

Webfluential invests in expansion by building an industry-leading marketing and sales team

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[Webfluential](#), the online tech platform which has reinvented how brands connect to online influencers for their digital campaigns, continues to grow its footprint and staff size. Webfluential recently put focus behind the marketing and sales team to support the high demand for its services. The startup welcomed three talented team members to lead key business areas.



"Our strategy is to grow an African and European footprint over the next year by empowering agencies, partners and marketers with the tools to offer relevant and measurable influencer marketing solutions," says Murray Legg, Strategy Head. "In order to provide value and manage our rapid expansion, we are aggressively looking to employ staff that are passionate about digital and eager to make a mark in both local and international markets."

Webfluential, through its network of nearly 3000 influencers, can reach an audience through blogs, social media channels and display campaigns of over 80 million people across the globe. As much as two thirds of this audience sits in Africa, and is the reason for a focused approach in working with Pan-African brands.

[Taryn Hyam](#) joins Webfluential as Marketing Communications Manager after leaving her role as the Apple Communications Executive, launching iPads and other world-leading technology brands in southern and western Africa. Taryn has a diverse communications and marketing background and experience in building teams in a startup environment. She loves to growth hack and has a savvy ability to take brands from a black canvas to producing industry-leading communication and marketing plans.

[Ruan Fourie](#), Founder and Editor of one of South Africa's most influential blogs, [gevaalik.com](#), has joined as Influencer Marketing Manager. In addition to his blogging skills, Ruan has extensive knowledge around content marketing, digital marketing strategy and SEO. He has worked with brands like Microsoft, King Price, Opel and Castle Lite to assist with driving traffic to their campaigns and digital content. His most recent role was SEO Strategist for Osiris Trading.

[Hayley Wessels](#) leaves her role as a Key Account Manager at The Space Station to join Webfluential as a Sales Manager. She has an extensive network of marketers, media buyers and brands that would all benefit from integrating influencer marketing into their budgets. "The world of digital media needs an integrated ap-proach to offering solutions to brands. Brands need to consider influencer marketing as part of their media budget and this new space is something I am excited to play in," says Hayley Wessels.

In addition to the three new team members, Webfluential has signed a long-term lease in the heart of Sandton, four times the size of their current offices. Plans include a "Digital Campus" element to invite bloggers and marketing-tech businesses to collaborate with the Webfluential team. New resources are actively being sought to address the needs of account management, campaign execution, influencer data analytics, programming and development.

"Our rapid expansion in South Africa has given us the foundation to springboard into new territories. We are very excited about the potential of countries like Nigeria, Ghana and Kenya, as well as growing our already established offering out of London," says Kirsty Sharman, CEO of the South African franchise.