



Your Black World is a media and e-commerce platform owned by Dr. Boyce Watkins - author, economist, political analyst, and social commentator. The site engages millions of monthly readers, visitors, and customers.

Services Provided: Digital Advertising (Facebook)

Goals Achieved: B2C Sales, B2B Sales, E-Commerce Sales, Membership Subscriptions, Followers Growth (Facebook), Book Sales

Key Highlights: 33% increase in combined sales and profit margins for a variety of products in the Your Black World store, including flashcards, books, DVDs, and more.

www.boycewatkins.com

https://en.wikipedia.org/wiki/Boyce_Watkins

