

Social Media Monetization Policy in Nigeria: Increasing Consumer Engagement in Digital Marketing with AI

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Abstract

A key component of digital marketing today is social media monetization, which helps businesses and content creators to make money while increasing customer interaction and product branding. Targeted advertisement, which involves an overall marketing efficiency, have all improved in Nigeria as a result of the use of artificial intelligence (AI) in digital marketing. The regulatory frameworks controlling social media monetization in Nigeria are examined in this study, along with AI-driven marketing strategies and their effects on customer engagement. This study explores Nigeria's policy, examining its implications for brand strategy, advertising models, and influencer marketing. By integrating governance with market dynamics, businesses can cultivate sustainable digital ecosystems that enhance engagement, transparency, and social value. Effective monetization policies can strengthen Nigeria's digital economy while aligning corporate interests with broader societal goals, exploring social media monetization policy in Nigeria as a potential avenue for a new social contract as a digital economy development indicator and entrepreneurship sustainability. Promoting a structured and sustainable digital economy, AI-driven monitoring can reduce risks like fraudulent activity, content exploitation, and unequal revenue distribution as digital marketing and brand engineering advance. By regulating brands' advertisement transparency, AI improves consumer protection by protecting against deceptive marketing and guaranteeing that users see

accurate product representations. The study adopted a random sampling technique; 10 real estate companies were selected from the 15 medium-scale real estate companies in the study area. Of the completed questionnaires, 75% were recovered and deemed valuable for the data analysis. The results of the study indicated that a significant portion of medium-scale real estate investment companies generated between 20 million and 100 million in revenue after implementing data-driven product engineering and digital marketing, which is more than they did in the year before digital marketing and product engineering were implemented.

Keywords: Social Media Monetization, Digital Marketing, Brand Engineering, Economic Growth, Consumer Protection, Digital Economy, Social Contract, Content Development, Artificial Intelligence, Machine Learning Algorithm.

1. Introduction

The term "social media monetization" is the process of making money on digital platforms like Facebook, Instagram, and YouTube to support sponsored content, influencer marketing, and advertisement revenue models that increase profitability and allow commodities to reach the intended consumer base [3]. Nigeria's digital marketing environment is changing as a result of artificial intelligence (AI), which increases customer engagement and monetization effectiveness. AI-powered solutions customize the way information is delivered, guaranteeing that influencer campaigns and advertisements are seen by the appropriate people. AI-driven chatbots offer smooth customer service, increasing user engagement, while predictive analytics maximizes brand interactions. Nigerian companies and performers would be empowered by a systematic monetization policy that incorporates AI, guaranteeing equitable revenue sharing and enhancing customer confidence. Nigeria may establish a prosperous, inclusive digital economy with long-term revenue prospects by utilizing AI advancements. Nigeria's social media monetization policy has the power to influence the digital economy by creating a more equitable and sustainable online environment that enables businesses to thrive [28]. Social media monetization strategy might stimulate economic growth while guaranteeing product advertisement considerations within content creation and consumer interactions, as influencers and marketers increasingly depend on digital platforms to engage the audience [12]. Globally, monetization methods have been built by platforms like Facebook, Instagram, and YouTube, enabling content creators to receive payment depending on engagement metrics. The problems with monetization, such as algorithmic biases, unequal revenue-sharing, and the requirement for open regulations that safeguard content producers, have been emphasized in a number of studies. Research on the digital economy in Nigeria highlights the significance of regulatory frameworks that uphold monetization practices and guarantee adherence to national laws without endangering the general welfare of the country. Nigerian digital marketing has changed dramatically, with companies using social media to increase customer involvement and brand awareness. Through influencer collaborations, sponsored advertising, and interactive campaigns, marketers can now reach specific audiences through the commercialization of social media platforms.

Nigeria has taken a different approach to social media regulation in recent years, with new laws intended to hold digital platforms and content producers accountable [6]. Guidelines that aim to control online interactions and monetization techniques have been introduced by the National Information Technology Development Agency (NITDA) [20]. Policies established by regulatory agencies like the Advertising Regulatory Council of Nigeria (ARCON) that enforce frameworks that guarantee ethical advertising practices that safeguard the interests of consumers govern Nigeria's digital economy. These regulations are in line with the social contract theory's tenets, which support reciprocal duties among parties to maintain sustainability and equity. A structured monetization policy can protect the rights of consumers and content creators while acting as a stimulant for economic growth that helps Nigerians build a healthy digital ecosystem that encourages creativity and moral uprightness. Monetization tactics also need to encourage openness, making sure that revenue-sharing plans, advertising schemes, and algorithms don't take advantage of users or content creators. Without accountability, the rights of individual producers could be overshadowed by corporate interests, creating an imbalance in the digital sphere. In addition, incorporating a social compact into monetization policies improves the public-business-regulator connection. By implementing equitable pay structures and cultivating an atmosphere that rewards innovation, Nigeria may establish itself as a pioneer in moral brand engineering and digital marketing [2]. Policies should also take into account consumer protection, making sure that advertising tactics are truthful and don't support false information or dishonest marketing. By improving user engagement and brand trust, a well-designed framework strengthens Nigeria's place in the rapidly changing global digital economy. Nigeria may greatly boost digital economic growth by enacting a regulated social media monetization policy in line with the physical policy framework.

