

Influencer marketing platform set to expand in Africa

Influencer marketing platform, Webfluential, announced that it is investing in its growth in Africa introducing an agency partner programme and Cape Town based office. The agency partner programme is in the process of being rolled-out to support in-country sales and logistics throughout East and West Africa.



Image via Fotolia

The Cape Town based team will complement the existing South African office based in Johannesburg and the development office based at the Google Campus in London. All offices report through the head office based in Mauritius.

"We continue to invest in our growth throughout Africa by addressing demand for local sales and operational support," says Murray Legg, head of strategy for Webfluential. "East and West Africa are attracting significant investment by global brands and with the ever-growing access to mobile technology, Influencer Marketing is showing great success in these regions," he says.

Media agencies in Africa are encouraged to apply for the agency partner programme in Kenya, Nigeria and Ghana. Successful applicants will become official Webfluential partners, act as the local in-country sales and operations support and have access to the partner features and commission structure on the Webfluential platform.

For more information visit <https://webfluential.com/>