

# BUSINESS PITCH



Your one stop  
social media  
platform

# INFLUENCER MARKETING

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BRAND/  
AGENCY

CREATORS

PEOPLE

PRODUCT LAUNCH

BRAND AWARENESS

EVENT PROMOTION

AND MANY MORE

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“Over 70% of Indian firms are planning to increase their spends on social media influencers in 2021”

# OUR COMPANY



**BRAND**



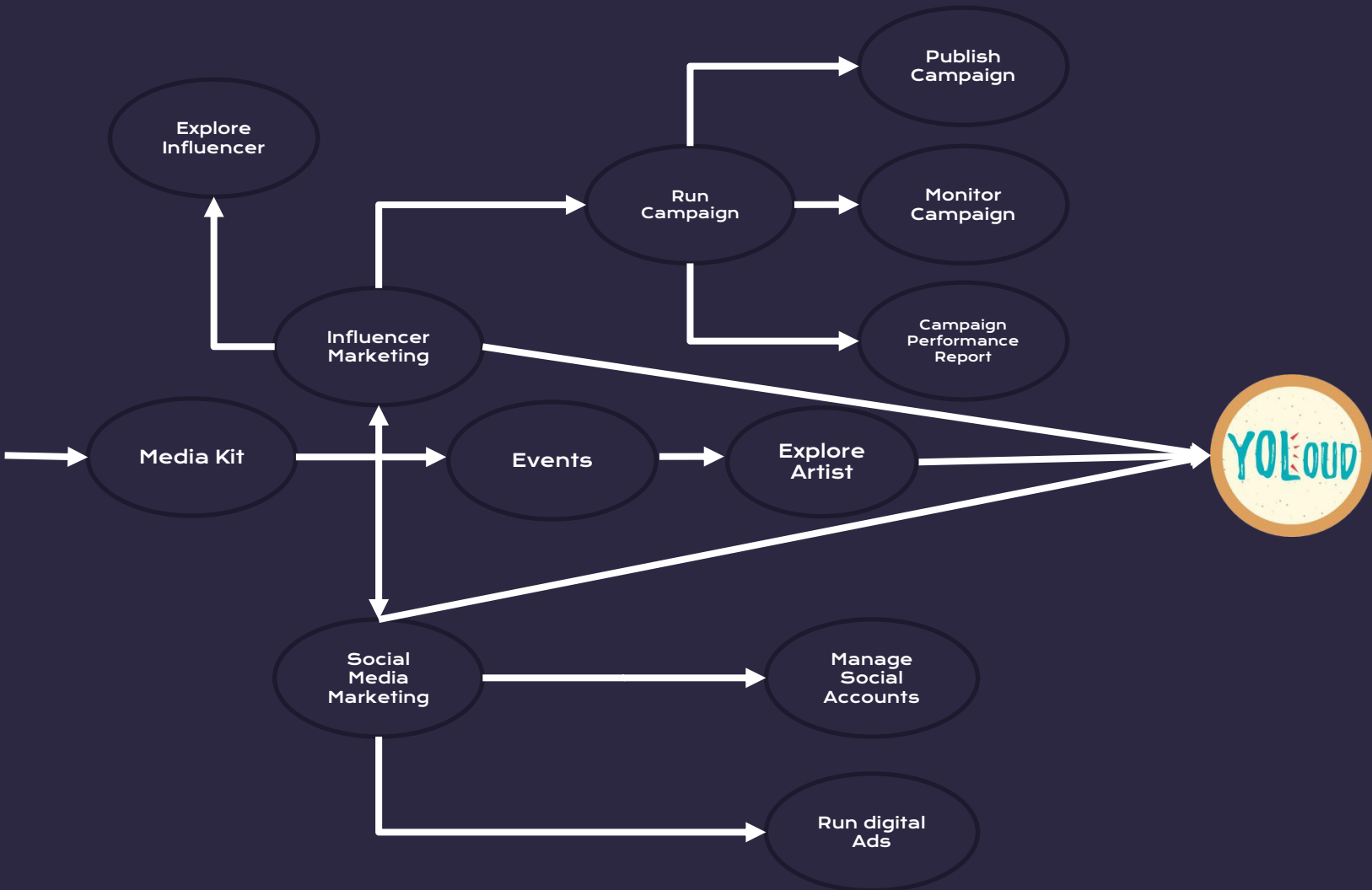
**Yell Out Loud**  
Your one stop social  
media platform