Starting a business online and providing goods and services without making physical space investments is also considered in the digital entrepreneurship conceptualization. Digital entrepreneurship is essentially about identifying holes in the market and utilizing technology to close those gaps, which become the key aspect of content creation and social media monetization policy [9]. Social media platforms' widespread use has changed the digital platform and opened up new business prospects through brand engineering, digital marketing, and content production. Social media has developed into a potent tool for individual performers, companies, and organizations to engage audiences, sell products, and create income in Nigeria, where mobile connectivity is common and internet adoption is rising. Digital marketers, entrepreneurs, and influencers have been able to create powerful online presences, take advantage of audience engagement, and investigate monetization options that give merit to platforms like Facebook, Instagram, Twitter, TikTok, and YouTube. As conventional marketing strategies give way to digital methods, social media monetization has become a major economic force. Nigeria's dynamic marketplace has changed how businesses function due to the possibilities for revenue generation through brand collaborations, sponsored content, affiliate marketing, advertising, and direct consumer contact. Nevertheless, the legislative environment surrounding digital monetization is still in its infancy, which presents problems with fair pay, content ownership rights, ethical advertising, and consumer protection despite the financial potential that appear attractive. Nigeria's digital economy has been greatly

impacted by the country's social media monetization policy, which has increased revenue streams for platforms like Meta and allowed content providers to make money through bonuses, subscriptions, and advertisements. A flourishing creator economy is promoted by this policy, which also stimulates innovation in brand engineering and digital marketing. This study is structured thematically into introduction, objectives of the study, theoretical framework, research questions, research hypothesis, research design, research methodology, discussion of research findings, and conclusion.

2. Objectives of the Study

This study aims to assess the effectiveness of AI-driven monetization tools in enhancing revenue generation for Nigerian businesses and content creators. It examines consumer engagement trends, analyzing how AI influences brand loyalty and purchasing behavior. This study is based on the Consumer Engagement Theory (CET) and the Technology Acceptance Model (TAM). Consumer Engagement Theory emphasizes how customized marketing can build brand loyalty, whereas TAM describes how companies and influencers use AI-driven monetization techniques. In addition, the research explores Nigeria's regulatory frameworks to determine their impact on AI adoption in social media marketing. It identifies challenges limiting AI-driven monetization while proposing solutions for better implementation. Lastly, the study provides best practices for integrating AI into digital marketing strategies, optimizing consumer engagement and monetization outcomes for long-term business sustainability in Nigeria's evolving digital economy.

3. Theoretical Framework

Nigerian social media monetization offers a revolutionary chance to reshape the dynamics of brand engineering and digital marketing to maintain credibility while maximizing monetization opportunities [23]. A regulated monetization policy can support a just exchange between content creators, brands, users, and platform owners, strengthening the ideas of a social contract in the digital realm as social media platforms continue to fuel economic activity. The equitable distribution of income from revenue streams, including advertising, influencer marketing, and subscription models to Nigerian content providers, is guaranteed by a well-executed monetization structure. To promote a healthy digital marketing environment, the policy must address important problems, including data privacy, consumer protection, and regulatory openness. Monetization rules should promote ethical branding from the standpoint of brand engineering, making sure that monetary incentives don't jeopardize user trust, engagement propensity, products, and services[18]. Nigeria's monetization policy should ultimately serve as a social contract that strikes a balance between user rights, regulatory control, and corporate profitability. Such policies have the potential to transform Nigeria's online marketing, empower creators, and lay the groundwork for long-term digital innovation and brand growth by promoting an open, inclusive, and sustainable digital economy. Nigeria might transform the digital economy by implementing a systematic social media monetization

policy that promotes innovation, fair revenue sharing, and long-term growth. As brand engineering and digital marketing develop, a clear regulatory framework would draw in investments, boost consumer confidence, and give creators and companies equitable monetization options.

