



**Hand in hand with
Yettel.**

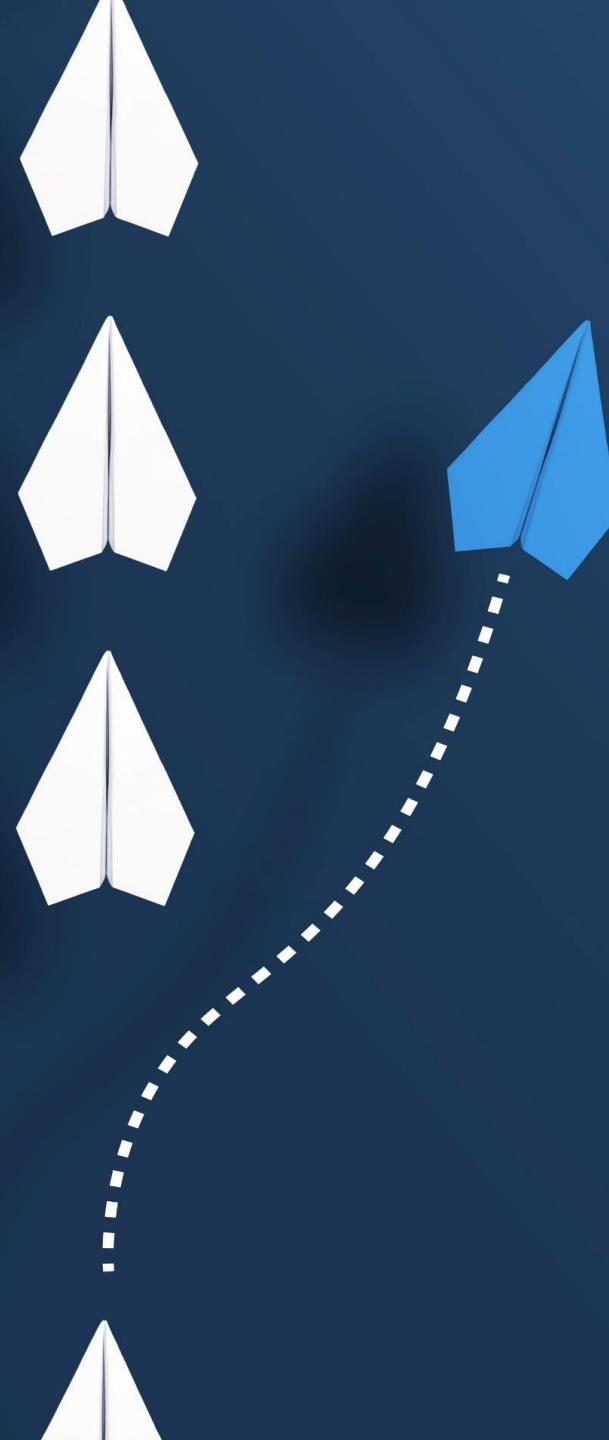
Problem.

Yettel is not the first telco partner when it comes to choosing a business tariff for new small businesses.

Challenge.

Find the **right time & moment** to connect with new potential entrepreneurs.





Opportunity.

The entrepreneurial spirit skyrocketed over the past few years.



Since 2020 September the number of registered small businesses has increased by 3.1% and the number of enterprising individuals by 2%.

Source: KSH

Insight.

New business owners do not want to waste extra energy on finding the right service provider for their business, they chose the first which comes to mind.

Many great ideas remain unrealized due to a lack of information and knowledge on how to create a business.

Beside a mobile business tariff, they need a platform where they can find more insights and inspiration to build their business.

55+ % of customers prefer to reach small businesses on phone, that means small businesses often use their mobile for calling.

New business owners need to communicate more in order to build their network and form new connections.

Brave Begginers.

- Young entrepreneurs thinking about starting a business
- Age 25-44
- They have an idea, but they lack information and support

Yettel can help them realize their dreams more efficiently.





Idea.

We exist to help new business owners to achieve their dreams.
Yettel is with you from the first thought.

Inspire.

