

African influencers: Twitter users segmentation

Amure Ridwan

Outline

- Introduction
- Aim of this research
- Methodology
- Result
- Recommendation

Introduction

- Why Influencer marketing
- Aim of this research work

Aim of this research

- Objective of this research

Methodology

- Parameters to consider
- Metrics to use

Result

- Parameter for consideration
- Metric

Influencer	reach	Popularity
gettleman	25666	1336
a24media	28227	48
andiMakinana	98420	2550
AfricaCheck	63479	929
JamesCopnall	16913	61
oafrika	28417	321
PatrickNgowi	22619	543
StateAfrica	8	0
Moadow	49256	70

Table 1: Matric score for selected African Influencers

Result continued

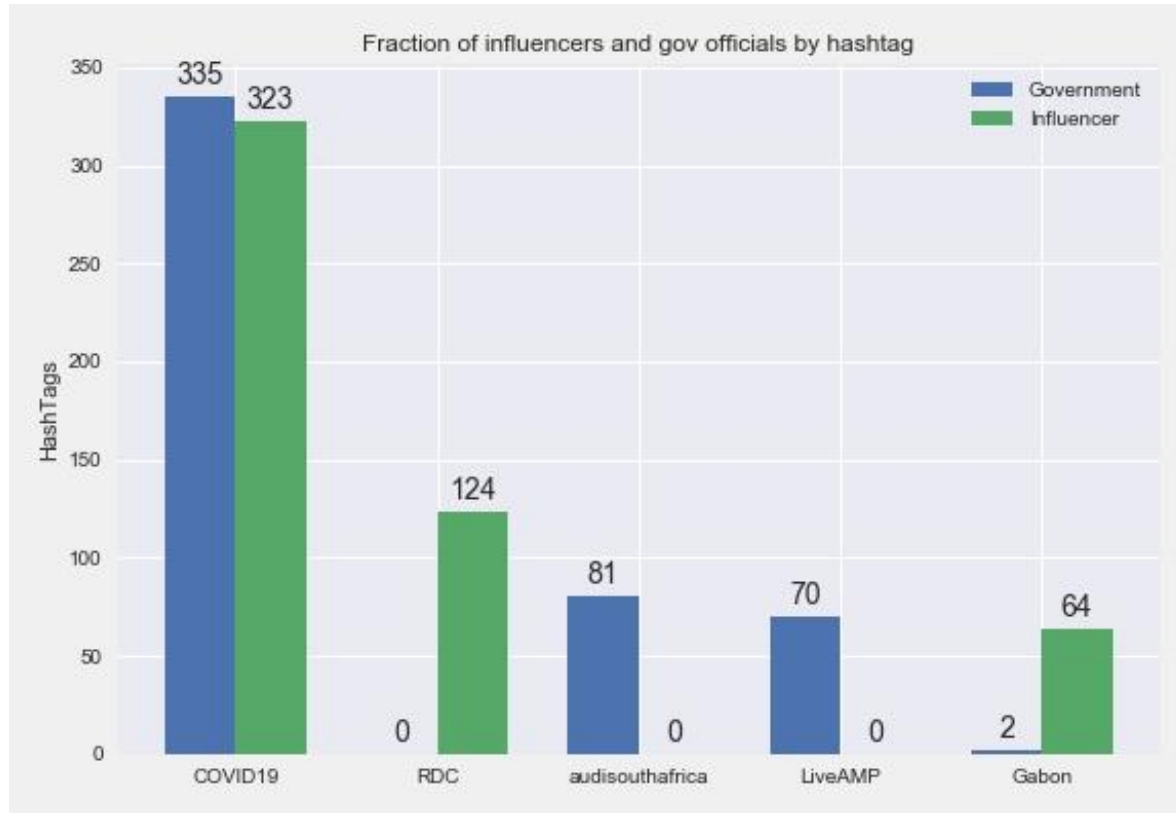


Figure 1: Hashtags contributed to by African Influencers and Government