According to [17], structured monetization techniques may also lessen exploitative behavior while promoting moral advertising and conscientious participation. When managed properly, the social media monetization policy would establish Nigeria as a leader in Africa's digital economy as the nation fortifies its digital infrastructure, guaranteeing performers steady income streams and promoting a vibrant, inclusive online marketplace [26]. A well-regulated monetization ecosystem would provide long-term economic stability, propelling growth in technology-driven businesses while striking a balance between profitability and moral digital conduct in light of the emergence of AI-driven content strategies and changing consumer behavior [24]. The effectiveness of Nigeria's structured social media monetization policy to assure fair revenue distribution, encourage ethical brand involvement, and create equitable digital growth will determine its long-term economic viability. A well-regulated structure for monetization would offer long-term financial security to marketers, companies, and content creators as Nigeria's digital economy grows, lowering the dangers of uncontrolled agreements and unscrupulous activities [5]. The development of equitable remuneration schemes is essential to sustainability because it guarantees that companies and creators profit equitably from their contributions to the digital ecosystem. Open monetization practices will boost small firms, draw in investments, and enhance Nigeria's standing in the international digital economy. In addition, the incorporation of structured taxation into digital transactions may open up new revenue streams for the government, promoting economic diversification and lessening reliance on established sectors and foreign borrowing [15]. Nigeria may establish itself as a leader in Africa's digital economy by enforcing advertising regulations, safeguarding consumers, and preserving intellectual property and trademarks.

In Nigeria, social media monetization is made more profitable, transparent, and efficient with the help of AI. Brand engineers, content producers, and digital marketers may streamline processes, enhance their tactics, and guarantee moral audience engagement using AI-powered technologies. One significant use of AI is targeted advertising, where machine learning algorithms use user data to provide customized content that boosts conversion rates and advertisement efficacy. Additionally, AI improves automated content creation, allowing businesses and influencers to produce high-quality text, videos, and images quickly. Fraud detection algorithms ensure that information complies with ethical norms by spotting fraudulent engagement, misleading advertising, and content piracy [19]. To promote a structured and sustainable digital economy, AI-driven monitoring can reduce risks like fraudulent activity, content exploitation, and unequal revenue distribution as digital marketing and brand engineering advance [10]. By regulating brands' advertisement transparency, AI improves consumer protection by protecting against deceptive marketing and guaranteeing that users see accurate product representations. By streamlining revenue-sharing arrangements and guaranteeing adherence to monetization guidelines, automated contract enforcement reduces disagreements. AI-driven regulatory frameworks are going to be essential as Nigeria improves

its social media monetization policies to preserve stakeholder confidence and accountability. Nigeria may become a pioneer in structured digital monetization and promote long-term economic resilience in the digital marketing industry by utilizing AI for ethical oversight.

3.1 Government Revenue Structure for Social Media Monetization Policy

The swift growth of digital marketing and social media monetization in Nigeria has produced a vibrant ecosystem for influencers, companies, marketers, and content producers. Nonetheless, there are issues with revenue accountability, compliance, and equitable taxation in this area due to the lack of organized tax legislation. As the importance of digital transactions increases, Nigeria's social media monetization strategy must apply tax legislation to promote economic stability, transparency, sustainable digital entrepreneurship, and government revenue mobilization. Nigerian social media platforms are now a major source of income for advertising, corporations, and content producers with the rise of the digital economy [14]. Another important source of income is influencer marketing, in which companies work with people who have sizable fan bases to market goods and services. This tactic uses influencers' credibility and trust to increase engagement and sales. Another important component of the revenue structure is digital advertising, which includes email campaigns, display adverts, and search engine marketing. Nigeria's social media monetization revenue structure is determined by laws that guarantee digital platforms support the economy while upholding regulatory control. The government makes money through the framework's license fees, taxes, and compliance requirements. These regulations seek to strike a balance between ethical digital marketing techniques and revenue-generating prospects. Creators can make money through in-stream advertisements, live advertisement promotions, and bonuses on platforms like Facebook, Instagram, and YouTube [21]. Nigerian producers can now make money from real advertisements and subscriptions through Meta's recent approval of monetization. In Nigeria, a well-organized government income model for social media monetization would promote innovation in brand engineering and digital marketing while guaranteeing steady economic growth. Taxation, licensing, and regulatory fees should be the key focuses of the legislative framework to make money and preserve a fair digital economy that guarantees equitable income distribution. The implementation of a structured tax system in Nigeria's digital environment will boost government revenue while shielding businesses and content producers from financial inequalities, promoting a fair and competitive digital economy through:

3.1.1 Taxation on Digital Revenue Streams

Finding taxable income, enforcing compliance, and modernizing antiquated tax regulations still face difficulties, though policies are being improved and brought into line with international best practices. A well-defined tax framework must address multiple monetization avenues, including:

- Standardized tax policies for earnings from advertisements, sponsorships, and direct monetization.
- Taxation on businesses utilizing social media for advertising and brand partnerships.

