

# Brainshare Technologies & Services Nigeria Limited

## Q4 2025 Digital Marketing Campaign & Content Calendar October 13<sup>th</sup> - December 31<sup>st</sup>, 2025

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**Date:** 2<sup>nd</sup> Oct. 2025

**Campaign Period:** October 13<sup>th</sup> - December 31<sup>st</sup> 2025

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## 1. Executive Summary & Goals

This document outlines a comprehensive digital marketing strategy for Q4 2025 designed to establish Brainshare Technologies as the premier Fiber Internet provider for Lekki residents and a leading technology solutions partner for large organizations across Nigeria.

Our dual-focused strategy leverages a multi-platform approach, with synchronized themes for B2C (Residential/SME) and B2B (Large Enterprise) audiences to drive brand visibility, generate high-quality leads, and position Brainshare as a full-service technology leader.

### Primary Goals:

- **Brand Awareness:** Increase mentions, shares, and branded search volume for "Brainshare Technologies" and related services by 30%.
- **Lead Generation:** Acquire new qualified leads for both Fiber Internet and Enterprise solutions.
- **Engagement:** Achieve a 15% average engagement rate across all social media platforms.
- **Thought Leadership:** Establish authority in the IT & Digital Transformation space for the B2B sector.

## 2. Target Audience Personas

- **Persona A: The Lekki Resident & SME Owner**
  - **Needs:** Reliable, high-speed fiber internet for home and business (WFH, streaming, SME operations).
  - **Services:** Fiber-to-Home, Fiber-to-Business.
- **Persona B: The Corporate IT Director & C-Suite Executive**
  - **Needs:** Scalable, secure, and innovative technology solutions to drive business growth, efficiency, and digital transformation.
  - **Services:** Global Connectivity, Digital Transformation, Managed Services, IaaS, IT Consultancy, Workplace Automation, Metro Fibre Build, IPTV Solution.

## 3. Q4 2025 Campaign Themes

### OCTOBER

- **B2C (Lekki): "The Uninterrupted Lifestyle"**
  - Focus on reliability for entertainment and productivity.

- **B2B (Enterprise): "The Foundation of Digital Transformation"**
  - Focus on how robust connectivity and infrastructure (Metro Fibre, IaaS, Global Connectivity) enable business innovation.

## NOVEMBER

- **B2C (Lekki): "Upgrade Your World"**
  - Direct promotional push for fiber plans.
- **B2B (Enterprise): "Optimize & Automate Your Enterprise"**
  - Showcase Managed Services, Workplace Automation, and IT Consultancy to drive operational efficiency.

## DECEMBER

- **B2C (Lekki): "Connect & Celebrate with Brainshare"**
  - Community and reliability during the festive period.
- **B2B (Enterprise): "Plan for a Transformative 2026"**
  - End-of-year thought leadership on preparing IT infrastructure for the new year, highlighting Digital Transformation and Consultancy services.

## 4. Platform-Specific Strategy

- **LinkedIn (Primary for B2B):**
  - **Content:** Deep-dive articles on Digital Transformation, case studies, whitepapers, and insights on Managed Services and IT trends.
  - **Tone:** Professional, authoritative, strategic.
- **Instagram & Facebook (Primary for B2C):**
  - **Content:** Reels, testimonials, and engaging posts about fiber internet for homes and SMEs.
  - **Tone:** Aspirational, relatable, friendly.

## 5. SEO Strategy Overview

- **Keyword Expansion:** Added enterprise-level keywords.
  - **New Primary:** "managed IT services Nigeria", "digital transformation company Lagos", "IaaS provider Nigeria", "metro fibre infrastructure Nigeria".
  - **New Secondary:** "workplace automation solutions", "IT consultancy firms Lagos", "global connectivity solutions".
- **Content Marketing:** Blog posts will now also target B2B keywords (e.g., "A Guide to Managed IT Services for Nigerian Enterprises").

## 6. Content Calendar (October - December 2025)

### Legend:

LI=LinkedIn,      FB=Facebook,      IG=Instagram,  
**B2C** (Residential/SME) ,      **B2B** (Enterprise)

### October: B2C - "The Uninterrupted Lifestyle" / B2B - "The Foundation of Digital Transformation"

DATE	PLATFORM	CONTENT IDEA & TYPE	AUDIENCE
Oct 13	LI, FB, IG	<b>Post:</b> "October is for new beginnings. Start yours with an internet connection that won't let you down..."	<b>B2C</b>
Oct 14	LI	<b>Article:</b> "Is Your Company's Network Infrastructure Ready for Digital Transformation? The critical role of Metro Fibre and Global Connectivity."	<b>B2B</b>
Oct 16	IG, FB	<b>Reel:</b> "A flawless work-from-home day in Lekki, powered by Brainshare."	<b>B2C</b>

