optimize your website and content to rank higher on search engines, increasing organic visibility and driving sustainable traffic growth.



Digital Strategy and Advisory:

We provide strategic consulting to help brands navigate the digital landscape, crafting tailored plans that align with business goals and maximize ROI.



Content Marketing:

Our content marketing services focus on creating and distributing valuable, relevant, and consistent content to attract and engage your target audience.



Online Reputation Management:

We safeguard your brand's online reputation by monitoring, managing, and responding to online reviews and public perceptions.



Email Marketing:

We develop targeted email campaigns that nurture leads, convert prospects, and build lasting customer relationships while tracking performance metrics.



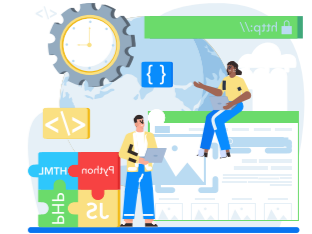
Campaign Management:

From ideation to execution, we manage digital campaigns across various platforms, ensuring they meet set objectives, stay within budget, and deliver impactful results.



Influencer Marketing:

We connect brands with influencers who resonate with their target audiences, ensuring authentic promotion and building trust with potential customers.



Web Design & Development:

At IBST, we create custom, visually appealing websites that are user-friendly and optimized for all devices, tailored to your business needs.

Our Values: Why You Should Work With Us

At IBST, our values guide everything we do, from strategy to execution. They form the foundation of our client relationships and our project approach.



Creativity:

We push the boundaries of what's possible, delivering innovative and tailored solutions that stand out in a competitive market.



Collaboration:

We believe in the power of partnership. By working closely with our clients, we ensure their vision is realized at every step of the journey.



Excellence:

Every project reflects our commitment to high-quality work. We strive for excellence, continuously refining our approach to deliver exceptional outcomes.



Integrity:

Transparency and honesty are at the core of our client relationships. We believe in clear communication and upholding the trust placed in us.



Impact:

We measure our success by the positive impact we create for our clients. Whether through increased engagement or business growth, we focus on delivering measurable results.



Diversity & Inclusion:

We embrace different perspectives and ideas, creating work that resonates with diverse audiences and reflects a global mindset.



Client-Centric Approach:

Our clients are at the heart of everything we do. We prioritize their needs and success, ensuring that our work aligns with their goals.

Our Process

At IBST, our process ensures that each project delivers measurable success. We combine strategic thinking, creativity, and data to achieve results.



Case Studies.



Riggs London

Launched in 2018, Riggs London was crafted to empower men by offering high-quality, accessible fragrances that celebrate individuality. Rooted in innovation, Riggs helps men express their best selves through scent. To extend the Riggs experience,

Riggs Nigeria was introduced with a unique brand identity tailored to the Nigerian market. Reflecting the spirit of Riggs London, it resonates with the specific preferences of Nigerian consumers.

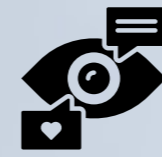
What we did

Over two years, we built Riggs Nigeria's digital presence from the ground up, positioning it as a leading perfume brand in Nigeria. Our tailored strategy amplified brand influence and created strong appeal across digital platforms, engaging audiences nationwide.

[Click here to preview.](#)

40M+

Online Impressions



30M+

Reach



10K+

Comments



Confetti London

Founded in 2016 as part of the Confetti Group, Confetti London celebrates individuality with fragrances inspired by London's vibrant spirit. Each scent exudes confidence and joy, offering a sensory journey from fresh florals to alluring blends, inviting wearers to express their unique

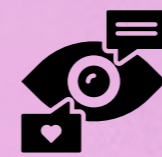
style. To reach a new audience, Confetti Nigeria was launched with a tailored brand identity for the Nigerian market. Reflecting the essence of Confetti London, it resonates with local preferences, celebrating personal style through fragrance.

What we did

In only two years, we established a compelling online presence for Confetti Nigeria, transforming it into a recognized brand in Nigeria's perfume industry. Through our targeted strategy, Confetti has captured the loyalty of fragrance enthusiasts across the nation, fostering strong community engagement and brand recognition.

30M+

Online Impressions



25M+

Reach



8K+

Comments



Strategic Content Campaign Global Coalition on Daesh

IBST Digital collaborated with the Global Coalition on Daesh, a powerful international alliance committed to countering ISWAP (Islamic State's West Africa Province) in Nigeria. Partnering with local organizations like

CPDHA and Albany Associates, the campaign focused on combating ISWAP's propaganda and supporting affected communities through strategic digital media.

What we did

IBST Digital developed and executed a comprehensive content strategy that included podcasts, photostories, infographics, and videos. Each piece was tailored for social media, with a focus on humanizing the issues, simplifying complex information, and amplifying narratives of hope and recovery. The team managed all aspects of content production, ensuring high-quality and engaging output.

Results & Outcomes

The campaign achieved substantial engagement, reaching a wide audience and receiving positive feedback that emphasized increased awareness and empathy. Testimonials from local communities confirmed the impact of IBST's efforts in amplifying the coalition's mission, effectively countering ISWAP's narrative, and fostering community resilience.



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