- Revenue collection from e-commerce, advertisement placements, and platform-based financial exchanges.

3.1.2 Tax Incentives for Digital Entrepreneurs

A balanced tax policy should provide incentives for Nigerian digital entrepreneurs to encourage compliance and business expansion. This includes:

- Tax reductions for new businesses investing in digital marketing and content creation.
- Reduced VAT rates on digital products to encourage the growth of local online marketplaces and creative enterprises.

3.1.3 Digital Transaction Monitoring, Licensing and Tax Compliance

The Nigerian government can monitor social media-based revenue streams with the help of AI-driven regulatory systems as fintech and digital payment platforms expand [7]. Establishing tax reporting guidelines for digital marketers and influencers will guarantee revenue accountability, stop tax evasion, and enhance national revenue collection. Nigerian regulations aimed at monitoring digital platforms and content producers include licensing and compliance costs for social media monetization. Online broadcasters and social media platforms are required to acquire operational licenses from the National Broadcasting Commission (NBC). The Nigerian Communications Commission (NCC) and the Central Bank of Nigeria (CBN) are two organizations that oversee licensing and compliance costs for monetized digital platforms in Nigeria. Respecting regulations such as the Cybercrimes Act for digital security, the Finance Act for taxes, and the Money Laundering Act for anti-money laundering measures is recognized as compliance [8]. By ensuring appropriate supervision of digital transactions, monetization policies protect against financial crimes and fraud. The scale and activity of the platform determine the compliance fees, which makes uniform enforcement difficult. Nigeria's efforts to strike a balance between innovation and regulatory control in its digital economy are reflected in these policies.

- Businesses and influencers may be required to register for monetization licenses, ensuring compliance.
- Platforms enforcing transparency standards in social media advertisements could generate government revenue by guaranteeing responsibility and appropriate taxation.
- Governments can better monitor advertisement income and enforce equitable taxation by requiring social media advertisers and digital marketers to reveal spending, targeting strategies, and sponsored content sources through a task force office.
- Advertisement platform licensing specifications and regulatory compliance costs may provide a steady source of revenue when properly designed. Advertisement transparency strengthens government surveillance and promotes a more sustainable digital economy.

3.2 AI Transforms Digital Marketing for Real Estate Investment

In digital marketing, the CENT and TAM provide important insights into AI-driven monetization policy. According to [16], TAM describes how people and organizations embrace new technologies based on two important factors: perceived usefulness (how the technology increases productivity) and perceived ease of use (how easy it is to apply). Businesses and influencers assess AI tools, such as chatbots, automated advertising, and predictive analytics, for effectiveness and usability before incorporating them into marketing plans in the context of AI-driven monetization. Conversely, CENT emphasizes how consumers interact with brands on an emotional, cognitive, and behavioral level [4]. Dynamic pricing, adaptive content, and recommendation algorithms are examples of personalized AI-powered marketing that enhances consumer engagement by customizing promotions to each user's interests. As a result, inactive customers become active brand advocates, and loyalty and long-term involvement are enhanced. The convergence of TAM and CENT demonstrates how companies intentionally use AI monetization capabilities to boost sales and improve client interactions [1]. Adoption success relies on how well AI technologies meet usability standards, and engagement depends on the capacity to provide a customized and engaging experience. The combination of these theories influences developments in digital marketing and propels the steady expansion of AI-powered revenue.

In Nigeria, real estate investment is greatly impacted by the TAM and CENT through AI-driven social media monetization policy. Based on perceived utility and usability, TAM describes how real estate investors and businesses embrace AI-enhanced digital marketing solutions to maximize lead generation and customer engagement, as shown in Figure 1. AI-powered strategies that increase consumer trust and interaction, such as chatbots, predictive analytics, and customized advertising, are consistent with the CENT. These developments give real estate companies the ability to improve virtual property presentations, automate queries, and efficiently target potential purchasers. Social media monetization driven by AI increases brand awareness, assisting businesses in generating leads and turning prospects into customers. Adoption is impacted by regulatory policies, though, which demand adherence to moral principles in digital marketing. Real estate investors may increase reach, enhance decision-making, and guarantee sustainable growth in Nigeria's competitive real estate market by incorporating AI into monetization frameworks. Adoption of AI streamlines investments for long-term profitability and increases consumer loyalty.

