



# Publiseer expands to Ghana

With its new presence in Ghana, Publiseer's authors and musical artists from Ghana can get customer support via WhatsApp and voice. This is Publiseer's first brand expansion outside of Nigeria.



Chidi Nwaogu during an interview with Nairametrics.

When Chidi and Chika Nwaogu started Publiseer about a year ago, they knew that the digital publishing industry in Nigeria had a huge potential, however, they knew that Ghana has an equally huge potential too. So, expanding into Ghana was always in the pipeline since inception.

A pioneer of its kind in Nigeria, Publiseer publishes and monetises the creative works of African writers and musicians from low-income communities, at no charge, with just a single click.

The journey to help budding African writers and musicians earn a living from their crafts started on August 4, 2017, and as of writing, Publiseer has published and monetised 133 books and 467 tracks by 110 writers and 217 musicians, generating thousands in revenue.

Ghana has a very robust book publishing and entertainment industry that is growing exponentially with big players in the field and this explains why Ghana is Publiseer's first expansion move.

"Ghana has an amazing music industry that spreads across Africa and even the world. The book publishing industry in Ghana is also huge, and Publiseer wants to tap into this huge resource. Ghana is a country with really intelligent and creative people, and it will be an honour having these amazing people use our platform to monetise their digital contents," said Chika Nwaogu, co-founder of Publiseer.



DIGITAL

Publiseer shortlisted for Startupbootcamp FastTrack and partners with Caketunes

4 Apr 2018



Publiseer has received several awards and recognitions during the past year, which includes being the first African publisher to be inducted into the International Publishing Distribution Association. It was also a finalist at the Harvard Business School 2018 New Venture Competition; and most recently was accepted into the Venture Incubation Programme by the Graduate School of Business, University of Cape Town.

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