

Influencer Marketing & Management

More Than Just Pretty Posts

Influencer Marketing isn't new.

But doing it right? That's where most brands miss the mark.

It's not about slapping a product in someone's hand and hoping it goes viral. It's about authentic connection, strategic placement, and trusted influence that feels real to the right audience.

Benny is a digital marketing and business consultant who's worked with brands across Nigeria, Africa and other parts of the World to turn influencer marketing into a brand-building machine, not a gamble.

From local startups to big names, I've worked with and supported campaigns for brands that trust what I bring to the table — creativity, results, and intentionality.

Not Just an Influencer. Not Just a Manager. A Strategic Matchmaker.

I understand both sides of the game — the brand and the influencer.

Whether I'm the face of a campaign or managing the back-end, my job is to ensure:

- The right voices are speaking to the right people
- The message feels genuine, not forced
- And the results are more than vanity metrics — we're talking actual growth and conversion

Here's What I Bring to the Table

Influencer Management for Brands

From campaign concept to execution, I help brands plan, manage, and execute influencer collaborations that make sense. That includes:

- Influencer sourcing & vetting
- Contract negotiation
- Brief development
- Creative direction & post-approval

- Performance tracking & reporting

Influencer Representation & Support

For influencers and creators, I help elevate your brand, secure high-quality partnerships, and make sure you're not being undervalued or overworked. That includes:

- Media kit development
- Rate card structuring
- Brand outreach & deal negotiation
- Campaign management
- Mentorship & personal branding

Hybrid Campaigns

Some of my best work has involved campaigns where I've played both roles — managing behind the scenes and showing up as a trusted face. I've been featured and partnered in campaigns that have gone beyond likes to spark real engagement and community love.

A Few Highlights:

I have worked with brands across Nigeria and beyond. — spanning industries like Entertainment, Media, Financial Services, Agriculture, Technology, Fashion, Lifestyle, Retail, E-commerce, Food, Automotive, Hospitality, Sports, Government, Telecommunications, Nonprofits, and Faith-based Organizations.

Commended for real, high-converting engagement — not just visibility. My posts often bring in thoughtful DMs, shares, and saves, because people know I only partner with brands I believe in.

Known for my strategic input — from helping brands craft better influencer briefs, to reshaping their campaign goals for better reach and retention.

Brands trust me. Communities connect with me. That's the win-win.

Why Influencer Marketing Still Works (When Done Right)

Because people trust people.

We're in a world of ad fatigue and algorithm burnout. But when someone they follow genuinely recommends your product or service? That sticks.

The magic happens when:

- The right influencer is matched with the right brand
- The message feels aligned, not scripted
- The rollout is consistent, strategic, and not rushed

That's what I help brands build — **influence with integrity.**

Ready to Build a Campaign That Hits Different?

Whether you're a brand looking to collaborate or an influencer needing real support behind your growth, I'm your go-to person.

Let's build campaigns that go beyond hype, into trust, visibility, and community-driven results.

Let's collaborate with purpose.