

Call for Chapter Proposals – Digital Marketing Trends in Africa

We seek chapter contributors for an edited book tentatively titled “Digital Marketing Trends in Africa.” This book aims to provide an overview of research on emerging digital marketing on the African continent.

Africa is projected to have the largest population under 25-years-old in the world by 2030 (UN, 2017; World Bank, 2019). The continent has also experienced a rapid increase in internet use. As a result, major companies have expressed increasing interest in marketing on the African continent. However, there is limited academic research and empirical data that helps us better understand the impact of digital marketing in Africa. This book would be a one-stop shop for both industry and academics hoping to understand the upward trend of digital marketing in Africa.

Given the emerging youth population, increase in internet accessibility and use, and increased marketing from global companies, it is necessary for scholars to take stock of digital marketing status in Africa from various theoretical and methodological approaches. Therefore, this book will present research that provides audiences with a better understanding how the digital marketing trends on the African continent and their implications.

The chapters selected for inclusion in this book will explore the opportunities, challenges, and effectiveness of digital marketing in Africa. All methodological and theoretical approaches will be considered. Chapters may reflect a variety of topics related to digital marketing in Africa, including (but not limited to):

Brands and Digital Marketing in Africa

How are brands using and investing in digital marketing (DM) in Africa?

What are the barriers and drivers of DM in Africa?

What is the influence of newer digital platforms, such as TikTok, on digital marketing in Africa?

What are best practices for digital marketing?

Including good content examples/bad content examples vs. cost per contact and return on investment

An analysis of the digital marketing competitive landscape

How E-commerce is driving (or not) digital marketing in Africa

The African Digital Consumer

What makes the African digital consumer similar/different from western counterparts?

What apps are people using?

Demographic and psychographics of digital consumers in Africa

Content analysis of brand strategies on digital marketing platforms

What African countries are using digital marketing and how? What countries have been reluctant to engage in digital marketing and why?

Influencer Marketing in Africa

What is the status of influencer marketing in Africa?

Examine the expanding definition of an influencer on the continent and/or a comparative analysis of western influencer marketing.

Evaluation of successful influencer marketing in Africa, mainly related to cost per contact and return on investment

Legal, Ethical, and Political Implications

How is digital marketing driving the political economy (power, politics, policies, and governance)?

What are the ethical implications related to digital marketing in Africa?

What are the economic implications related to digital marketing in Africa?

What are the legal implications related to digital marketing in Africa?

Scholars and practitioners interested in submitting chapter proposals must include a **500-word abstract and one-page outline of the proposed chapter** to the project's editors, Anne Njathi at awnjathi@ncsu.edu or Dr. Brandi Watkins at brandi1@vt.edu. **Chapter proposals are due no later than Friday, October 22, 2021, at 5 p.m. EST.** Please email either editor if you have questions.

Once the editors have finalized the chapters for inclusion in this project, the editors will submit a prospectus to Lexington Books. This book is not under contract as of yet.