

## **Pre-launch of Afrosphere – The Next Generation Black Classified Community Site**

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London, United Kingdom, Launching in the coming months is Afrosphere.com the next evolution, classified directory community site for black people all over the world. The site will provide buyers and sellers with information on individuals, businesses, goods and services and enable contact and/or transactions between buyers and sellers or service providers within an interactive global community. The inspiration behind this concept is Sam Alatishe a forward thinking technology entrepreneur who recognised the positive benefits of bringing a diverse group of African people worldwide together through the Internet.

Afrosphere will have a global reach to vast audiences and is currently in the pre-launch stage. The target market for Afrosphere is the global market for Afro-centric advertising and searching. This market increasingly recognises the World Wide Web as an effective tool for marketing, communication and information dissemination. Moreover, the English language is becoming the common lingua franca of commerce within this audience. Nevertheless, the site will adapt other languages that will make it more universal and user-friendly. The site will be up and running in the next few months where customers will be able to advertise for FREE.

Afrosphere will offer members a truly innovative one stop local search service for advertising and searching. Newly joining customers can simply advertise for FREE, by creating an account then compare and choose to upgrade from the various advertising options such as featured, display and more available on the site. The email and instant messaging facility enables members to communicate with other members whilst ensuring their security and privacy. The main benefit to general customers of Afrosphere is the ability to buy, sell, and find businesses and services with the guidance of customer ratings and reviews to help make that educated decision. A key benefit to advertising customers of Afrosphere is that they can upgrade their accounts and activate features that instantly gain more exposure for their listings.

Afrosphere.com differs from other black classified sites such as Blacksonville, BlackBusinessList, and UKBlackOnline as its target audience is both local and global and not simply local. Afrosphere also differs from classified sites like Craigslist, Google Local, Yahoo! Local, and MSN Classified, as its target audience is primarily black people as opposed to the wider community. Afrosphere has the potential of becoming the most exciting destination for connecting with the African Diaspora Internet consumer and business community worldwide.

Website: <http://www.afrosphere.com>

Category	Advertising, Internet, Marketing
Tags	black, african, classified, local, search, craigslist, google, yahoo, msn, Advertising, Marketing, DIRECTORY, searching
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