The real estate investment industry is transforming through social media digitization and digital marketing caused by AI, which analyzes user behavior and preferences to customize advertisements for increased engagement [22]. Real estate investors can make more informed decisions by using their capacity to evaluate large datasets and forecast market trends. Machine learning algorithms and predictive analytics are two examples of AI-powered systems that may identify lucrative investment opportunities, evaluate changes in property values, and predict market movements with very high accuracy. AI in digital marketing improves customization and targeting. Chatbots and virtual assistants expedite consumer interactions, providing

prompt answers to questions and enhancing customer happiness. To ensure that information is relevant to the intended audience, AI systems examine user behavior to deliver customized adverts and optimize campaign methods. Lead generation and engagement are increased by these customized strategies. AI also streamlines marketing processes, allowing automated content production systems to create engaging blog posts or property descriptions while saving time and money. Furthermore, social media trends are analyzed by AI-powered software, which aids advertisers in improving their tactics and expanding their reach. Real estate investors can increase their visibility, establish connections with potential customers, and seize profitable opportunities by combining AI with digital marketing techniques. AI will undoubtedly play a significant part in determining the direction of real estate investing in the future, because of this combination of advanced analytics, customized marketing, and operational effectiveness.

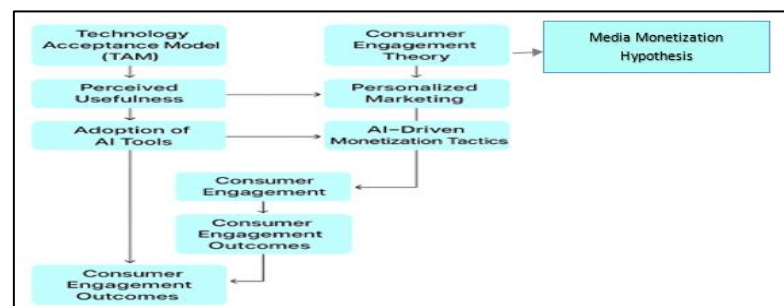


Figure 1. Technology Acceptance Model (TAM) and Consumer Engagement Theory for Social Monetization Policy, Author Illustration.

In Nigeria's real estate investment industry, an AI is transforming social media campaign strategies, especially in the areas of digital marketing and brand engineering, by creating a new social contract between companies and customers [27]. AI's capacity for data analysis, strategy personalization, and engagement enhancement is what is driving this change. By facilitating customized marketing, improving consumer interaction, and providing data-driven insights, artificial intelligence is revolutionizing real estate investment industry. Responsible use of AI by real estate companies can improve their social contract with customers, stimulate economic expansion, and position them as industry leaders in brand engineering and digital marketing. By improving engagement, increasing lead generation, and facilitating better investment decision-making, AI is transforming digital marketing in Nigeria's real estate industry. AI-powered tools enable real estate companies to optimize their marketing strategies, target the right audience, and maximize returns on investment. Targeted advertising and audience segmentation use AI, social media interactions, search patterns, and consumer behavior to deliver personalized property advertisements [13]. Predictive analytics helps to identify potential buyers and investors, ensuring that marketing efforts are focused on high-conversion prospects for chatbots and virtual assistants for customer engagement. AI-powered chatbots provide round-the-clock support, scheduling property visits, and assisting potential investors through listings in real-time, improving customer experience, and increasing lead generation [11]. Automated production and enhancement of content adopts AI to make it easier to create content for real estate listings, such as video marketing, AI-enhanced images,

and property descriptions [25]. Intelligent algorithms raise brand recognition by enhancing content visibility and engagement. Investment insights and predictive market analytics enable real estate companies to make well-informed decisions by using AI-driven data analysis to estimate market trends, property appreciation rates, and investment risks. Nigeria's real estate industry may increase productivity, draw in investors, and see long-term growth by using AI in digital marketing efforts.

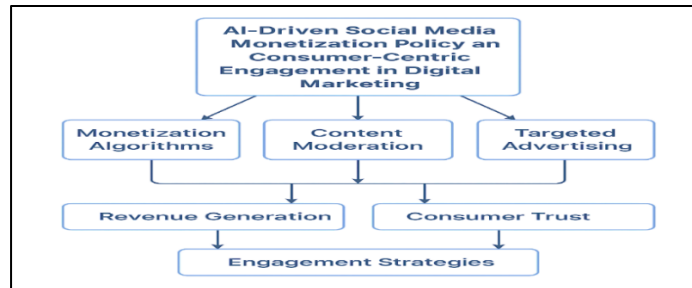


Figure 2. AI Algorithms, Consumer Engagement Strategies, Social Media Platforms, Monetization Policies, and Data Analytics.

