

Africa Business Communities CEO communication package

Africa Business Communities offers the CEO's of the companies of Africa Business Communities, the CEO communication package.

The CEO communication package consists of the CEO interview and 5 communication channels:

1. Publication on the Africa Business Communities news site
2. Distribution through our Africa Business Communities LinkedIn groups
3. Distribution to our followers on Twitter
4. Distribution through our CEO newsletter
5. Create a press release of the interview and distribute to 200-500 African journalists



CEO Communication Package

1. CEO Interview and publishing on our news sites

We will have an interview with the CEO of your company and get your story told.

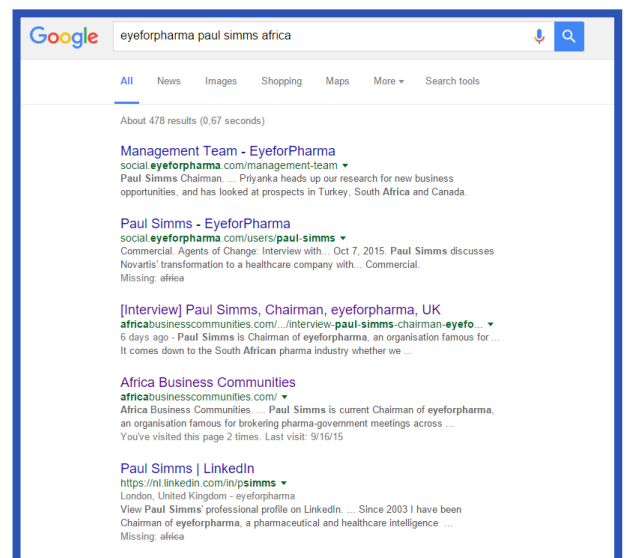
[An example of such interview.](#)

Of course you can influence the questions posed, in order to be sure that your story is communicated.

Generally, the interviews generate thousands of pageviews.



Due to the fact that we constantly optimize our news site, the interview may significantly improve the SEO results for your company, your services and products in relation to Africa. In the example at the right, you will see that the google search on basis of the name of the company, the name of the CEO and the word "Africa", will rank the interview at third and fourth place, just behind the own website.



2. LinkedIn Africa Distribution

LinkedIn is the largest B2B social media network in the world.

Africa Business Communities has built the largest collection of [LinkedIn groups \(180\) about Africa](#) and holds 27 of the 50 largest LinkedIn groups and 5 of the ten biggest. The groups in blue are held by Africa Business Communities

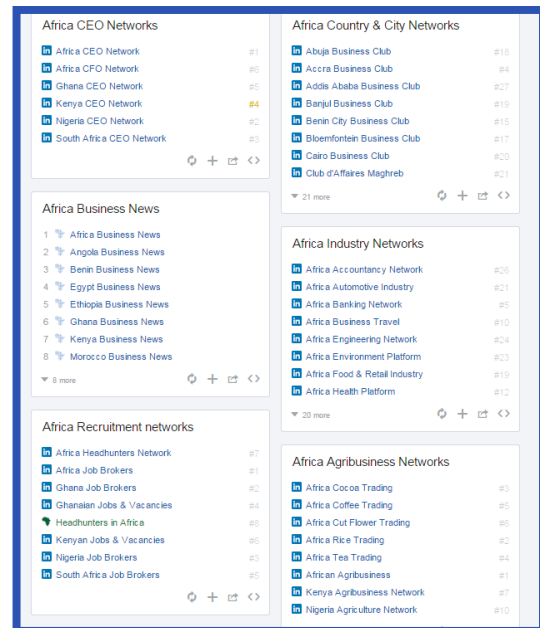
Nr	LinkedIn Group name	Members
1	Africa Oil & Gas Industry	110,535
2	Africa Import Export Trading	89,486
3	Lagos Business Club	63,606
4	Africa - All things business	49,579
5	Careers in Africa	40,280
6	Africa Supply Chain, Logistics, Transport	39,968
7	South African Business Network	39,021
8	Africa Banking	38,357
9	Nigeria Business Network	38,303
10	Africa Job Brokers	34,715

CEO Communication Package

In the LinkedIn groups, we can send a weekly email, post messages and feature them as main message. The interview can be distributed accordingly.

