

Be balanced back with Yettel Business Academy

Team Babakék

Yettel.

Challenge

- Reach small businesses, who just started out less than a year ago and inform them about Yettel's Business Prime tariff and make it attractive



Insight

- Starting a business is a unique experience to everyone, for many a dream coming true
- Enormous amount of information is required to launch a business
- Both personal and professional support is needed all along the way

Target Audience

Small businesses may face challenges both in the beginning or during the first year of their enterprise



Big Dreamers:

- Their goal is to start their dream business, yet they need information to do that
- This process is time consuming and stressful
- In the meantime, they should keep balance between planning the business and life

Great warriors:

- Someone whose business has already started and facing obstacles in their first year
- They don't have the expertise to handle this issue
- Need to restore their balance

Yettel is here to support you

- Yettel knows issues that could come up in starting new business since it's recently undergone rebranding
- Also, as Telenor they have been on the market for a long time, facing various setbacks
- Yettel supports you not only in your success but also at difficult times with their professional knowledge
- With Yettel Business Academy, they give you support and connection to help restoring your work and life balance by providing expertise (saving time)



Solution – Yettel Business Academy

Yettel Business Prime subscription & Yettel Business Academy Starter

Free course to help small business owner customers to start/manage their business successfully

YBA Starter

- Grant access to Yettel Business Prime subscribers to YBA microsite
- Where they find:
 - Best practices
 - Success stories
 - Short videos with tips...

Benefit for business owners: Basic knowledge and infrastructure from ONE hand

Yettel Business Academy Advanced & Yettel Business Prime Plus/Max subscription

Buy Advanced course to get more useful information and knowledge with an upgraded package for Prime price

YBA Advance

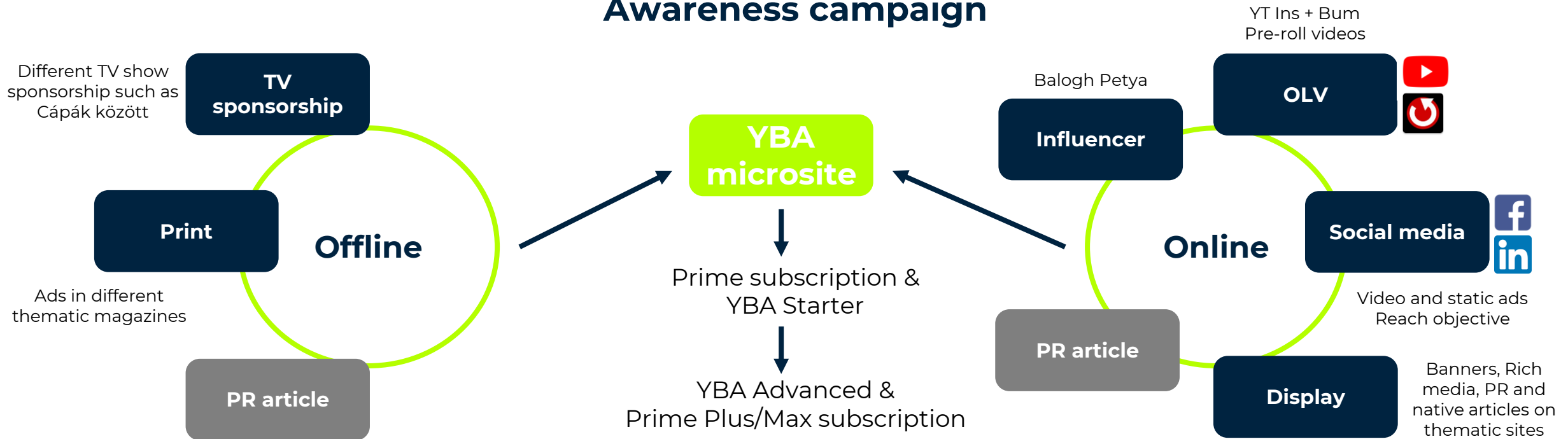
- Grant access to exclusive contents (more educative videos, podcasts...)
- Possibility to registrate for workshops
- Be a part of a community
 - Channel on microsite to communicate with other business owners to ask help and share their experiences (**#mysuccessstory**)

