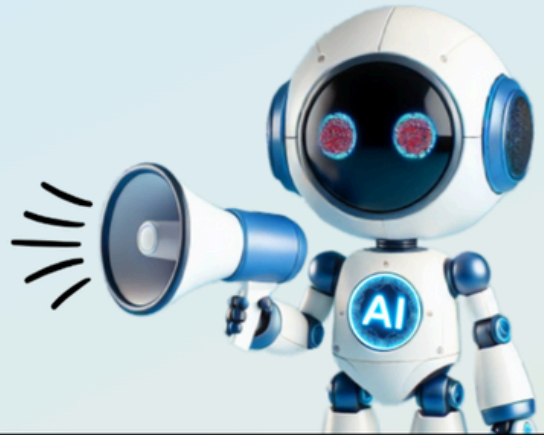


Develop a Business Model for Content Providers



WHAT WE DO

-Die Marketing Idee- is transforming the future of B2B marketing. Our AI-powered software enables industrial SMEs to execute smart marketing by calculating and implementing optimal strategies using data-driven methods with minimal resource investment.

OBJECTIVE OF THE PROJECT

The objective of the project is to develop a comprehensive business model for the integration of content providers into Die Marketing Idee's platform solution. The goal is to establish a second revenue stream by connecting videographers, graphic designers, copywriters, and others with SMEs in need of marketing support through our software platform. This includes conducting market research, analyzing competitive landscapes, and proposing a sustainable and scalable business model.

REQUIREMENTS

Analytical skills and proficiency with Microsoft Office Suite
 Good communication skills and ability to engage with potential customer groups
 Creative thinking and a solid business understanding

TASKS

- 1 Market Research and Analysis of competitive Landscape
- 2 Definition of a Value Proposition and Go-to-Market-Strategy
- 3 Approach for integration and management of content providers within the platform
- 4 Consolidated business model with outlook and projections

FRAMEWORK CONDITIONS

Earliest starting date is the 01.10.24 and the project study lasts for 3 months. It can be held on site at our office in Garching or remote.



Interested?

Then contact our Co-Founder Niklas
 niklas.loeckel
 @die-marketing-idee.de