

Aktivate Hosts Panel Discussion on Influencer Marketing ROI at Lagos Startup Week



Lekki, Lagos Jul 25, 2025 ([IssueWire.com](https://www.issuewire.com)) - Aktivite, a leading influencer marketing platform, hosted a comprehensive panel discussion titled "Create to Convert: Does Influencer Marketing and Content Creation Convert?" during Lagos Startup Week. The 60-minute session examined the effectiveness of influencer marketing strategies in driving measurable business conversions and provided actionable insights for entrepreneurs and marketers.

The panel discussion, moderated by Seun Longe, Growth Lead at Markova Digital, featured industry experts Vincent Anani, Senior Strategist at Ogilvy Africa; Israel Oladipupo Ogunseye, Payments Expansion Manager at PawaTech; and Ayoola Ogunyomi, co-founder of Umbrella. The event attracted a diverse audience of entrepreneurs, marketers, and content creators seeking to optimize their digital marketing strategies.

Key Insights on Conversion Metrics and Strategy

The panelists addressed the fundamental question of what constitutes a conversion in influencer marketing, establishing that successful campaigns encompass sales, signups, and positive shifts in brand sentiment. Israel Ogunseye emphasized the importance of authentic storytelling in content creation, stating that "content works when it feels genuine." His experience as both a marketing strategist and content creator on X platform demonstrated the value of relatability in building audience trust and engagement.

Vincent Anani introduced the concept of the "Butterfly Effect" in influencer marketing, explaining how strategic decisions such as selecting niche influencers can produce significant results regardless of budget size. "It's not always about big budgets; it's about precision," Anani noted, drawing from his extensive experience at Ogilvy Africa. Ayoola Ogunyomi, whose portfolio includes campaigns for major brands like Heineken and Dangote, highlighted universal principles of compelling content creation, emphasizing that "clarity and emotional resonance are non-negotiable, whether you're marketing cement or crypto."

Platform Performance and Budget Allocation Strategies

The discussion revealed practical insights on platform selection and budget optimization. The panelists identified TikTok and Instagram as the leading platforms for return on investment in the Nigerian market, with short-form video content demonstrating the highest impact rates. When addressing budget allocation strategies, specifically a hypothetical ₦5 million campaign budget, Ogunseye advocated for investing in niche influencers rather than celebrity endorsements. "Five targeted creators with dedicated audiences often outperform one celebrity," he explained, referencing successful fintech campaigns that demonstrated this approach.

The panel also explored emerging platform opportunities, with Ogunyomi noting LinkedIn's growing relevance for B2B influencer campaigns, particularly beneficial for startups seeking to reach professional audiences. Anani cautioned brands against excessive content control on trend-driven platforms like TikTok, emphasizing the importance of allowing creators to maintain their authentic voice.

Future Trends and Market Predictions

Looking toward future developments in influencer marketing, the panelists discussed the role of artificial intelligence and nano-influencers in campaign optimization. Anani expressed optimism about AI's potential for improving campaign performance while warning against strategies that could erode human trust and authenticity. Ogunyomi highlighted the growing importance of nano-influencers in engaging

local audiences effectively.

Ogunseye predicted significant expansion in Africa's influencer marketing sector, driven by increasing mobile adoption and the growth of platforms like Aktivite that facilitate connections between brands and content creators. The discussion emphasized that successful influencer marketing requires brands to trust creators with storytelling autonomy while maintaining strategic oversight of campaign objectives.

The panel concluded with actionable recommendations for measuring campaign success, focusing on engagement rates and click-through metrics rather than vanity metrics such as follower counts. The experts agreed that authenticity remains the cornerstone of effective influencer marketing, with genuine creator-audience relationships driving the most meaningful conversions.

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