Benefit for business owners: PRO knowledge and infrastructure from ONE hand, opportunity to get relevant support for their own business

Strategy



Awareness campaign



KPIs

- Reach, Video views
- Traffic & time spent on microsite
- Number of subscriptions

Timing: 2022 Autumn
Est. budget: 30M HUF

YBA #mysuccesstory

- The *Cápák között* TV show is well-known in Hungary and provide special opportunity to reach our target group at the right moment of intent
- Part of the jury is Balogh Petya, who is famous for supporting startup businesses, that's why he could be a trustworthy ambassador to our program
 - He would not only promote YBA purposes, but also launch #mysuccesstory on social media
 - With #mysuccesstory people could share either their successes or their difficulties, and communicate how YBA/Yettel related to that personal event
 - #mysuccesstory is an opportunity to connect and communicate, and building community



One Shot Strategy

Awareness

Channels:

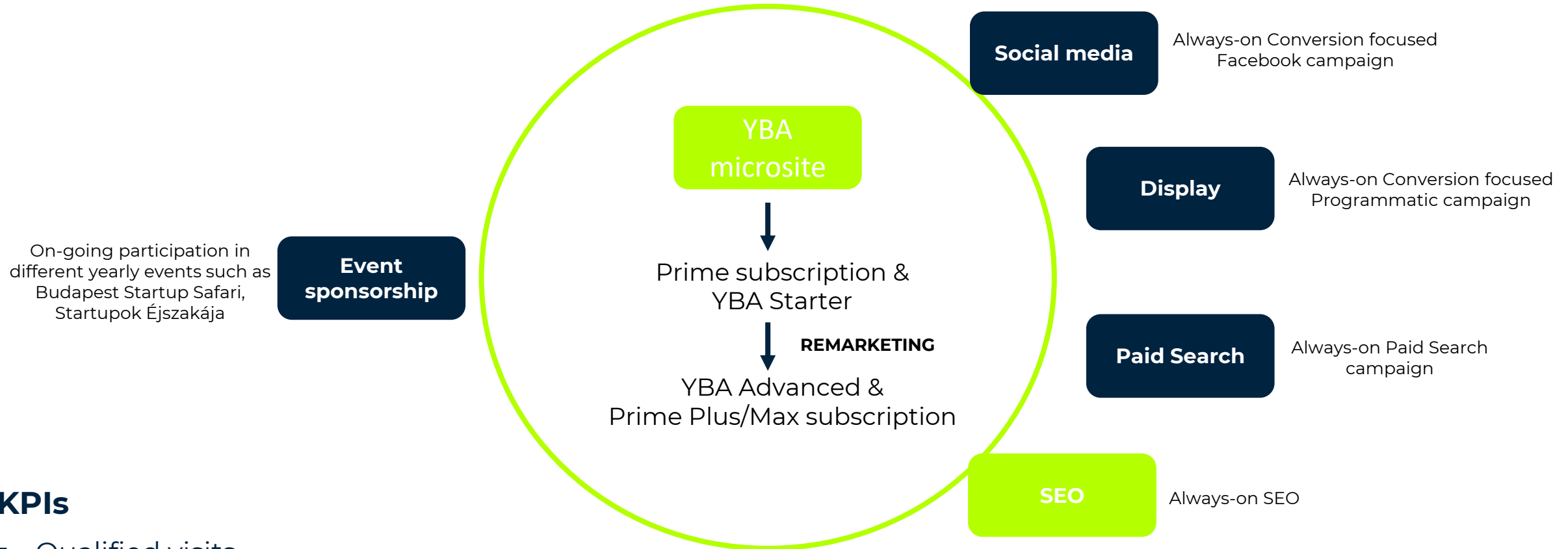
- OLV:
 - Emotional videos (Be balanced back with YBA)
- Print, display and Social Media static ads:
 - Generate awareness to Yettel Business Prime and YBA

Education

Channels:

- OLV:
 - Use examples of the Starter educative videos
- Online and offline PR articles:
 - Educate and inform people about the program

One year strategy



KPIs

- Qualified visits
- Number of Starter (Yettel Business Prime) and Advanced (Yettel Business Prime Plus/Max) subscriptions
- Conversion rate, Cost per acquisition

Thank you

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