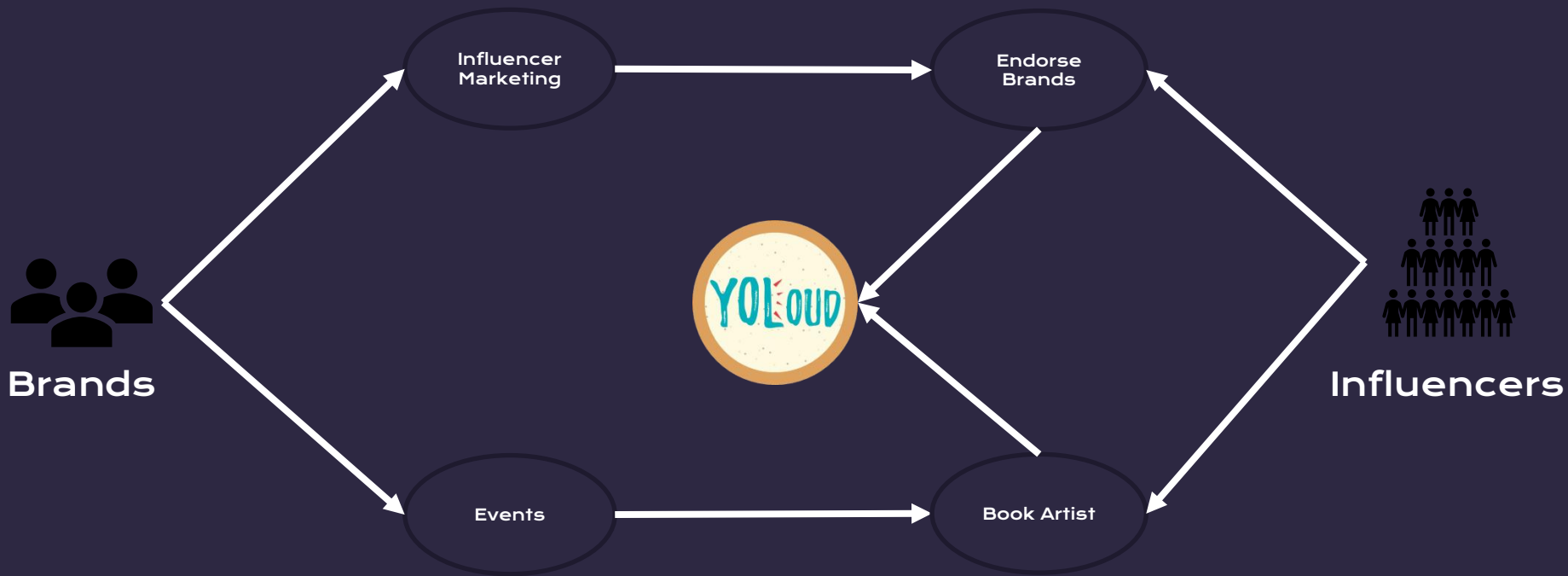


**INFLUENCER**



Brands







# PROBLEM STATEMENT



1. Discover right set of creators and convince them for a campaign
2. Failure to utilize available data in an efficient way
3. Maintain a separate team that will focus on managing influencer marketing campaigns
4. Nano and micro influencers often find themselves in a barter deal with the brand



# SOLUTIONS



1. A pool of verified creators from more than 15 categories already waiting for the campaigns
2. YOLoud leverages data to understand brand's product and objective to find the best influencers profile for a campaign and analyze the end report
3. YOLoud facilitates brand/people/agency in managing the end-to-end campaign for them
4. YOLoud empowers all the creators on its platform, irrespective of the bucket (nano, micro, macro) they fall to get paid for their content and hardwork

