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Advertising platforms in ghana

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Current traffic stats The most popular news sign in Ghana (Alexa) More than 3-4 million unique visitors per month, 350,000 unique per day and 90 million monthly page views 60% of traffic from Ghana, 40% of diaspora traffic (USA, UK, Canada, Germany, etc.) ADPU Advertiser and Publisher Solutions Ghana Ltd. is Ghana's official representative for the sale of advertising space on GhanaWeb. Include cookies in your browser for advertising on GhanaWeb Show me, as on our news platforms, we offer a wide range of ad display formats that all meet IAB standards. ADPU Solutions platforms offer advertising opportunities on both desktop and mobile platforms GhanaWebs. Our primary goal of our advertising and marketing solutions is to promote the advertiser's message through a variety of options, such as video, newsletters, event coverage, banner placement, public announcement, guest appearance, live streaming, etc. In this way, we can support any customer journey and help you with your marketing goals in the most effective way possible. 790x90 pixels leaderboard, 300x600 pixels wide 300x250 pixel rectangle, take-overs on desktop and mobile CPM and fixed geographic targeting placements by sections (e.g. news, business, sports, entertainment) Bulletins Banner design to include cookies in your browser browser on GhanaWeb Show me how, on behalf of GhanaWeb.com, ADPU gives you the opportunity to create your own ad and post it on Ghana's most visited website, GhanaWeb.com. Creating and posting can be done in a simple access workflow and allows you to convert website visitors GhanaWeb.com to visitors to your site or other activities that you may prefer. Once you create an ad, you'll have to make some choice regarding the visibility of your ad. Based on these options, the automatic calculator will calculate the amount you will have to pay online to continue and place the ad. Your announcement will be visible to Ghanaians. Before you place an ad, you will need to tell us the type of advertising you want to buy and the amount you want to spend. If we accept your ad, we will deliver your ads to the audience as GhanaWeb.com inventory becomes available. Turn the cookies into your browser for advertising on GhanaWeb Show me how 11WopeDigitalDigitalizing Africa and beyond... WopeDigital is a digital agency that provides website design, SEO and advertising services. Founded in 2010, our goal is to help businesses grow through every available online channel; From creating and optimizing world-class websites to help rank better in search engines, to launching effective advertising campaigns on Facebook, Instagram, YouTube, Twitter, Google Search and Display, reaching millions of people around the world. Be the first to view WopeDigital Visit Profile Send a message to zlt; \$25/hr2 - 9Accra, Ghana (Image Credit: Darryl Linington). A number of small businesses in Ghana are now online. They provide a platform where goods can be bought online and delivered to the customer's doorstep (Image Credit: Darryl Linington), Ghana's Interbank Payment Systems (GhIPSS) has launched an online payment gateway that allows domestic Automated Teller Machine (ATM) card holders to make payments and purchases online. The launch of gh-link e-commerce will promote e-commerce and create jobs as various services are needed in the e-commerce value chain. Definition: e-commerce can be defined as electronic transactions. As with purchases of goods and services in online stores on the Internet. These days, many people spend time on social media commenting on questions and chatting with friends. A number of small businesses in Ghana are now online. They provide a platform where goods can be bought online and delivered to the customer's doorstep. The emergence of online retailers such as Jumia, Konga and Kaymu has also increased people's participation in this e-commerce. Experts that the current trend in e-commerce was a revolution that other entrepreneurs had embraced. Different sectors of the economy use the platform's capabilities to expand their services. In this situational analysis article, I take a look at the top e-commerce sites and businesses in Ghana. 1. eShopAfrica.com website: eShopAfrica.com eShopAfrica.com is a fair trade social business creating sustainable businesses for traditional African artisans. Based in Accra, Ghana. eShopAfrica.com online since 2001 and was one of the first e-commerce sites based in Africa. The company is registered in Ghana as an export company promoting products from non-traditional sectors. They claim to invest in their artisans, allowing them to find new markets and grow their business in a sustainable manner. 2. Tonaton website: Tonaton.com Tonaton.com is a site where you can buy and sell almost everything. The best deals are often made with people who live in your own city or on your own street, so Tonaton.com on Tonaton.com easy to buy and sell on the spot. All you have to do is choose your region. It's completely free to publish classified ads on Tonaton.com and it will take you less than 2 minutes. You can subscribe to a free account and place ads easily every time. Tonaton.com has the widest selection of popular second-hand items throughout Ghana, making it easy to find exactly what you are looking for. So if you are looking for a car, mobile phone, house, computer or maybe a pet, you will find the best deal on Tonaton.com. Tonaton.com specializes in a particular category - you can buy and sell products in more than 50 different categories. 3. Carmudi website: carmudi.com.gh Carmudi allows you to find the vehicle of your dreams. The aim of the site is to strengthen the position of consumers by providing information about the automotive market, and then in contact with individuals and professional sellers. They want each ad to provide accurate information about each vehicle to make your choice easy. According to the website, our role is to help you find the right car and make a link with the owner. As a member of the Rocket Internet family, we bring our unrivalled experience in launching hundreds of companies around the world. With our experience and our know-how, as well as a clear understanding of the specifications of Ghana's automotive market, we offer the best place in the online market for cars in Ghana. We are also the only market that provides zero fraud and trusted sellers with the full transparency of creating a premium experience. 