Let Yettel's business podcast inspire you to start realizing your own dream.

Connect.

Build your network using online and offline spaces with Yettel's business and connectivity platforms.

Partner.

Start your own business hand in hand with Yettel and track your achievements by using the Yettel business app.

Yettel would create a **podcast series** featuring young business owners as guests.

The podcast would be available on all podcast platforms (Spotify, Apple Podcasts) and Yettel's YouTube channel.

Inspire.



Connect.

Yettel would facilitate **workshops and business forums** where young entrepreneurs could meet potential business partners

The workshops would take place in real life, but would also be available online. This way traffic could be generated to an allocated website as a plus.



Partner.

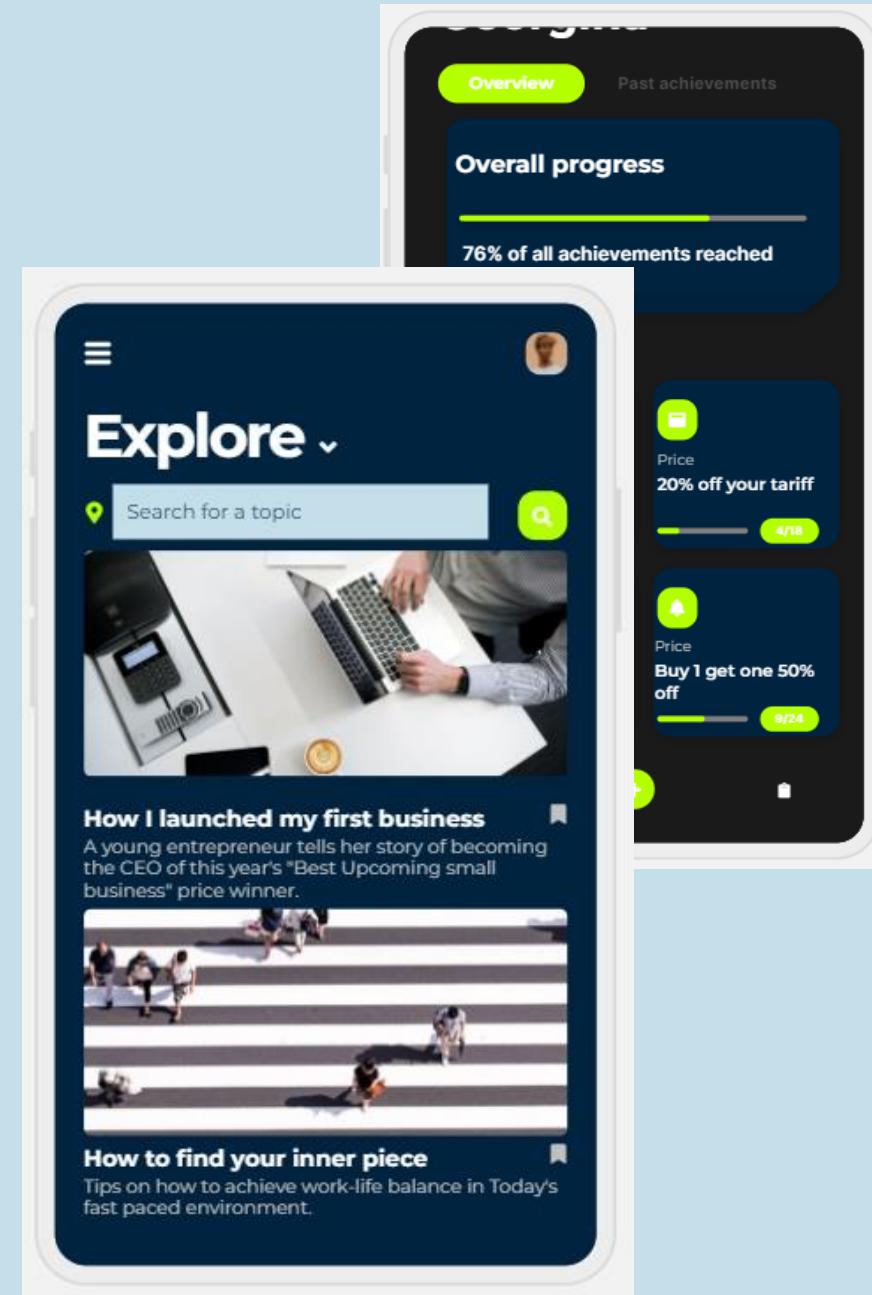
Yettel business clients could access the **Yettel business app** where they could monitor their tariff, but also use it's many more features to manage their daily life.

