

# Africa Business Communities Event communication package

Africa Business Communities offers event organizers, the Africa Event communication - package.

The Africa Event communication - package consists of two messages:

|   |   |
|---|---|
| 1 | An interview with the event organizer         |
| 2 | A press release with information of the event |

We will distribute the messages as follows:

|    |  |
|----|--|
| 1. | Publication on the Africa Business Communities news site   |
| 2. | Distribution through our Africa Business Communities LinkedIn groups and Facebook  |
| 3. | Distribution through Twitter via @AfricaBizz   |
| 4. | Publication in our Africa CEO newsletter   |
| 5. | Create a digital press release of the event and distribute as a DM to 200-1,000 African journalists and international journalists writing about Africa |



### 1. Interview with the event organizer and publishing on our news sites

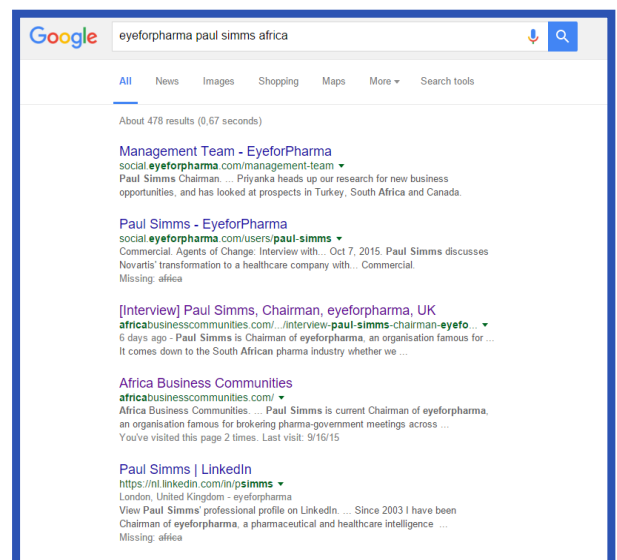
We will have an interview with the CEO of your company and get your story told.

[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 sites, among which Africa Business Communities and Nigeria Business Communities, 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 \(176\) 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. With our groups we can reach over 1.4 million business professionals engaged in Africa.

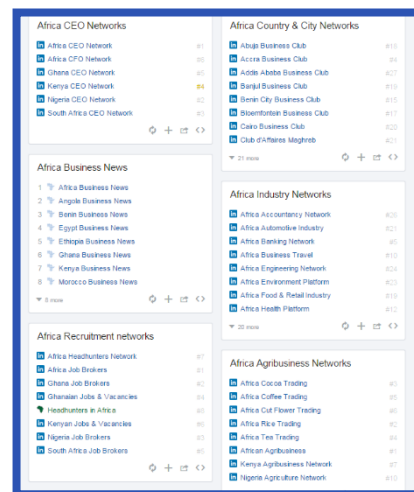
In the LinkedIn groups, we can send a weekly email, post messages and feature them as main message. The interview and information of the event can be distributed accordingly. Our LinkedIn groups are segmented into countries, industries, a combination of both and some into functions of the members. Some 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.

We will distribute the interview and news about your event to a number of our LinkedIn groups according to your choice. [The LinkedIn groups accompanied with the number of members of each group can also be seen and selected separately](#). The numbers increase every week.

It always hard to predict but we have seen conversion rates in sold tickets vary from 0.1% to 0.4%.

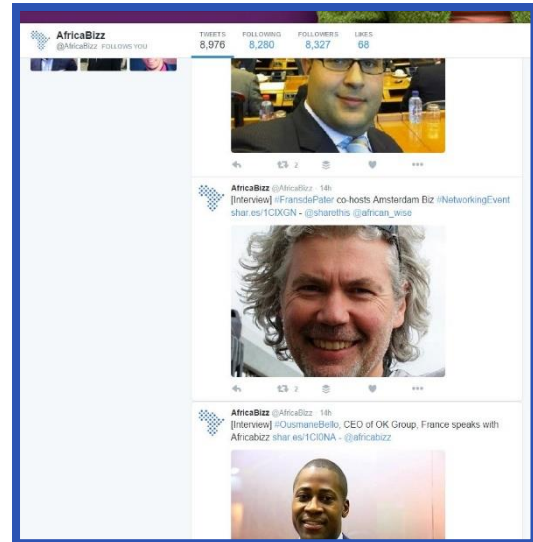
| Nr | LinkedIn Group name                       | Members |
|----|---|---------|
| 1  | Africa Oil & Gas Industry                 | 110,535 |
| 2  | Africa Import Export Trading              | 89,486  |
| 3  | Lagos Business Club                       | 63,606  |
| 4  | Africa - All things business              | 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  |



| Nr of LinkedIn groups | DM range from | DM range to |
|-----------------------|---------------|-------------|
| 1                     | 4,000         | 15,000      |
| 3                     | 15,000        | 40,000      |
| 5                     | 25,000        | 75,000      |

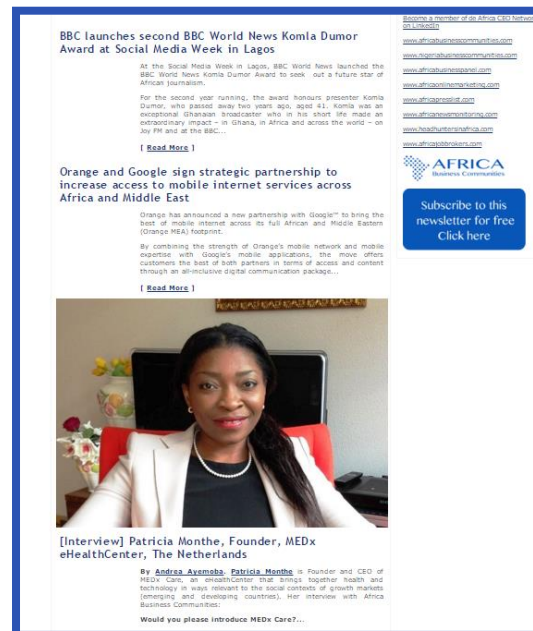
### 3. Twitter

The interview and the press release about the event 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.



