

TikTok signs first African influencer platform partnership

Short-form video app, TikTok, has collaborated with influencer marketing platform, Webfluential, as its first African partner for content creators and brands to collaborate.

The partnership will enable brands and agencies to collaborate with TikTok creators for paid influencer campaigns, based on each influencer's reach, resonance and relevance to the partner brand.

For more, visit: <https://www.bizcommunity.com>