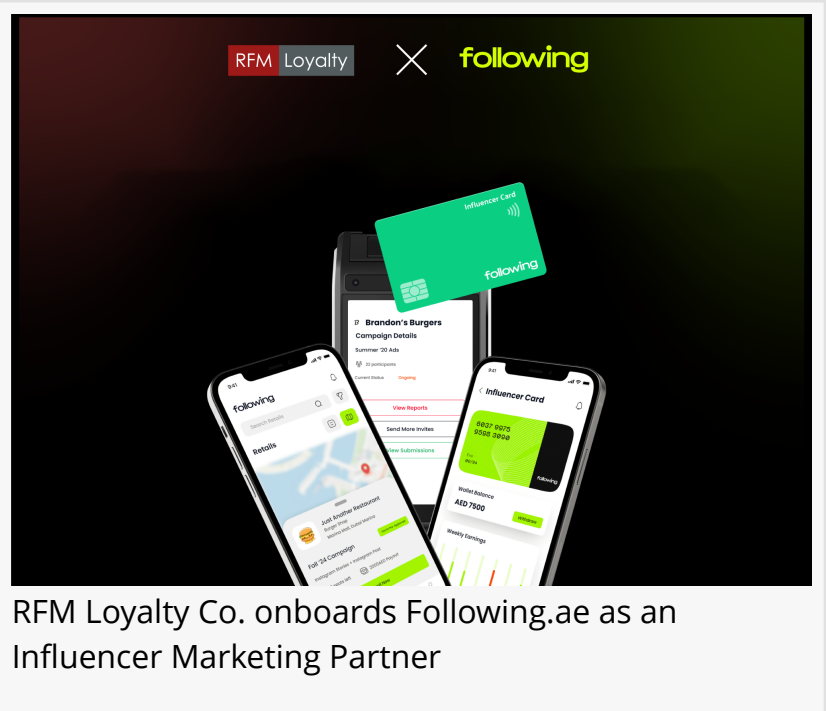


Following.ae Announces Strategic Partnership with RFM Loyalty Co. to Revolutionize Influencer Marketing

Following partners with RFM Loyalty Co. to offer merchants tailor-made influencer marketing campaigns, enhancing direct brand engagement.

DUBAI, UNITED ARAB EMIRATES, May 27, 2024 /EINPresswire.com/ -- In a significant move for digital marketing, [Following, an innovative social media influencers platform](#), has partnered with [RFM Loyalty Co.](#), one of Dubai's leading merchant acquiring firms. This partnership introduces a new era of influencer marketing, enabling RFM's merchants to create customized campaigns effortlessly, directly impacting retail foot traffic and content quality through social media influencers.



Merchants can now define campaign specifics such as location, audience, and content directly on Following's platform, ensuring precise targeting and effective budget use. Influencers will see campaigns they qualify for and can participate instantly, either by product delivery or by using their Following cards at RFM's Smart POS terminals. This system removes the need for middle agencies, streamlining the process and enhancing direct interactions between brands and influencers.

“

This strategic alliance allows us to provide a state-of-the-art MarTech solution that empowers brands and influencers alike.”

*Zain Ali Khan - Founder @
Following*

"This strategic alliance allows us to provide a state-of-the-art MarTech solution that empowers brands and influencers alike," stated Zain Ali Khan and Hajar El

Youssefi, Co-founders of Following. "Joining forces with Following marks the beginning of our

mission to add comprehensive value-added services via our Smart POS terminals," said Iqbal Mahmood, CEO of RFM Loyalty Co.

To leverage this groundbreaking opportunity, RFM's merchants, as well as other brands and influencers, are encouraged to visit www.following.ae to register and start creating impactful marketing campaigns today.

About Following: Following is dedicated to transforming the influencer marketing industry by providing robust tools that facilitate direct and effective brand-influencer collaborations.

About RFM Loyalty Co.: Based in Dubai, RFM Loyalty Co. specializes in merchant services, offering innovative solutions that enhance the commercial success of its clients through technology.

For more information, please contact: contact@following.ae

Contact

Following FZC

71585100569

[email us here](#)

Visit us on social media:

[Instagram](#)

This press release can be viewed online at: <https://www.einpresswire.com/article/714952773>

EIN Presswire's priority is source transparency. We do not allow opaque clients, and our editors try to be careful about weeding out false and misleading content. As a user, if you see something we have missed, please do bring it to our attention. Your help is welcome. EIN Presswire, Everyone's Internet News Presswire™, tries to define some of the boundaries that are reasonable in today's world. Please see our Editorial Guidelines for more information.

© 1995-2024 Newsmatics Inc. All Right Reserved.