In Figure 2, the architecture of AI-Driven Social Media Monetization Policy and Consumer-Centric Engagement in Digital Marketing integrates advanced AI, consumer behavior analytics, monetization policies, and regulatory frameworks to optimize revenue generation and user interaction across social media platforms. This framework revolutionizes digital marketing by combining AI precision, data-driven insights, and policy frameworks to enhance monetization while fostering transparent consumer engagement.

- **AI-Powered Consumer Engagement**

AI utilizes machine learning algorithms to personalize content, predict user preferences, and optimize ad targeting. Chatbots and sentiment analysis tools refine real-time audience interaction, improving engagement metrics.

- **Social Media Monetization Strategies**

AI enhances programmatic advertising, influencer marketing, subscription models, and sponsored content promotion. Monetization policies define brand collaboration, content ownership, and revenue-sharing mechanisms.

- **Predictive Data Analytics**

AI-driven predictive analytics models analyze engagement trends, optimize pricing, and refine ad placement strategies. Deep learning processes consumer behavior insights to adjust marketing efforts dynamically.

- **Cross-Platform AI Integration**

AI synchronizes engagement data across Facebook, Instagram, LinkedIn, Twitter, TikTok, and YouTube, ensuring consistent strategy execution. Automated advertisement tracking improves return on investment (ROI) measurement and marketing efficiency.

4. Research Questions

The following questions helped to structure the current research work while giving insight into policy effectiveness, AI's role in social media monetization, and consumer engagement strategies in digital marketing.

- How do AI-driven digital marketing tools compare to traditional methods in increasing consumer engagement on Nigerian social media platforms?
- What is the relationship between AI-enhanced advertising strategies and the effectiveness of social media monetization in Nigeria?
- How does AI-powered marketing impact audience retention and engagement rates for Nigerian businesses and content creators?
- In what ways do Nigeria's existing social media monetization policies influence the adoption of AI-driven digital marketing?
- How does AI-personalized advertising affect consumer responsiveness, brand interactions, and purchasing decisions in Nigeria?

5. Hypothesis of the Study

These hypotheses provide a solid framework for examining the connection between consumer behavior, AI adoption, and social media monetization policy. With regard to policy compliance, consumer engagement, competitive dynamics, and budget optimization, the following hypotheses demonstrate how AI might transform digital marketing strategies in Nigeria's digital economy. In this study, the following Null Hypothesis (H_0) is formulated:

H_1

AI-driven digital marketing tools significantly increase consumer engagement on Nigerian social media platforms compared to traditional marketing methods.

H_2

The effectiveness of social media monetization in Nigeria is positively correlated with the implementation of AI-enhanced advertising strategies.

H_3

Nigerian businesses and content creators utilizing AI-powered marketing experience higher audience retention and engagement rates compared to those relying solely on manual strategies.

H₄

Existing social media monetization policies in Nigeria may hinder the adoption of AI-driven digital marketing depending on their regulatory framework.

H₅

Consumers in Nigeria show greater responsiveness to AI-personalized advertising, leading to increased brand interactions and purchasing decisions.

6. Research Design

The study employs a structured questionnaire to collect data on social media monetization practices, AI integration, and consumer engagement levels. These questions align with the research hypotheses, ensuring a comprehensive analysis of AI's impact on digital marketing. A descriptive and analytical research approach is adopted to assess the impact of AI on social media monetization. Surveys, interviews, and secondary data analysis help examine AI adoption trends, engagement metrics, and regulatory frameworks, as they capture the perceptions and practices of selected participants regarding social media monetization and AI in digital marketing. It emphasizes both AI implementation and its influence on consumer interaction with digital marketing strategies in real estate product branding. Analyzing the effectiveness of AI-driven strategies in increasing consumer engagement within the context of social media monetization policies in Nigeria, the research focuses specifically on the real estate sector. The study includes 10 real estate companies selected from 15 medium-scale real estate firms operating in the study area.

7. Research Methodology

The methodology for Social Media Monetization Policy in Nigeria: Increasing Consumer Engagement in Digital Marketing with AI followed a mixed-methodology approach. It combines qualitative and quantitative research to provide a comprehensive analysis of AI-driven marketing strategies, consumer engagement patterns, and policy implications.

7.1 Method of Data Collection

- **Primary Data**

Structured questionnaires and interviews with Nigerian real estate businesses, content creators, policymakers, and consumers provide insights into social media monetization practices.

- **Secondary Data**

Gather industry reports and existing literature on social media monetization, AI applications in digital marketing, and their influence within Nigeria's real estate market.

