

The goal of **online marketing** is to spread awareness about a business and its products or **services** via the **Internet**.



1. App development

Mobile applications are more popular than ever in Africa, and people are willing to pay good money for ways to manage their lives from their smartphones. Mobile applications development Company – iPad, iPhone, Android, Smart TV app development by Africa’s best app development company.



2. Internet Marketing

Internet Marketing in Africa is another huge area that includes affiliated marketing, direct marketing and various reseller structures. Mobile marketing in particular is also a hot area right now.

Basically, if you enjoy sales or you're just really good at it, then it may be an area to look in to. There is a lot of competition, but plenty of people are making good money via internet marketing.

Some of the ways of internet marketing are: -

Affiliate Marketing Tips



Earn From Blogging



Internet Access



- [Earn Cash from Blogging](#)

Blogging is still in its infancy in Africa with a very small percentage of people who know how it works and how you can make a passive income from a blog. To make money online from a blog you need to gain large amount of traffic from a specific niche.

A proportion of the audience is funnelled on to other sites that “pay” to buy the traffic. Payment might be in the form of a per-click fee, a monthly rate, an affiliated commission or profit on a product or service sale.

- [Affiliate Market internet business](#)

An internet affiliate program and affiliate marketing networks can be used to market goods and services online. In Africa, some internet affiliate programs offer two ways to make money online- by selling products or services as an internet affiliate and by signing up other people to join the same internet affiliate program.

- [Internet Access](#)

Africa's internet market is worth billions of dollars. It's no surprise that tech giants like Google and Facebook are scrambling to improve internet access to millions of Africans.

However, some smart African entrepreneurs are already making impressive moves to conquer the internet access market.

3. Apps and Online Services

There's a digital revolution taking over Africa. These days, many services now have an app or are going online. Africa's digital economy is growing really fast.

These days, there's almost an app or online service for anything you want. In 2016, more apps and online services will launch across Africa to solve problems and provide value. And more millionaires will be made in the process.

4. Payment Solutions

Every year in Africa, over \$100 billion in transactions are still done in cash. This presents a huge and lucrative financial services opportunity for savvy entrepreneurs.

Since M-Pesa was introduced in East Africa, the transformational mobile-based money transfers and payment service has proved to be phenomenal in Kenya and Tanzania, where the platform handles over 200 million person-to-person transactions every year.

In other parts of Africa, there is a huge scramble for Africa's next big money transfer and payment service. Payment solutions will be a key area to watch in 2016.



5. Startup financing

Investing in startup and early-stage businesses is on the rise globally. Across Africa, start-up companies are attracting the interest of venture capital, private equity, social impact funds and angel investors who are looking for higher returns on invested capital.



In 2015 alone, the amount of capital invested in African startup businesses was roughly \$0.5 billion. And in 2016, this figure is expected to double as Africa's young entrepreneurs continue to come up with brilliant business ideas that have the potential to significantly disrupt both new and established markets.

Source:- https://www.quora.com/What-kind-of-online-business-idea-you-think-could-be-a-good-opportunity-for-the-African-market/answer/Dipti-Das-11?prompt_topic_bio=1