



Youth
Economic
Forum

Bridging the Gap Between
Youth and Policy Makers

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PRESS RELEASE

15th December 2020: Youth Economic Forum's (YEF) "Live Session Series" in collaboration with DBTV had an online session with a newly found startup "Jadeed Karobar" which provides innovative marketing strategies and effective outreach for businesses. The panel consisted of the CEO Ms. Amil Tamour, ER and Creative Head Ms. Rachael Zinnia, Publications and Copywriting Head Ms. Natasha Ahmad and Ms. Marriam Nadeem, the Research and Strategy Head. The seminar was hosted by Mr. Jamal Nasir, PR Associate at YEF.

The session started with an overview of the the idea that led to the establishment of this business along with an introduction about its operations by Ms. Amil. She discussed that the team was interested in entrepreneurship since the start and realized that establishing any business required work on business models, brand building and technological innovation. However, their approach was to bridge the gap between businesses and clientele through innovative and technologically advanced methods. She further discussed that marketing is not only a challenge for entrepreneurs and established businesses but also hinders sustainable business ideas from entering the market. Hence their role in providing cost-effective marketing and setting achievable goals through a streamlined path decreases the burden of existing businesses and encourages entrepreneurs to establish startups. While discussing the operations of Jadeed Karobar, Ms. Amil shared that they gain from the technological advancement by designing personalized plans for digital marketing, social media presence and location-wise boosting for the two streams; established businesses and entrepreneurs.

Next, Ms. Natasha shed light on the sustainability of their own startup in terms of revenue generation. She stated that in comparison to the global market, digital marketing in Pakistan remains largely untapped. Whereas their business model, which provides businesses with essential tools to enhance their own social media presence rather than using an intermediary to access clients, is even more scarce in Pakistan. She added that the two streams of operations are not only designed to reduce the discrepancy of social media access but also contribute to startups through a lower cost model for them.

Following that, Ms. Rachael explained the social aspect of Jadeed Karobar in detail, which consisted of the importance of social enterprises to tackle social issues and bridge a gap caused by lack of access. She shared her personal motivation which consisted of empowering women through increasing their market accessibility.

Moreover, when asked about the details of gaining clients on the established business stream, Ms. Marriam discussed how they are using social media platforms for marketing their own startup through their own pages and other associations with pages like soul sisters, ask the village, soul brothers etc. Furthermore, she added that networking and contacting different entities through online professional pages like LinkedIn and other platforms, has helped them immensely to directly reach entrepreneurs. In addition to that, Ms. Natasha explained how a more hands-on approach is adopted for the second stream by actively seeking clients, spreading word-of-mouth and contacting people through social media pages as well.

Answering to Mr. Jamal's question regarding the sustainability of Jadeed Karobar among its competitors, Ms. Marriam explained the lack of location-targeting for marketing in Pakistan and expressed confidence in the effectiveness of lower capital investment models using social media platforms for marketing by and large. Lastly, Ms. Rachael concluded with highlighting the social aspect of the startup which empowers individuals and pointed out the growing importance of online presence, especially during the pandemic, which has led to growth in entrepreneurial opportunities and Ms. Amil shared plans of on-field research post-pandemic.