# OUR CURRENT OFFERINGS

## **YOL Consulting**

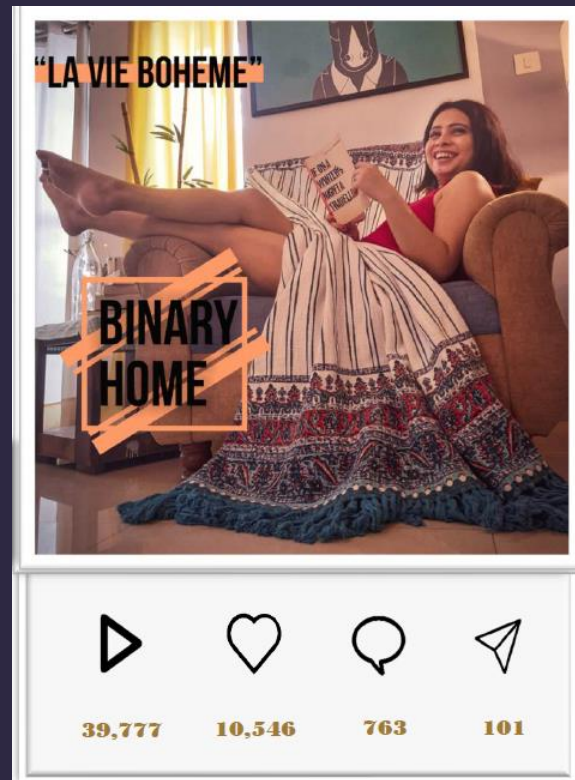
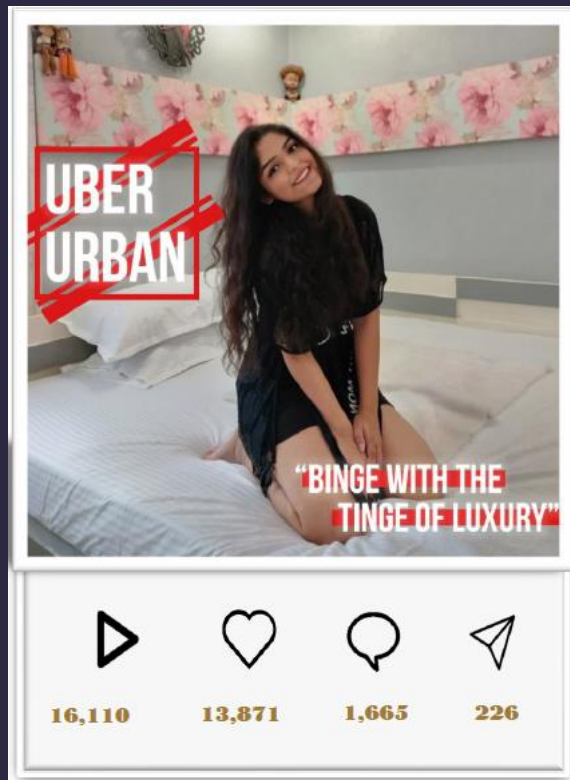
Provide all the digital requirements at one place (SMM, DM, Ads, etc) to improve their digital presence and help them achieve their business objectives

YOLoud manages end-to-end campaign for the brand to give them the best possible result from their influencer marketing campaign

## **YOL Marketing**



# PAST PERFORMANCES



and many more.....

# CAMPAIGN FOR UBER URBAN

“BINGE WITH THE TINGE OF LUXURY”



shivanjais99 • Follow  
Mumbai, Maharashtra

shivanjais99 Binge with the Tinge of Luxury!!

Try these Super King Sized Bedsheets (108" x 108") with 300 thread count from Uber Urban

Uber Urban ensures soft and smooth 100% cotton bedsheets with 4 pillow covers for your leisure!

Use the Coupon Code "SHIVANI10" and get additional 10% discount!!!

Hurry Up!!

Comfort you are looking for is right here

Link of the sashita in my bio!!

940 views  
JULY 28

Add a comment...



thegallygirl • Follow  
Mumbai, Maharashtra

thegallygirl // Binary home made staying home more comfortable

#goodbook #cozynook

Bringing home "La vie Boheme" decor for free minded and free spirited people

Experience the flamboyant tones, prints and patterns, creating a light-hearted ambience

Tidy and hand-held packaging which is upcycled for individuals and the environment

Material that is airy, clean and lush

712 views  
JULY 31

Add a comment...



vogueyardbyekta • Follow  
Kolkata

vogueyardbyekta Binge with the Tinge of Luxury!!

Try these Super King Sized Bedsheets (108" x 108") with 300 thread count from Uber Urban

Uber Urban ensures soft and smooth 100% cotton bedsheets with 4 pillow covers for your leisure!

Use the Coupon Code "EKTAT10" and get additional 10% discount!!!

Hurry Up!!

Comfort you are looking for is right here

Link of the sashita in my bio!!