7.2 Sampling Techniques

A purposive sampling method was applied to select the 10 participating companies. These companies were chosen based on their relevance to the study objectives, their operational scale, and their presence on social media. The remaining five companies were excluded due to either a lack of substantial activity in AI-driven digital marketing or logistical constraints. A purposive sampling method was chosen to target businesses and influencers actively engaged in social media monetization. While this approach ensures relevant insights, its limitation lies in the potential lack of generalizability to all Nigerian real estate businesses.

7.3 Questionnaire Recovery Rate

The questionnaires were distributed to the selected companies, and the responses were collected, 75% were retrieved and deemed suitable for data analysis.

7.4 Analysis Methods

The Chi-Square test was selected to assess the relationship between AI-driven marketing strategies and consumer engagement levels. This test is appropriate for categorical data, allowing for the evaluation of significant associations between monetization techniques and audience interaction. For the questionnaire data (quantitative), the study applied descriptive statistical analysis to summarize key trends and calculate frequencies and percentages. To perform inferential analysis, the study adopted Chi-square test to establish potential correlations between AI usage and consumer engagement metrics that portray digital marketing economic impacts. For open-ended responses (qualitative), the study used thematic analysis to identify recurring patterns, sentiments, or ideas related to social media monetization and AI tools recommendations for enhanced marketing strategies in the real estate sector. To create a Chi-Square distribution table for the study, the authors focused on hypothetical categories like observed and expected data points based on the 10 selected real estate companies in the study area. The Chi-Square distribution is typically used to test whether there is a significant association between variables that evaluate the extent to which AI tools impact consumer engagement and digital marketing outcomes.

Table 1. Chi-Square Distribution

Category	Observed (O)	Expected(E)	(O-E)	$(O-E)^2$	$(O-E)^2/E$

Social Media Advertisements (AI-based)	30	35	-5	25	0.714
Businesses using AI-Driven Monetization	25	20	5	25	1.15
Chatbots (AI-based)	40	45	-5	25	0.556
Personalized Offers(AI)	55	50	5	25	0.500
Traditional Marketing	20	15	5	25	1.667
Total	170	165			4.687

From Table 1, Observed (**O**) is real data from the collected questionnaires, Expected (**E**) is the Hypothetical or calculated values based on historical trends. The computed Chi-Square value is compared with the critical value from the Chi-Square distribution table at a given degree of freedom (df) and significance level (0.05). Degrees of freedom = Number of categories - 1 (5 - 1 = 4). If the Chi-Square value exceeds the critical value, reject the null hypothesis (suggesting a significant relationship between variables).

7.5 Study Hypothesis

- **Null Hypothesis (H_0)**

AI-driven social media monetization policies significantly affect consumer engagement in digital marketing among medium-scale real estate companies in Nigeria.

- **Alternative Hypothesis (H_1)**

AI-driven social media monetization policies do not significantly affect consumer engagement in digital marketing among medium-scale real estate companies in Nigeria.

First, AI-powered digital marketing tools are expected to significantly boost consumer engagement compared to traditional methods by providing personalized content and predictive analytics. Second, the study hypothesizes that social media monetization in Nigeria correlates positively with AI-enhanced advertising, as AI optimizes advertisement targeting and audience segmentation. Third, businesses and content creators utilizing AI-driven strategies may experience higher audience retention and engagement rates, improving overall profitability. Fourth, Nigerian social media monetization policies may either facilitate or delay AI adoption

depending on their regulatory framework. Policies supporting AI innovation could accelerate digital marketing transformation, while restrictive regulations may slow industry growth. Lastly, Nigerian consumers are expected to show greater responsiveness to AI-personalized advertising, leading to increased brand interactions and purchasing decisions. These hypotheses guide the study in evaluating AI's impact on business performance, consumer behavior, regulatory challenges, and market competitiveness within Nigeria's digital economy. The Chi-Square test examines whether AI-driven social media monetization policies significantly influence consumer engagement among Nigerian real estate firms. With 5 categories, the degrees of freedom (df) are 4. At a 0.05 significance level, the critical value is 9.488. The computed Chi-Square value, 4.687, is less than the critical value, leading to the failure to reject the null hypothesis. Since the computed Chi-Square value is less than the critical value at the (df) and significance level, we fail to reject the null hypothesis (H_0). This indicates that the data shows agreement that provide enough evidence to conclude a significant relationship between AI-driven social media monetization policies and consumer engagement for medium-scale real estate companies in Nigeria. This result suggests that AI-driven strategies are present, their influence on consumer engagement requires further exploration or might be supplemented by other factors (e.g., market trends, company strategies).