DATE	PLATFORM	CONTENT IDEA & TYPE	AUDIENCE
Oct 20	LI	<b>Case Study:</b> "How we built a resilient Metro Fibre network for [Large Organization Name]."	<b>B2B</b>
Oct 23	All	<b>Poll:</b> "What's your biggest internet pain point? A) Buffering B) Downtime C) Slow Speeds"	<b>B2C</b>
Oct 27	LI	<b>Infographic:</b> "Brainshare's Foundation for Digital Transformation: Connectivity + Cloud (IaaS) + Security."	<b>B2B</b>
Oct 30	All	<b>Teaser:</b> "An upgrade is coming this November. For your home and your business. #UpgradeYourWorld"	<b>B2C/B2B</b>

**November: B2C - "Upgrade Your World" / B2B - "Optimize & Automate Your Enterprise"**

DATE	PLATFORM	CONTENT IDEA & TYPE	AUDIENCE
Nov 3	All	<b>Launch:</b> "Upgrade Your World! Get high-speed Fiber plans for your home or SME."	<b>B2C</b>
Nov 4	LI	<b>Launch:</b> "Optimize Your Enterprise. Discover how our Managed Services and Workplace Automation solutions can reduce your operational costs by up to 30%."	<b>B2B</b>
Nov 6	FB/IG	<b>Ad:</b> Targeted ad for internet solution in Lekki.	<b>B2C</b>
Nov 11	LI	<b>Webinar Promo:</b> "Join our webinar: 'Automating for Efficiency: The Future of"	<b>B2B</b>

DATE	PLATFORM	CONTENT IDEA & TYPE	AUDIENCE
		Nigerian Enterprises'. Link to register."	
Nov 13	LI	<b>Case Study:</b> "How Brainshare's Managed IT Services helped [Manufacturing Company] achieve 99.9% uptime."	<b>B2B</b>
Nov 18	All	<b>Referral Program:</b> "Refer a friend or business to Brainshare and earn a reward!"	<b>B2C/B2B</b>
Nov 25	LI, TW	<b>Quick Tip:</b> "Did you know? Workplace Automation can free up your team to focus on strategic tasks, not repetitive data entry."	<b>B2B</b>
Nov 27	All	<b>Post:</b> "Rounding up the year shouldn't be rounding up your business."	<b>B2C/B2B</b>

**December: B2C - "Connect & Celebrate" / B2B - "Plan for a Transformative 2026"**

DATE	PLATFORM	CONTENT IDEA & TYPE	AUDIENCE
Dec 1	All	<b>Theme Launch:</b> "This December, connect with what matters most. Wishing you joy and seamless connections."	<b>B2C</b>
Dec 2	LI	<b>Article:</b> "Is Your IT Strategy Ready for 2026? 5 Questions Every CEO Should Ask."	<b>B2B</b>
Dec 9	FB, IG	<b>Idea Post:</b> "The Ultimate Holiday Movie Marathon Guide (with no buffering!)."	<b>B2C</b>
Dec 10	LI	<b>Service Spotlight:</b> "Ensure your business celebrations are uninterrupted. Our 24/7 Managed Services team is always on duty."	<b>B2B</b>

DATE	PLATFORM	CONTENT IDEA & TYPE	AUDIENCE
Dec 16	LI	<b>Report:</b> "Download our free whitepaper: 'Top 5 IT Trends That Will Shape Nigerian Business in 2026'."	<b>B2B</b>
Dec 18	FB, IG	<b>Festive Greeting:</b> "From our Brainshare family to yours, Happy Holidays!"	<b>B2C</b>
Dec 22	LI	<b>Look Ahead:</b> "Plan for a transformative 2026. Let's discuss your Digital Transformation journey. Schedule a consultation with our experts today."	<b>B2B</b>
Dec 29	All	<b>Thank You &amp; Preview:</b> "Thank you for an amazing 2025! Get ready for an even more connected and innovative 2026 with Brainshare."	<b>B2C/B2B</b>

## 7. Key Performance Indicators (KPIs) & Measurement

- **Social Media:**
  - **Engagement Rate:** Track separately for B2B (LinkedIn) and B2C (FB/IG) posts.
- **Website:**
  - **Lead Conversion Rate:** Track form submissions for "Home/Business Fiber" vs. "Enterprise Solutions" separately.
- **Advertising (FB/IG/LinkedIn):**
  - **Cost Per Lead (CPL):** Compare performance between B2C and B2B ad campaigns.
- **SEO:**
  - **Keyword Rankings:** Monitor rankings for both residential and enterprise keywords.

This is the SEO Social Media calendar for Brainshare Technology Brand and Solutions for the Q4 of 2025. By 2026 Q1, we shall be introducing Google Ads and X if necessary.