Achievements:

- clients would receive point when reaching certain business milestones
- with different amounts of points "achievements" could be reached which later could be exchanged for price reductions or special offers on devices

Tips & tricks:

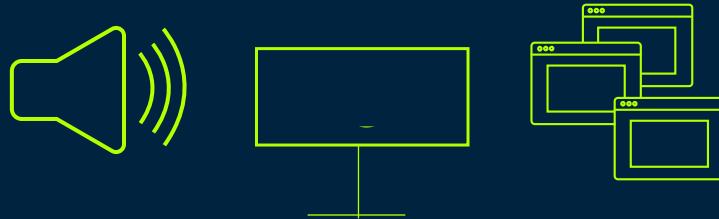
- a section of the app would be dedicated to business tips and news
- they could access a "business starting essentials" checklist



Inspire.

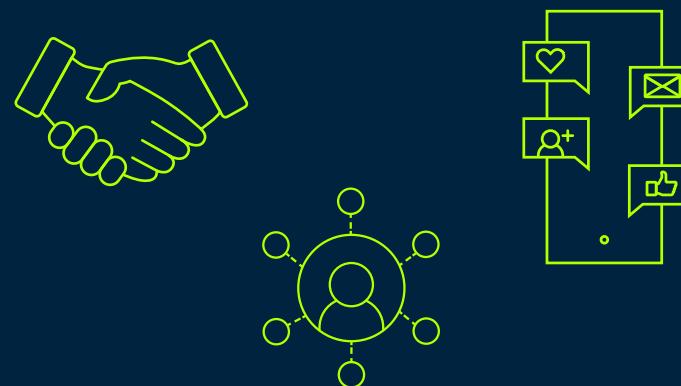
Inspire Brave Beginners to believe in their dreams and motivate them to start their own business by targeting them with encouraging messages using OOH.

Advertise the Yettel business podcast with sponsorships and use programmatic display, YouTube & OLV.



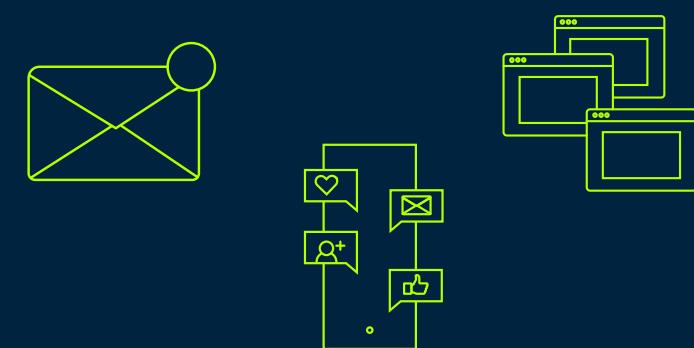
Connect.

Advertise workshops and business forums by partnering with incubators and talent programs. Also use online media like LinkedIn, Facebook and Instagram.



Partner.

Send e-DMs and display ads to in-market users in social media & open internet to install the Yettel business application and proceed a beneficial partnership with the clients.



Media Execution

Measuring success.

Inspire.

The podcast
sets the idea

Connect.

The events help make
the connections

Partner.

The app helps
grow the business



**Launch an Awareness campaign for Yettel
podcast**

OOH

Ads in business podcasts and on YouTube
Display banners to raise awareness



**Launch a Traffic campaign in order to involve
who we already reached with the podcast and
the events**

e-DMs and display ads to in-market users
in social media & open internet
Remarketing



Promotion of workshops and forums

... and hand in hand with Yettel. all this is possible!