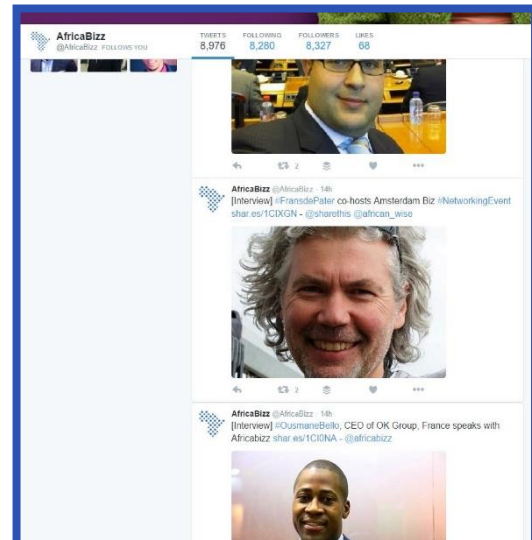
Our LinkedIn groups are segmented into countries, industries, a combination of both and some into functions of the members. Some groups are privileged, such as the Africa CEO group. Only viable applicants will be granted access.

Our groups rank among the fastest growing of Africa. [Recent figures of the members of LinkedIn groups can be found here.](#)



3. Twitter

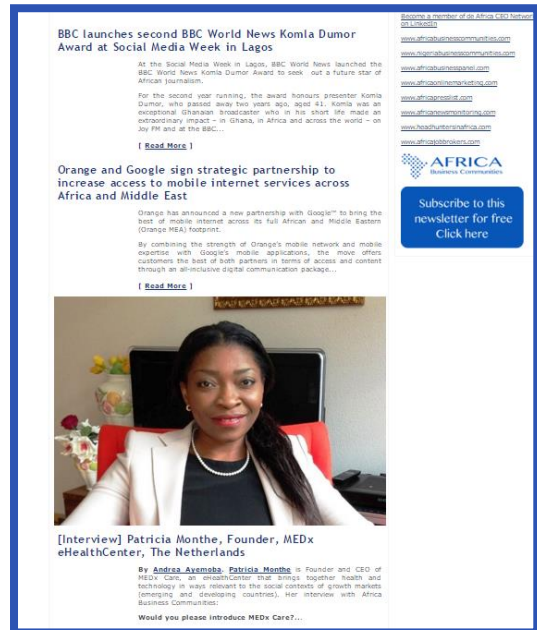
The interview will be sent as a separate tweet to the followers of AfricaBizz – 11,700. The right tags for optimal effect are added to the message. In general, we see many retweets of the Twitter messages of the interview. We suggest that you and your colleagues actively participate in the retweeting of your interview.



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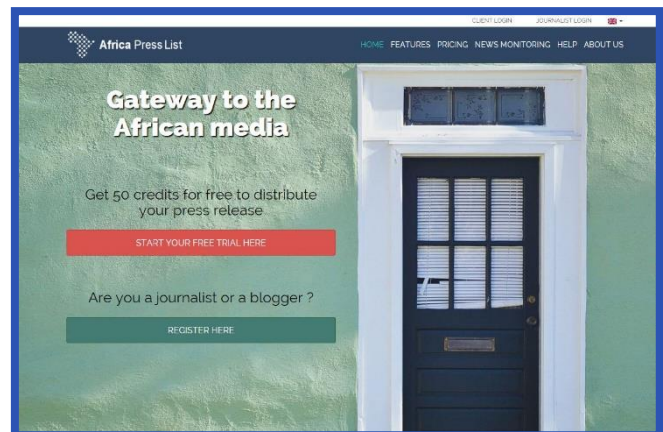
4. Africa Business Communities CEO newsletter

Every week we send our Africa Business Communities News letter to almost 19,000 African CEO's. We include the CEO interviews in our newsletter. We see in our newsletter statistics that our readers appreciate the interviews and the stories of their fellow CEO's.