8,012 views  
JULY 27

Add a comment...



shauryaasnani • Follow

shauryaasnani Binge with the Tinge of Luxury

Try these Super King Sized Bedsheets (108" x 108") with 300 thread count from Uber Urban.

Uber Urban ensures soft and smooth 100% cotton bedsheets with 4 pillow covers for your leisure!

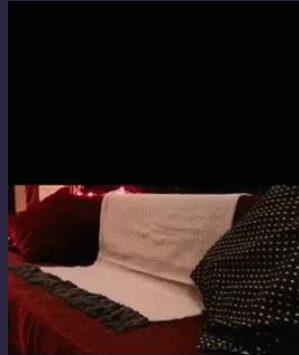
510 views  
JULY 28

Add a comment...

Influencers#	28
Impressions	1,05,897
Engagement Rate	14.05%
Budget	₹10,000

# CAMPAIGN FOR BINARY HOMES

"LA VIE BOHEME"



Influencers#	11
Impressions	85,706
Engagement Rate	18.17%
Budget	₹5,400





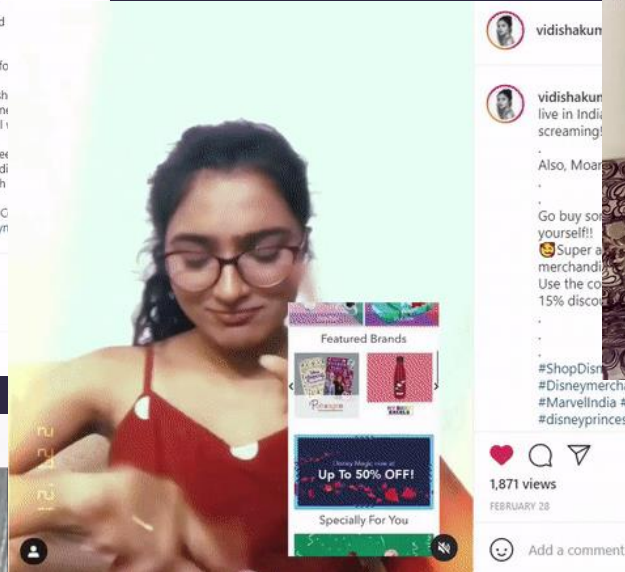
# ONGOING CAMPAIGNS

shop **Disney**



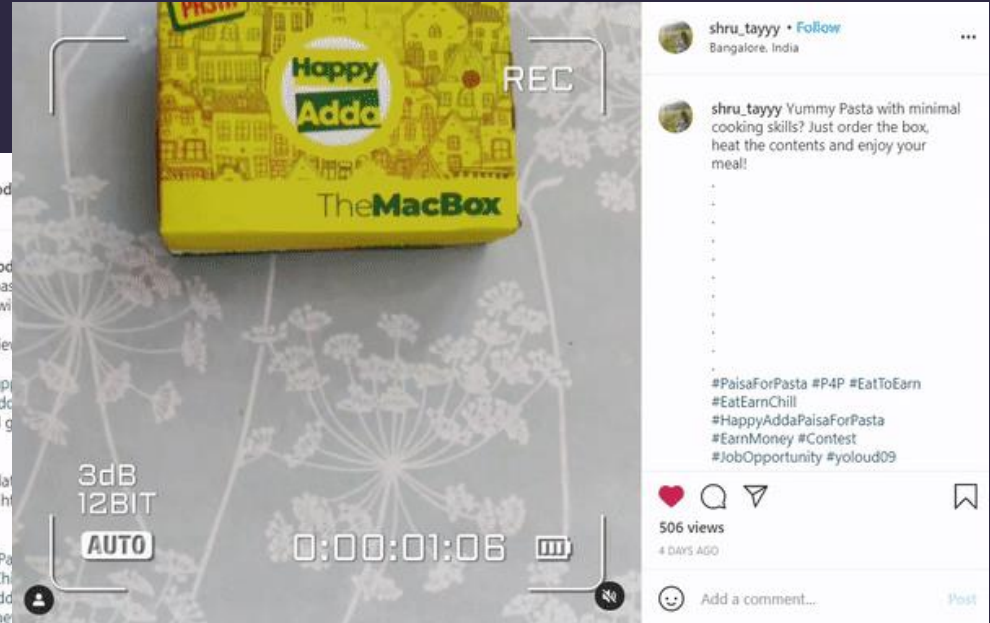
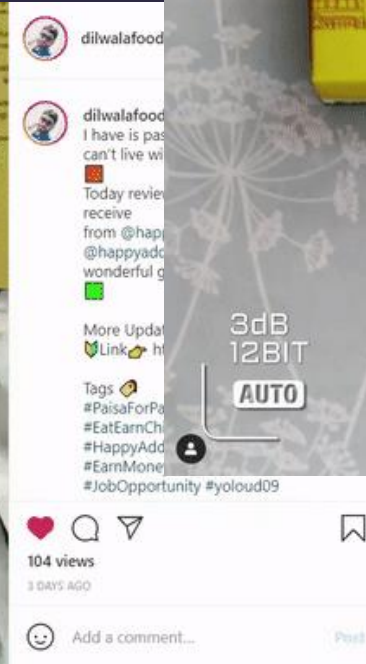
# CAMPAIGN FOR SHOP DISNEY INDIA

