

Alex Bogusky and BCV Invest in Influencer Marketing Leader [influence.co](https://www.influence.co)

Additional investors include Twenty3 Capital, Jaszac Investments, and AE Jarrah Group.



BOULDER, COLORADO, UNITED STATES, January 25, 2018

/EINPresswire.com/ -- BOULDER, CO, Jan. 25, 2018 – [influence.co](https://www.influence.co), the leading influencer marketing platform where over 50,000 influencers, brands and agencies connect announced today that Alex Bogusky and his fund BCV have made an investment in its current round. BCV invested in [influence.co](https://www.influence.co) after reviewing more than twenty companies in the influencer space.



We are thrilled to have Dane and Alex involved as Alex is one of the most respected names in the design and agency world. More than 50,000 influencers have already signed up with [influence.co](https://www.influence.co).”

*Niel Robertson, CEO of
[influence.co](https://www.influence.co)*

“We firmly believe every digital agency and PR company will offer influencer marketing services,” said Dane McDonald, Managing Director for BCV. “We’ve been looking for a company that is technology-driven and doesn’t run campaigns themselves. We believe the winner in this space will support agencies and not compete with them.”

Simultaneously, [influence.co](https://www.influence.co) is announcing a full set of features designed to help digital media and public relations agencies build their own influencer marketing practices. Agencies of all sizes can now build and execute complete influencer and micro-influencer campaigns on the platform for a fraction of the cost of full-suite software options.

“We are thrilled to have Dane and Alex involved as Alex is one of the most respected names in the design and agency world. More than 50,000 influencers have already signed up with [influence.co](https://www.influence.co) and with our new discovery, tracking and reporting tools, any agency can offer world-class influencer marketing to their clients. We expect the involvement of BCV will massively accelerate our ability to succeed in the agency landscape.” said Niel Robertson, CEO of [influence.co](https://www.influence.co).

The total round is \$500,000 and will close in January. Additional investors include Twenty3 Capital, Jaszac Investments, and AE Jarrah Group. The financing will provide the company enough runway to achieve profitability.

ABOUT [influence.co](https://www.influence.co)

With over 50,000 members, [influence.co](https://www.influence.co) is a widely recognized leader in the influencer marketing space. By providing public influencer profiles as well as the ability for brands to recruit influencers to their campaigns, [influence.co](https://www.influence.co) reversed the typical tedious process of influencer discovery which takes brand and agencies countless hours every day.

About BCV Ventures

BCV is an early stage venture capital firm located in Boulder, Colorado. Their interests lie within the earliest of startup stages, and their time, effort and resources are therefore primarily dedicated to working with companies that are pre-revenue, pre-seed, and in many cases pre-everything. Verticals you ask? Nope. Geographic regions? Nope.

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