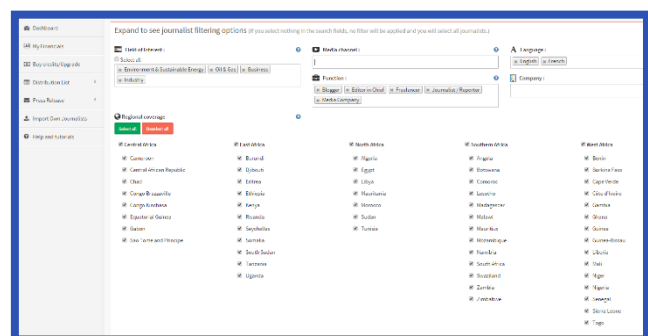
5. Africa Press List

Africa Press List is a press release distribution service founded by Africa Business Communities. [The Africa Press List is a tool to create and distribute press releases to tailor made distribution lists.](#)



Easy filtering options:

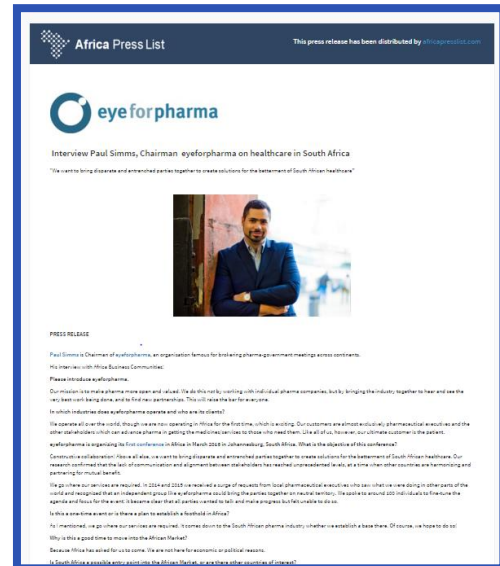
- 8,000 journalists
- 4 Languages | English, French, Portuguese and Arabic
- 6 Media Types | Television, Radio, Newspapers, Magazines, Internet and Blogs
- 30 Fields of interest | More than 30 categories to select journalists by field of interests
- 54 Countries to select



CEO Communication Package

We will distribute the interview as a press release to an agreed number of journalists. A distribution list will be made according to your desired audience.

The press release gets a separate URL, comprising the header of the press release which has a positive effect on the SEO-profile of your company.

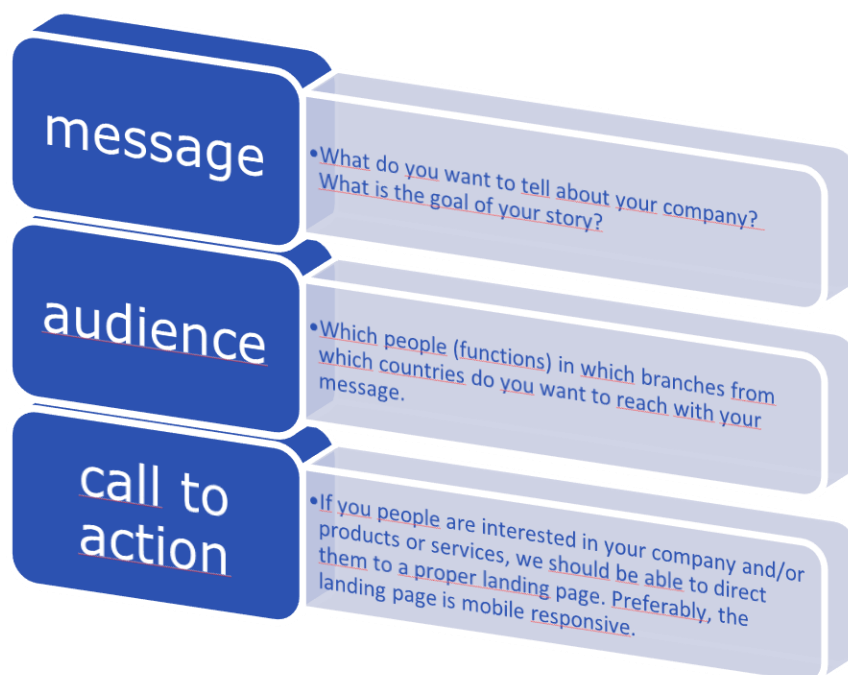


6. Pricing

Packages	Interview	LinkedIn groups	CEO Newsletter	Twitter	Africa Press List	Price EUR
Package A	Yes	1	Yes	Yes	no	199,00
Package B	Yes	2	Yes	Yes	Up to 200	299,00
Package C	Yes	4	Yes	Yes	Up to 500	450,00

7. Your input

With the right input, you get better results. Think about the M-A-C of your interview and subsequent distribution:



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8. Contact – First step to be interviewed

Do you or your CEO want to be interviewed? Please send a M-A-C- message, with a nice picture of your CEO and additional nice and relevant graphic material to our Editor in Chief – Bas Vlugt:

Bas@AfricaBusinessCommunities.com