*"Shop Disney Challenge"*



# CAMPAIGN FOR HAPPY ADDA

“Paisa4Pasta”





# ROAD MAP PHASE I



**YOL Marketplace:** A platform where brands can discover creators and manage their campaigns

**YOLytics:** Help users to analyze an influencers profile and past content

**Influencer Marketing Ecosystem:** Device a pricing engine where creators can get an estimate of their earning as per their profile insights

# ROAD MAP PHASE II



**Video Callouts and Shoutouts:** Bringing celebrities closer to their ardent followers

**Ecommerce Platform:** Providing a wide range of equipment to create content and used products received as a part of campaign commercial which will also help the creators to redeem their YOL points





# REVENUE & PRICING



YOL  
CONSULTING

Starts  
as low  
as : ₹20,000

Current  
Revenue : ₹2,00,000  
Worked with 7  
brands



YOL  
MARKETING

₹10,000

₹2,75,000  
Working with 5  
active brands

# BUSINESS MODEL CANVAS

<b>Key Partners</b>  Brands  Influencers  Agencies	<b>Key Activities</b>  Platform Development & Maintenance  Monitoring Campaigns  Sales Support  Detecting Fake Influencers  <b>Key Resources</b>  Influencer's Base  Brand and Reputation  Areas of Operation	<b>Value Proposition</b>  Providing brands to have a better set of targeted audience  Increase social media reach organically  Opportunity for the influencers to earn badges and increase visibility  Opportunity for the influencers to monetize by innovating  Empowering the brands with complete monitoring over their campaigns	<b>Customer Relationships</b>  Accessibility  Convenience  Customization  Cost Reduction  Ratings & Reviews  <b>Channels</b>  Website  Social Media Accounts  Business Development Team	<b>Customer Segments</b>  Brands who want to increase their social media presence  Brands who want to enter into the digital space  Influencers willing to work with brands on a regular basis  Agencies who are looking for a reliable platform for all digital solutions
<b>Cost Structure</b>  Sales & Marketing  Pay-out to Influencers  IT Maintenance & Operations  Human Resources			<b>Revenue Streams</b>  Campaign Management  Sales Conversion  Digital Marketing	

# SWOT ANALYSIS

## STRENGTHS

S

- Network of 3k+ nano & micro creators
- Portfolio of closely related services
- Higher level of operational efficiency that allows brands to track the entire campaign
- Unbiased and independent creator screening platform
- 4 Founders specializing in 4 different domains

## OPPORTUNITIES

O

- Shift from cord-cutters to cord-nevers generation will lead to the rise of a whole new way of marketing
- Increased spending on IM by brands
- Audience trusting small creators whom they know personally than celebrities
- Opportunity to build an entire ecosystem around IM
- Unorganized IM industry in India

## WEAKNESS

W

- Limited resources to increase market visibility
- Limited resources to build the desired technology-enabled service

## THREATS

T

- Low entry barrier for new entrants in the highly unorganized market
- Increasing government regulation



# OUR TEAM



**Rohit Padia**

BBA + MBA  
Marketing



**Simranjeet Singh**

B.Tech. + MBA  
Technology



**Manpreet Singh**

BBA + MBA  
Product



**Swapnil Shubham**

B.Com. + MBA  
Finance & Design

# THANKS!

Do you have any questions?

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