

Webfluential, The SpaceStation team up for expanded range of advertising solutions

Webfluential has entered into an exclusive partnership with The SpaceStation, allowing them the ability to offer an expanded range of advertising solutions to its clients in South Africa and further afield on the African continent. It will now offer advertorial and social content to augment its display media solutions from the end of September 2014.

In turn, influencers registered on Webfluential will benefit from exposure to the numerous brands The SpaceStation works with, linking them with more opportunities to work closely with brands looking to engage with specific audiences.



Steven Murray

New opportunities

Social media influencers are digital personalities who are trusted by their audiences to discuss and endorse products or services. This potential sway over consumer decision-making has seen brands increasingly integrate these new media platforms into digital campaigns, with influencer marketing becoming an effective means to guide consumers on their digital purchasing journeys.

The SpaceStation currently represents more than 60 of Africa's websites, mobi-sites and mobile apps. Through this collaboration, it is now able to give its clients access to a wide resource of influencers on the African continent, whose reach, resonance and relevance have been determined by Webfluential's algorithms and data analysis.

According to Webfluential CEO, Steven Murray, this deal presents new opportunities for marketers and influencers alike. "This partnership affirms our belief that influencers present viable and meaningful marketing platforms that have the respect of brands that want to talk to niche audiences.

"They are increasingly prepared to pay for display, social and advertorial media on influencer platforms and this deal has made it much simpler for them to connect with verified influencers. It has also made it much easier for influencers to monetise the profiles that they have worked to build."

Influencer marketing

Myles Brown, Commercial and Channel Manager of The SpaceStation, says that his team has been searching for a way to add independently verified influencers as potential platforms to roll out online campaigns, but that they were reluctant to accept 'gut feel' when it came to assessing an influencer's true reach and impact.

"Webfluential measures the reach and impact of influencers, using data analysis and insights. This makes it possible for us to engage with influencers, as we would with other audited media, confident in the statistics that we present to our clients, before, during and after a campaign.

"Influencer marketing also offers long term Search Engine Optimisation for brands running influencer campaigns. We are looking forward to offering this added value to our clients and to working with the innovative team."



Myles Brown