8. Discussion of Research Findings

The Table 2 highlights the impact of AI-driven digital marketing strategies on revenue generation for medium-scale real estate companies in Nigeria. Before implementing data-driven product engineering digital marketing, companies generated lower revenues, ranging between ₦15 million and ₦30 million. However, after adopting AI-enhanced marketing techniques, revenue increased significantly, reaching ₦45 million to ₦100 million per company. The revenue growth across all 10 selected companies ranged from 194% to 250%, demonstrating that AI-driven marketing improves consumer engagement and business profitability. The results indicate that businesses investing in AI-powered digital strategies gain a competitive advantage in monetizing social media platforms effectively.

Table 2. Revenue Impact of Data-Driven Product Engineering and Digital Marketing (Survey 2024)

Real Estate Company	Revenue Before Digital Marketing (₦Million)	Revenue After Digital Marketing(₦Million)	Revenue Increase (%)
Company A	15	45	200%
Company B	25	80	220%
Company C	30	100	233%
Company D	22	65	195%
Company E	18	55	206%
Company F	28	90	221%
Company G	20	70	250%
Company H	26	85	227%
Company I	24	75	213%

Company J	17	50	194%
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The tax implications of increased social media monetization and AI-driven digital marketing in Nigeria are significant for the government. As businesses and content creators experience higher revenues due to AI-enhanced marketing, their tax liabilities also increase, contributing to national revenue growth. AI-driven social media monetization strengthens tax revenue across Company Income Tax (CIT), Personal Income Tax (PIT), Value Added Tax (VAT), and digital services. However, the government must also adapt policies to regulate AI's financial impact effectively.

- **Increased Corporate & Income Tax Revenue**

Medium-scale real estate companies that experience higher earnings (₦45M–₦100M) post- AI implementation must pay more corporate taxes under Nigeria's CIT, which is 30% of taxable profits for large businesses. Digital entrepreneurs, influencers, and small businesses monetizing content may face higher PIT obligations, boosting tax collections for the government.

- **VAT Expansion for Digital Services**

AI-driven digital marketing increases product sales and ad revenues, leading to higher VAT contributions at 7.5% for online transactions. If companies monetize social media platforms through digital advertisements, subscription-based content, or e-commerce, the government benefits from VAT on these services.

- **Potential New Tax Regulations on AI-driven Marketing**

Nigerian tax authorities may expand existing tax frameworks to regulate AI-driven advertising models and data-driven monetization strategies, ensuring compliance. Social media platforms generating revenue in Nigeria may face digital service taxes, currently at 6%, enhancing government income.

- **Increased Government Spending on AI Regulation & Enforcement**

As AI reshapes digital marketing, the Nigerian government might invest in tax monitoring systems to track AI-based transactions, requiring policy adjustments and tax enforcement measures.

9. Conclusion

The study highlights the transformative role of AI in enhancing social media monetization in Nigeria by optimizing digital marketing strategies and consumer engagement. AI-driven tools improve targeted advertising, personalize user interactions, and maximize revenue generation for businesses and content creators. However, the effectiveness of AI adoption depends on Nigeria's regulatory framework, data privacy considerations, and consumer trust. Policymakers must create supportive policies that balance innovation with ethical AI use. By utilizing AI effectively, Nigerian businesses can gain a competitive edge in

digital marketing, fostering a dynamic and sustainable social media economy. Future research should explore AI's long-term impact on engagement trends. This study explored the role of AI-driven social media monetization policies in enhancing consumer engagement within the Nigerian digital marketing, with a focus on medium-scale real estate companies. The analysis revealed that while AI-powered strategies such as personalized recommendations, chatbots, and targeted advertisements are increasingly utilized, their measurable impact on consumer engagement maintains optimism. Based on the survey distributed to 10 selected real estate firms, a 75% response rate provided data for analysis. The Chi-Square test was applied to examine the relationship between AI-driven monetization strategies and consumer engagement. The computed Chi-Square value (4.687) was lower than the critical value (9.488) at a 0.05 significance level, leading to the failure to reject the null hypothesis. This result indicates a statistically significant relationship between AI-driven social media monetization and consumer engagement in the sample studied. These findings suggest that AI strategies alone may not suffice to drive consumer engagement in digital marketing. The working together of CENT and TAM demonstrates how companies may strategically use AI monetization solutions to improve customer connections and increase revenue. While engagement depends on the capacity to provide a customized and engaging experience, successful adoption depends on how effectively AI technologies match usability expectations. Collectively, these theories influence advancements in digital marketing and drive steady expansion in AI-powered revenue.

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