4. Heel The World (HTW) Website: htwshoes.com According to HTW: We make high-quality bespoke men's shoes and leather accessories and use some of the proceeds to support people in the startup space, collaborate with fashion brands, and paid internships annually. In 2010, Fred went to buy a pair of Italian shoes in a boutique in Osu, Ghana. They were beautiful, and he showed them to them boy who walked past, asking him if they could be made in Ghana. To his horror the shoehine boy and other people he knew said it was impossible for the shoe to be made in Ghana. Fred thought, if we can't make our own shoes here, when we'll make our own planes? He was then a disillusioned banker, and he shared his concerns with Vijay Manu, a young ICT student. Two of them decided to do two things: a high-end shoe company that worked to give young people the opportunity to pursue their dreams, no matter how crazy. Heel The World (HTW) was born in February 2011. Ever since it began they have gone on to add empowering beads, and other leather accessories for their product range. They were featured on CNN, DSTV, etc. and won Best Young Fashion Company in Ghana in 2012 and were awarded the President of Ghana. They are members of the World Economic Forum and the African Leadership Network. 5. Lamudi website: lamudi.com.gh Lamudi helps people find their perfect home, land and commercial property. Its goal is to empower consumers with the most thorough information about the market and bring them into direct contact with agents. Its listings aim to provide consumers with as much information as possible to get an in-depth understanding of each property. Lamudi Ghana sets the standard to provide a convenient, highly visual marketing platform for real estate and land in Ghana. Lamudi Ghana already has over 400 properties listed on their site from individuals and major agencies and developers including Orel, Pelican Properties and Broll Ghana. Lamudi helps people find their ideal property and gives property owners a presence online. Well integrated with different social media platforms, people can save their favorite properties for their Lamudi accounts and send them to friends and family via email, Facebook, Twitter and Google. 6. Jumia website: jumia.com.gh Jumia is essentially one of Africa's largest online stores for fashion, electronics, home appliances and more. The website offers a wide range of products including men's and women's fashion, mobile phones, computers, electronics, home appliances and more, bringing them right to your doorstep. In addition to Ghana, Jumia is also available in Nigeria, Egypt, Morocco, Kenya and Ivory Coast. According to the company, it offers consumers a wide range of styles and brands, 100% convenience with our 24/7 online access from your home or office, secure payments such as bank deposit/online banking and cash for delivery, exclusive customer service, quick delivery the next day and returns after 7 7. OLX website: oix.com.gh OLX, another ad platform focused on emerging markets, both mobile and online. OLX is the next generation of free online ads. They act as a place to allow our users who comply with their terms to offer, offer, and buy goods and services listed on the Web site. While you can make payments and other transactions through the Web site using third-party vendors such as PayPal, OLX is not involved in such transactions. 8. Baahe.com web baahe.com Baahe.com: baahe.com Baahe.com is a subsidiary of Kaizen Global Consult, which specializes in the sale of high-quality and affordable electronic devices, as well as sales consultancy. According to the website: We are in Baahe.com (Kaizen Sales Consult) are designed to serve you in the comfort of your offices and homes with our payment for delivery policy. 9. Tisu website: tisu.com.gh Tisu is a local daily deals and discounts website for the very best that Accra has to offer. The website claims to give consumers an easy and fun way to get huge discounts by discovering new places around the city. With new offerings every 24 hours at restaurants, spas, travel, entertainment and electronics, consumers can now discover a valuable local experience at an unrivalled price According to the website: We understand the importance of employees and our customers. Our sales team work hard to get our valued customers the best deals in town. Our customer service department will solve any problems promptly. Ringier Ghana is the parent company of Teesu. Ringier is a Swiss multimedia organization with offices in 13 countries. 10. Website of the zoo-boss: Zoobashop.com Zoobashop.com is a Ghana-owned online store that offers a variety of electronics, home appliances, fashion items, etc., at decent prices. It currently supplies to all addresses in Accra and Theme, and plans to expand its delivery coverage in the not-too-distant future. The zooshop allows multiple payment modes, from the usual cash to the delivery of online credit/debit card payments, so pay for what you buy is easy and convenient. 11. Souq Afrique website: store.souqafrique.com Souq Afrique is a company that celebrates African creativity. The website stocks products that are made in Africa or are inspired by Africa. Its purpose is to be a one stop shop for Afro-centric goods not only on the continent but internationally. The company strives for professionalism, diligence and dedication in all its endeavors in the hope of being an example of the success that can be achieved when Africa is inspired. 12. Kaymu website: kaymu.com.gh According to Kaymu it is one of the best online shopping communities in Ghana. It essentially connects buyers with sellers and vice versa. According to the founders of the site: We believe that the Internet can break down economic barriers and change the way you do business. That's why we want to bring e-commerce into the lives of Africans, to empower local helping them run their online business and make shopping easy and accessible for Kaymu was launched in December 2012 by Africa Internet Group, a pioneer of e-commerce in Africa, and it is supported by Millicom, MTN and Rocket Internet. The company has spread to more than 32 countries across Africa, Asia and Europe today with new countries being launched each month. Edited by Darryl Linington On the author: Anang Tawiah is a New York management consultant specializing in investment risk and technology strategy. He continues to lead many Blue Chip companies and governments as a business and technology consultant. Please bring in all the following questions, concerns, request for speeches and presentations regarding my articles and research on my Facebook page listed below. You can read more about his analysis or contact him for further professional advice and or guidance on the following links: WordPress: www.anangtawiah.com - Facebook: www.facebook.com/AnangTawiah www.facebook.com/AnangTawiah free advertising platforms in ghana

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