### 4. Africa 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 information about events.

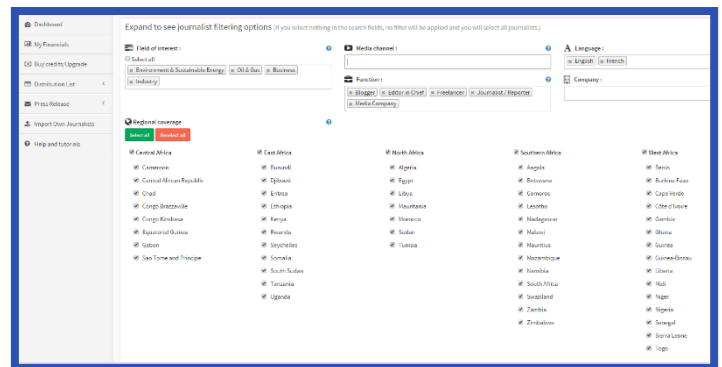
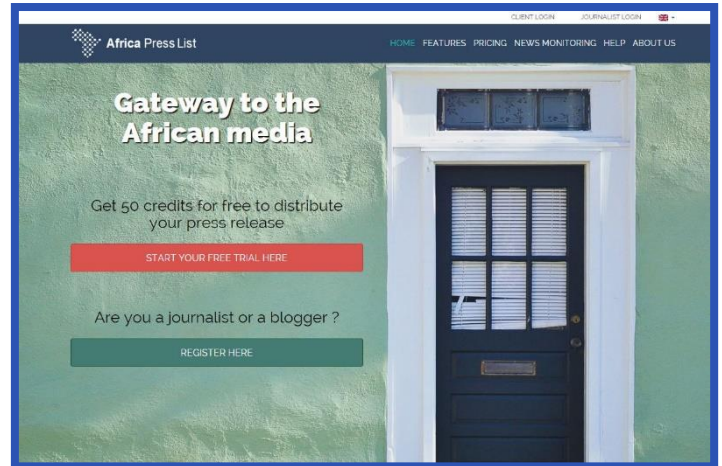


## 5. Africa Press List

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:

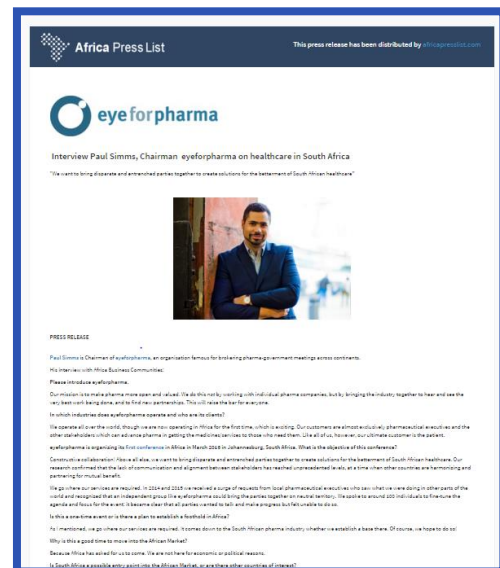
- 8,000 journalists
- 4 Languages | English, French, Portuguese and Arabic
- 6 Media Types | Television, Radio, Newspapers, Magazines, Internet and Blogs
- 30 Fields of interest | More than 30 categories to select journalists by field of interests
- 54 Countries to select



We will distribute information about the event 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.

If you need assistance in writing or editing a press release about your event, we can assist. The editorial support is not included in the price.



## 6. Pricing

| Packages  | Interview | LinkedIn groups | CEO Newsletter | Twitter | Africa Press List | Price EUR |
|-----------|-----------|-----------------|----------------|---------|-------------------|-----------|
| Package A | Yes       | 1               | Yes            | Yes     | Up to 200         | 435.00    |
| Package B | Yes       | 3               | Yes            | Yes     | Up to 500         | 650.00    |
| Package C | yes       | 5               | Yes            | Yes     | Up to 1,000       | 975.00    |

The LinkedIn groups vary in size, in general we count per group an audience of 15,000. Based upon that average size the prices are determined.

## 7. Your input

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



## 8. Contact – First step to be interviewed

Do you want to communicate your event and does your CEO want to be interviewed? Please send a M-A-C- message, the information of your event drafted as a press release, a nice picture of the interviewee and additional nice and relevant graphic material to our Editor in Chief – Bas Vlugt:

[Bas@AfricaBusinessCommunities.com](mailto:Bas@AfricaBusinessCommunities.com)

And/Or contact us at:

[business@africabusinesscommunities.com](mailto:business@africabusinesscommunities.com)